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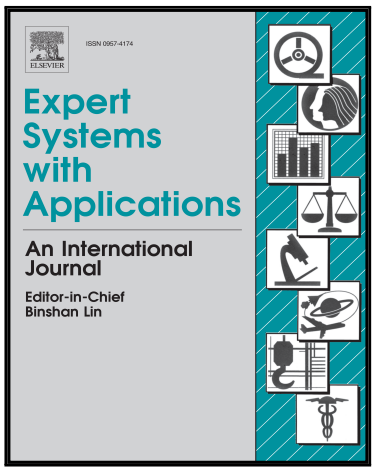

Active Viral Marketing: Incorporating Continuous Active Seeding Efforts into the Diffusion Model

Alon Sela, Dmitri Goldenberg, Irad Ben-Gal, Erez Shmueli

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Highlights

- A new diffusion model, which better fits real-world marketing scenarios, is proposed.
- Diffusion in this model relies on continuous active seeding efforts of the marketer.
- A scheduled seeding approach, which utilizes the states of nodes, is suggested.
- The importance of such an approach for the spread of products is demonstrated.

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