



PAPER DIGEST

# CERTIFICATE OF RECOGNITION

MOST INFLUENTIAL WWW 2009 PAPER

This is to certify that the paper

## How Much Can Behavioral Targeting Help Online Advertising?

*Jun Yan, Ning Liu, Gang Wang, Wen Zhang, Yun Jiang, and Zheng Chen*

presented at the ACM Web Conference (WWW), 2009

is recognized among the Most Influential WWW 2009 Papers



**Paper Digest**  
New York, New York



**Edition 2026-03**  
Issued 2026-03 - Impact Factor 6

[Verify this certificate at paperdigest.org](https://paperdigest.org)

Certificate ID 240c259bdcef7379 - Ranking constructed from citations in research papers and granted patents.

Scan to verify

