

# Does Retail Advertising Work?



## Measuring the Effects of Advertising on Sales via a Controlled Experiment on

# YAHOO!

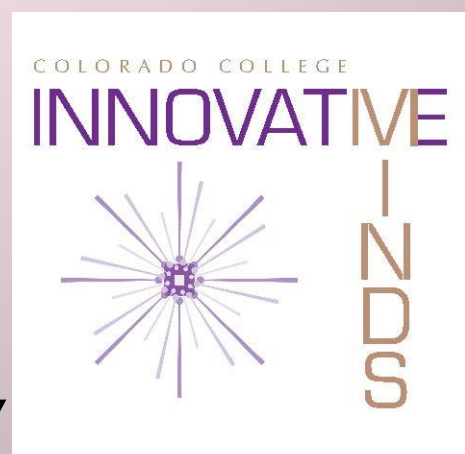
**By David H. Reiley, Jr.,  
Principal Research Scientist at Yahoo!**

*Monday April 2, 12:15*

*in Palmer 121*



**Lunch  
and free lecture  
sponsored by**



David was previously Arizona Public Service Professor of Economics at the University of Arizona, and has taught at Vanderbilt and Northwestern. David holds a bachelor's degree in Astrophysical Sciences from Princeton University, and a PhD in Economics from MIT.