Oliver J. Rutz

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Employment

Michael G. Foster School of Business, University of Washington

Associate Professor of Marketing, 2013-current

Assistant Professor of Marketing, 2011-2013

Yale School of Management, Assistant Professor of Marketing, 2007-2011

McKinsey&Company, Associate, 1999-2003

Education

Ph.D. (Marketing), 2007, *UCLA Anderson School of Management*

MBA, 2003, *UCLA Anderson School of Management*

Dipl.rer.pol., Economics, 1999, *Ruprecht-Karls-Universität Heidelberg*, Germany

Exchange Student (Economics), 1998, *University of Port Elizabeth*, South Africa

Vordiplom (Mathematics), 1994, *Technische Universität Darmstadt*, Germany

Research Interests

Substantive: Search Engine Marketing & Online Advertising

Methodological: Bayesian Dynamics, Sparse Data, Response&Attribution Models

Academic Publications

1. Ashwin Aravindakshan, Olivier Rubel and Oliver J. Rutz (2014), "Managing Blood Donations by Marketing," *Marketing Science*, forthcoming

2. Shuba Srinivasan, Oliver J. Rutz and Koen Pauwels, (2014), "Paths to and off Purchase: Quantifying the Impact of Traditional Marketing and Online Consumer Activity," *Journal of the Academy of Marketing Science*, forthcoming

3. Kerstin Reimer, Oliver J. Rutz and Koen Pauwels (2014), "How online consumer segments differ in long-term marketing effectiveness", *Journal of Interactive Marketing*, forthcoming

4. Oliver J. Rutz, Randolph E. Bucklin and Garrett P. Sonnier (2012) "A Latent Instrumental Variables Approach to Modeling Keyword Conversion in Paid Search Advertising," *Journal of Marketing Research*, **49**(3), 306-319;
   Finalist, 2013 Paul E. Green Award, American Marketing Association (AMA)
   Finalist, 2007 Clayton Dissertation Proposal Competition, Marketing Science Institute (MSI)
   Winner, 2007 Best Paper of the Conference Based on a Doctoral Dissertation, European Marketing Academy Conference (EMAC)

5. Oliver J. Rutz and Randolph E. Bucklin (2012), "Does Banner Advertising Affect Browsing for Brands? Clickstream Choice Model Says Yes, For Some," *Quantitative Marketing and Economics,* **10**(2), 231-257

6. Oliver J. Rutz and Michael Trusov (2011), "Zooming In on Paid Search Ads – A Consumer-level Model Calibrated on Aggregated Data," *Marketing Science*, **30**(5), 789-800

7. Garrett P. Sonnier, Leigh McAlister and Oliver J. Rutz (2011), "A Dynamic Model of the Effect of Online Communications on Firm Sales," *Marketing Science*, **30**(4), 702-716

8. Oliver J. Rutz, Michael Trusov and Randolph E. Bucklin (2011), "Modeling Indirect Effects of Paid Search Advertising: Which Keywords Lead to More Future Visits?," *Marketing Science*, **30**(4), 646-665;
   Finalist, Frank M. Bass Award, Marketing Science Institute (MSI)
   Lead Article in inaugural edition of **MSI Selections** high-lighting recent academic work of particular relevance to managers

9. Oliver J. Rutz and Garrett P. Sonnier (2011), "The Evolution of Internal Market Structure," *Marketing Science*, **30**(2), 274-289

10. Oliver J. Rutz and Randolph E. Bucklin, (2011), "From Generic to Branded: A Model of Spillover in Paid Search Advertising," *Journal of Marketing Research*, **48**(1), 87-102;
    Winner, 2012 Paul E. Green Award, American Marketing Association (AMA)
    Winner, 2013 Donald R. Lehmann Award, American Marketing Association (AMA)

Book Chapters

11. Oliver J. Rutz and Randolph E. Bucklin (2013), "Paid Search Advertising," in *Advanced Database Marketing: Innovative Methodologies & Applications for Managing Customer Relationships*, Eds. Scott Neslin, Kristof Coussement and Koen De Bock, Gower/Ashgate Publishing

12. Randolph E. Bucklin, Oliver J. Rutz and Michael Trusov (2009), "Metrics for the New Internet Marketing Mix," *Review of Marketing Research*, **5**, 175-192

Working Papers/Work in Progress

"Investigating Text Advertisements in Paid Search: The Role of Content, Quality, and Performance," with Garrett P. Sonnier and Michael Trusov

"On the Prevalence and Provenance of the General Dimension of Consumer Beliefs," with Garrett P. Sonnier

"Do Reviews Predict Usage: The Case of Cellphone Apps," with Olivier Rubel and Ashwin Aravindakshan (MSI Grant for Mobile Marketing)

"Predicting Life Changes From Financial Activity," with Garrett P. Sonnier (Grant from the Wharton Customer Analytics Initiative)

"Search Engine Marketing: Effect of Context on Ad Performance," with Michael Trusov

"Branded Keywords for Retailers: A Significant Market Inefficiency," with Christoph Brenner, Kay Peters and Garrett P. Sonnier

"Search Engine Advertising: State of the Domain and Future Opportunities," with Christoph Brenner, Kay Peters and Garrett P. Sonnier

"Demystifying the Long Tail in Paid Search," with Christoph Brenner, Kay Peters and Garrett P. Sonnier

"Investigating re-tweeting: A Big Data Approach to Understand Why Some Tweets Succeed," With Abhishek Borah

"On the Structure of Social Media Data: A Factor-Analytic Model to Investigate the Dimensions of Social Media Data," with Abhishek Borah and Garrett P. Sonnier

"The Role of "Greenness" vs. Gas Prices in Hybrid Car Diffusion: The Case of the Toyota Prius," with Garrett P. Sonnier

"Dynamic Attribute Inferences in Choice Based Conjoint," with Garrett P. Sonnier

"Online Price Search via Price Comparison Sites", with Doris Du, Bernd Skiera and Daniel Ringel

"Modeling Marketing Effectiveness over the Product Life Cycle in the Case of Durables," with Garrett P. Sonnier and Frenkel TerHofstede

"A Model of Online Search Behavior: An Application to Air Travel," with Ammara Mahmood and Catarina Sismeiro

Awards and Grants

2014: Top 50 Scholar, Author Productivity in the Premier Marketing Journals (2010-2014), American Marketing Association (AMA)

2014: Predicting Life Changes from Financial Data, Wharton Customer Analytics Initiative (WCAI)

2014: Certificate of Reviewing Excellence, Journal of Interactive Marketing

2013: Winner, Donald R. Lehmann Award, American Marketing Association (AMA)

2013: Finalist, Frank M. Bass Award, Marketing Science Institute (MSI)

2013: Finalist, Paul E. Green Award, American Marketing Association (AMA)

2013: MSI Young Scholar, Marketing Science Institute (MSI)

2013: Top 50 Scholar, Author Productivity in the Premier Marketing Journals (2009-2013), American Marketing Association (AMA)

2013: MSI Grant, Mobile Marketing, $12,000

2012: Winner, Paul E. Green Award, American Marketing Association (AMA)

2012: Foster School of Business Dean's Faculty Research Award (awarded annually to the most research-productive Foster faculty)

2010: Google & WPP Marketing Research Awards Program, $58,000

2007: Finalist, Clayton Dissertation Proposal Competition, Marketing Science Institute (MSI)

2007: Winner, Best Paper of the Conference Based on a Doctoral Dissertation, European Marketing Academy Conference (EMAC)

2007: Fellow, Sheth Foundation Doctoral Consortium

2003: UCLA Anderson Business Honor Society (Top 15%)

2003: Finalist, Outstanding Marketing Student, UCLA Anderson

2002-2003: Fellowship for Outstanding Foreign Students, UCLA Anderson

2001-2002: UCLA Anderson Dean's Scholar

2001-2003: McKinsey&Company Fellowship

Teaching

MBA

Marketing Strategy, Executive MBA, Spring 2014

Marketing Strategy, MBA Elective, Spring 2012, 2013,2014

Data Driven Marketing, MBA Elective, Fall 2007- 2010, Winter 2012, 2013, 2014

The Innovator's Perspective, MBA Core, Spring 2008-2009

Ph.D.

Empirical Models in Marketing, Ph.D. Seminar, Winter 2013

Marketing Models, Ph.D. Seminar, Spring 2008, 2009, 2010, 2011 (co-taught)

Bayesian Data Analysis, Ph.D. Seminar, Fall 2007

Service

Chair, UW Foster Quant Recruiting, 2014

Member, UW Foster Diversity Committee, 2014

Ph.D. Committee Member: Hema Yoganarasimhan (Yale), Conor Henderson (UW Foster), Ju-Yeon Lee (UW Foster), Paul Hoban (UCLA)

Member, Ph.D. program committee, UW Foster

Fellow, Yale Center of Customer Insights

Professional Activities

Ad-hoc reviewer: *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Marketing Letters*, *Review of Economics and Statistics*, *Electronic Markets*, *Journal of Interactive Marketing*, *Information Systems Research*

Presentations

University of Southern California, Los Angeles, CA, November 2012; Goethe-Universität Frankfurt, Germany, December 2012; Marketing Camp, University of Washington, Seattle, WA, May 2013; University of Colorado, Boulder, CO, July 2013; Insead, France, October 2013; Dartmouth College, Hanover, NH, November 2013, University of California, Riverside, CA, November 2013; Rotterdam School of Management, Erasmus University, Rotterdam, Netherlands (scheduled): *"Investigating Text Advertisements in Paid Search: The Role of Content, Quality, and Performance"*

Digital Analytics Association (DAA) Fall Symposium, Keynote Speaker, Redmond, WA, November 2012: *"The Hierarchy of Effects (HOE) Meets Paid, Earned, and Owned (POE)"*

ART Forum, invited talk for Paul E. Green Award, Seattle, WA, June 2012: "*From Generic to Branded: A Model of Spillover in Paid Search Advertising*"

University of British Columbia/University of Washington Conference, Seattle, WA, May 2012:
"A Latent Instrumental Variables Approach to Modeling Keyword Conversion in Paid Search Advertising"

Massachusetts Institute of Technology, Boston, MA, December 2011; Goethe-Universität Frankfurt, Germany, June 2011; University of Washington, Seattle, WA, February 2011; University of Miami, Miami, FL, February 2011; Santa Clara University, Santa Clara, CA, October 2010:

"Zooming In on Paid Search Ads – An Individual-level Model Calibrated on Aggregated Data"

IBM IOD Conference, Las Vegas, NV, October 2010:
"Making the Grade in a Digital World: Gaining Insights and Innovation through Information" (Invited Talk)

INFORMS Marketing Science Conference, Cologne, Germany, June 2010:
"Zooming In on Paid Search Ads – An Individual-level Model Calibrated on Aggregated Data"

Marketing Dynamics Conference (MDC), New York, NY, August 2009:
"*Modeling the Evolution of Internal Market Structure*"

Yale Center for Consumer Insights Conference, New Haven, CT, May 2009:
"*Research in Paid Search*"

Yale School of Management Faculty Speaker Series, New Haven, CT, February 2009:
"*Paid Search Advertising*". Full length video at:
http://mba.yale.edu/news_events/lectures/facultyspeakerseries.shtml#rutz.

North-Eastern Marketing Conference, Harvard University, Boston, MA, September 2008:
"*From Generic to Branded: A Model of Spillover in Paid Search Advertising*"

HP Labs, Palo Alto, CA, August 2008:
"*A Model of Individual Keyword Performance in Paid Search Advertising*"

INFORMS Marketing Science Conference, Vancouver, Canada, June 2008:
"*From Generic to Branded: A Model of Spillover in Paid Search Advertising*"
(Invited talk)
"*Putting the Advertising back into Paid Search*"

Advertising Research Foundation (ARF), New York, NY, April 2008:
"*A Model of Individual Keyword Performance in Paid Search Advertising*"

4-Schools Conference, Columbia University, New York, NY, April 2008:
"*From Generic to Branded: A Model of Spillover in Paid Search Advertising*"

Marketing Conference at UT Dallas, Dallas, TX, February 2008:
"*A Model of Individual Keyword Performance in Paid Search Advertising*"

European Marketing Academy Conference (EMAC), Reykjavik, Iceland, May 2007:
"*From Generic to Branded: A Model of Spillover in Paid Search Advertising*"
"*A Model of Individual Keyword Performance in Paid Search Advertising*"

Yale School of Management, New Haven, CT, February 2007:
"*A Model of Individual Keyword Performance in Paid Search Advertising*"

Marketing Dynamics Conference (MDC), Los Angeles, CA, August 2006:
"*From Generic to Branded: A Model of Spillover in Paid Search Advertising*"

INFORMS Marketing Science Conference, Pittsburgh, PA, June 2006:
   "*From Generic to Branded: A Model of Spillover in Paid Search Advertising*"

University of Houston Marketing Doctoral Symposium, Houston, TX, April 2006:
   "*From Generic to Branded: A Model of Spillover in Paid Search Advertising*"