

# CODE@MIT 2021 Parallel Session 4A 4B and 4C

## **4A: Marketing**

## **Authors**

- |          |   |  |
|----------|---|--|
| <b>1</b> | Using Smart TVs to improve Broadcast TV content engagement: Evidence from a large-scale randomized field experiment   | Raveesh Mayya (NYU), Siva Viswanathan (Maryland)   |
| <b>2</b> | AI-Human Hybrid Salesforce in Customer Purchase Funnel: Evidence from Two Field Experiments                           | Xueming Luo (Temple University), Nan Jia (University of Southern California), Zheng Fang (Sichuan University), Han Chen (Temple University)  |
| <b>3</b> | An Experimental Investigation of Tipping Behavior on Digital Platforms  | Seung Hyun Kim (Ph.D. in Marketing, Rady School of Management, UC San Diego)<br>On Amir (Professor of Marketing, Rady School of Management, UC San Diego)<br>Kenneth C. Wilbur (Professor of Marketing and Analytics, Rady School of Management, UC San Diego) |
| <b>4</b> | Dynamic Marketing Policies: Constructing Markov States for Reinforcement Learning                                     | Yuting Zhu (MIT), Duncan Simester (MIT), Jonathan Parker (MIT), Antoinette Schoar (MIT)  |
| <b>5</b> | Encouraging the resumption of economic activity after COVID-19: Evidence from a large scale-field experiment in China | Yichun Fan (MIT), Erez Yoeli (MIT), Jianghao Wang (MIT and CAS), Yuchen Chai (MIT), Weizeng Sun (CUFE), David Rand (MIT) and Siqi Zheng (MIT)  |

## **4B: Methods IV - Variance Reduction**

## **Authors**

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|----------|---|--|
| <b>1</b> | Regression Adjustment with Synthetic Controls in Online Experiments | Congshan Zhang (Facebook), Dominic Coey (Facebook), Matt Goldman (Facebook), Brian Karrer (Facebook)   |
| <b>2</b> | Towards Optimal Variance Reduction in Online Experiments            | Ying Jin (Stanford), Shan Ba (LinkedIn)  |
| <b>3</b> | Isotonic Regression Adjustment for Variance Reduction               | Ryan Turner (Twitter), Umashanthi Pavalanathan (Twitter), Stefan Webb (Twitter), Nils Hammerla (Twitter), Brent Cohn (Twitter), and Anthony Fu (Twitter) |
| <b>4</b> | Online Balancing Design   | David Arbour (Adobe), Drew Dimmery (University of Vienna), Tung Mai (Adobe), Anup Rao (Adobe)  |
| <b>5</b> | Optimal Design of Experiments in Panel-Data Settings                | Nick Doudchenko (Google), Khashayar Khosravi (Google), Jean Pouget-Abadie (Google), Sebastien Lahaie (Google), Miles Lubin (Google), Vahab               |

# CODE@MIT 2021 Parallel Session 4A 4B and 4C

Mirroknı (Google), Jann Spiess (Stanford GSB), Guido Imbens (Stanford GSB)

## **4C: Policy Learning and Targeting**

## **Authors**

- |          |   |   |
|----------|---|---|
| <b>1</b> | Learning Efficient Interpretable Policies on Experimental Data  | Han Wu (Stanford University), Sarah Tan (Facebook), Weiwei Li (Facebook), Mia Garrard (Facebook), Hanson Wang (Facebook), Daniel Jiang (Facebook), Adam Obeng (Facebook), Eytan Bakshy (Facebook) |
| <b>2</b> | When to Target Customers? Retention Management using Dynamic Off-Policy Policy Learning               | Kosuke Uetake (Yale), Kohei Yata (Yale)   |
| <b>3</b> | Counterfactual Evaluation of Peer-Review Assignment Strategies  | Martin Saveski (Stanford), Nihar Shah (CMU), Johan Ugander (Stanford)   |
| <b>4</b> | Efficient Heterogeneous Treatment Effect Estimation With Multiple Experiments and Multiple Outcomes   | Leon Yao (MIT), Caroline Lo (Facebook), Israel Nir (Facebook), Sarah Tan (Facebook), Ariel Evnine (Facebook), Adam Lerer (Facebook), Alex Peysakhovich (Facebook)                                 |
| <b>5</b> | A Framework for Causal Segmentation Analysis with Machine Learning in Large-Scale Digital Experiments | Nima Hejazi (Netflix), Wenjing Zheng (Netflix), Sathya Anand (Netflix)  |