

Technical Disclosure Commons

Defensive Publications Series

April 16, 2015

ADVERTISING BASED ON DETERMINED INTENT ALONG CONVERSION PATH

Neil Hoyne

Follow this and additional works at: http://www.tdcommons.org/dpubs_series

Recommended Citation

Hoyne, Neil, "ADVERTISING BASED ON DETERMINED INTENT ALONG CONVERSION PATH", Technical Disclosure Commons, (April 16, 2015)
http://www.tdcommons.org/dpubs_series/57



This work is licensed under a [Creative Commons Attribution 4.0 License](https://creativecommons.org/licenses/by/4.0/).

This Article is brought to you for free and open access by Technical Disclosure Commons. It has been accepted for inclusion in Defensive Publications Series by an authorized administrator of Technical Disclosure Commons.

ADVERTISING BASED ON DETERMINED INTENT ALONG CONVERSION PATH

ABSTRACT

An advertisement targeting system manages content and advertisements on a website. The system receives a request to place measurement units on a publisher website from a publisher. The system receives a request to purchase an inventory of measurement units from an advertiser to target content or advertisements on the advertiser's destination website. Further, the system identifies an inventory of measurement units based on an association between the publisher websites with the measurement units and the destination website. Upon identifying the inventory of the measurement units, the system captures user behavior at the publisher websites with the inventory of the measurement units. Further, the system customizes content on the destination website for a user based on the captured user behavior.

PROBLEM STATEMENT

Consumers often engage with content across multiple websites before landing on a destination website where they actually make their intended purchase. For example, a consumer may search for "romantic vacation spots" on a travel information website before booking their tickets through an airline website. In another example, a consumer may read articles on mobile phone cameras on various websites before buying a phone from an electronics store website. In the scenarios described above, advertisers on the destination website have little to no insight into the intent of the consumer when they directly arrive on the destination website. This limits the ability of the destination website to tailor content and/or advertisements in relation to the

consumer's intent on the destination website. An advanced system for identifying a user's intent before he lands on the destination website and customizing content and advertisements on the destination website is described.

ADVERTISEMENT TARGETING SYSTEM

The systems and techniques described in this disclosure relate to an advertisement targeting system. The system can be implemented for use in an Internet, an intranet, or another client and server environment. The system can be implemented as program instructions locally on a client device or implemented across a client device and server environment. The client device can be any electronic device such as a mobile device, a smartphone, a tablet, a handheld electronic device, a wearable device etc.

Fig. 1 illustrates an example method 100 for identifying content of interest to a user on a third-party website and targeting advertisements on a destination website. The method can be performed by a system that manages content and advertisements, for example, the advertisement targeting system.

The system generates measurement units on a publisher website (102). The system may generate the measurement units based on a request of an advertiser. Alternatively or additionally, a publisher of the publisher website can request placing of measurement units. A publisher can be the owner or sponsor of a website that generates, aggregates, or integrates content on the publisher website. An advertiser or publisher can request from the system, e.g., through a user interface provided by the advertisement targeting system, to place measurement units on the publisher website. Alternatively, the measurement units can be automatically placed on websites

or a subset of websites. Measurement units can be a small form advertisement format, e.g., 1*1 pixel units, placed on any website. The measurement units can be invisible to the human eye and be placed anywhere on a website. Advertisers can purchase measurement unit inventory on a publisher website, and through the measurement units, capture a variety of information from the publisher website. This information may include queries made by a user on the publisher websites before landing on the destination website, direct clicks by the user on ad impressions to reach the destination website, ad impressions on the publisher website, etc. The measurement units can track information for various users based on their visits on different publisher websites. Information captured by the measurement units can be updated periodically. The advertiser can then use this information to customize content, e.g., advertisements, on the advertiser's own website. The measurement units can capture information from the publisher website that helps the advertiser target advertisements on its own website, e.g., user activity on websites in the conversion path upstream of the destination website. The user interaction information captured by the measurement units can be used for other analytics purposes. For example, the user interaction information captured by the measurement units can be used to understand attribution models or incremental credit due to the publisher's website towards driving a conversion. As a further example, the user interaction information can be used to understand propensity models used to calculate the likelihood that a customer will eventually convert on the advertiser site.

The system receives a request to purchase an inventory of measurement units from an advertiser to target content or advertisements on the advertiser's destination website (104), as described above. Additionally, the advertiser can provide information associated with the destination website, e.g., the type of content and/or products available on the destination website.

Further, the system identifies an inventory of measurement units based on an association between the publisher websites with the measurement units and the destination website (106). The system can determine an association between the publisher websites and the destination website based on a similarity of the publisher website to other websites that refer users to the destination website and users on the publisher website that have previously visited the destination website. The system can compare the content and/or products available on the publisher websites with measurement units with other websites that are known referrers to the destination website. The system can identify an inventory of measurement units from the measurement units placed on various publisher websites that are similar, e.g., in content and products available, to the destination website. Alternatively, or additionally, the system can identify an inventory of measurement units from the measurement units placed on various publisher websites that are likely to refer users to the destination websites. The system can determine this from data that indicates how often users on the publisher websites convert to the destination website.

Upon identifying the inventory of the measurement units, the system captures user behavior at the publisher websites with the inventory of the measurement units (108). The system can track user behaviour on the publisher websites through the measurement units. The user behavior can include information such as how one or more users behaved on the websites, which queries were made, what content was selected or looked at, which advertisements were viewed, etc.

Further, the system customizes content on the destination website for the user based on the captured user behavior (110). The system can customize content of a destination website

based on what the user might be looking for, as exhibited by his behavior on other website before landing on the destination website. For example, if the identified user behaviour indicates that a user intent is to search for a camera phone, then the system can customize the content of the destination website, such as an online electronics website, to display phones that have cameras on the homepage. Additionally, or alternatively, the system can customize advertisements on the destination page based on the user's activity on other websites before landing on the destination website. For example, if the identified user behaviour indicates that a user's intent is to search for best camera phone, then advertisements which relate to phones with cameras can be displayed on the destination website.

Understanding user behaviour via measurement units not only allows advertisers to understand the intent of users who visit the destination website, but also helps advertisers better allocate their advertising budget across multiple touchpoints along the conversion path to the destination website. Additionally, knowledge about user behaviour helps publishers of a destination website customize content on the destination website in accordance with the intent of the user, thereby making the destination website more user friendly and increasing the probability the user consumes the content.

FIG. 2 is a block diagram of an exemplary environment that shows components of a system for implementing the techniques described in this disclosure. The environment includes client devices 210, servers 230, and network 240. Network 240 connects client devices 210 to servers 230. Client device 210 is an electronic device. Client device 210 may be capable of requesting and receiving data/communications over network 240. Example client devices 210 are personal computers (e.g., laptops), mobile communication devices, (e.g. smartphones, tablet

computing devices), set-top boxes, game-consoles, embedded systems, and other devices 210' that can send and receive data/communications over network 240. Client device 210 may execute an application, such as a web browser 212 or 214 or a native application 216. Web applications 213 and 215 may be displayed via a web browser 212 or 214. Server 230 may be a web server capable of sending, receiving and storing web pages 232. Web page(s) 232 may be stored on or accessible via server 230. Web page(s) 232 may be associated with web application 213 or 215 and accessed using a web browser, e.g., 212. When accessed, web page(s) 232 may be transmitted and displayed on a client device, e.g., 210 or 210'. Resources 218 and 218' are resources available to the client device 210 and/or applications thereon, or server(s) 230 and/or web pages(s) accessible therefrom, respectively. Resources 218' may be, for example, memory or storage resources; a text, image, video, audio, JavaScript, CSS, or other file or object; or other relevant resources. Network 240 may be any network or combination of networks that can carry data communication.

The subject matter described in this disclosure can be implemented in software and/or hardware (for example, computers, circuits, or processors). The subject matter can be implemented on a single device or across multiple devices (for example, a client device and a server device). Devices implementing the subject matter can be connected through a wired and/or wireless network. Such devices can receive inputs from a user (for example, from a mouse, keyboard, or touchscreen) and produce an output to a user (for example, through a display). Specific examples disclosed are provided for illustrative purposes and do not limit the scope of the disclosure.

DRAWINGS

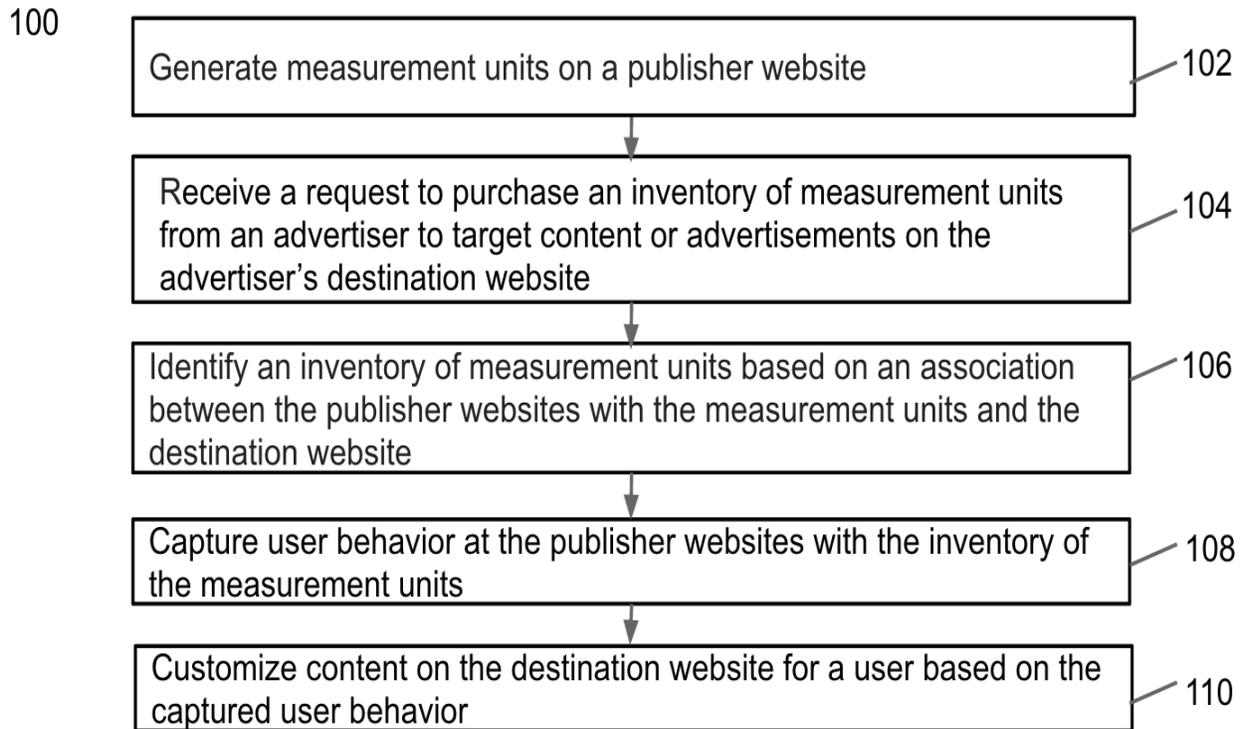


Fig. 1

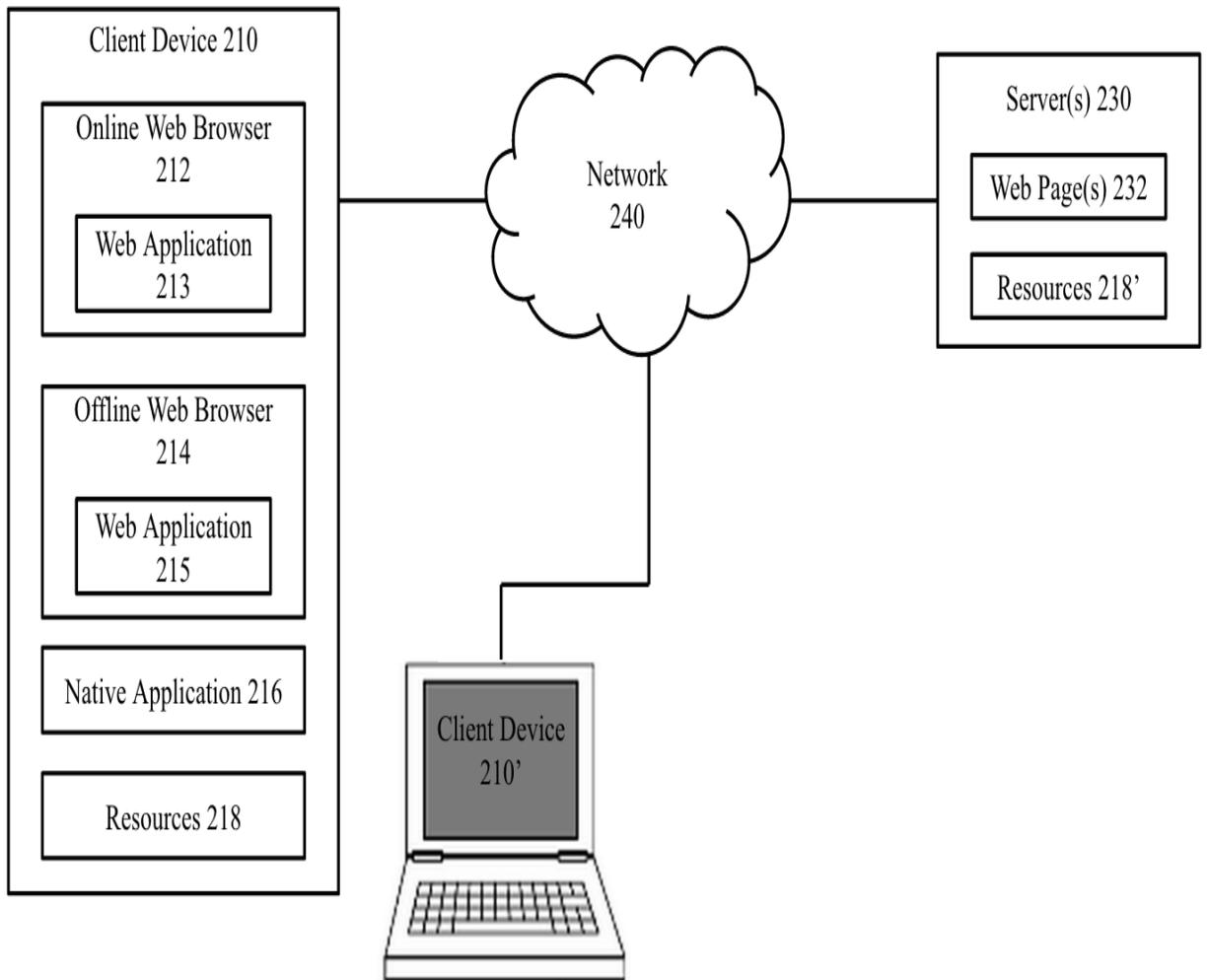


Fig. 2