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February 03, 2016

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Sofia Andrianakou

Yuanying Xie

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Recommended Citation

Andrianakou, Sofia and Xie, Yuanying, "APPLICATION INSTALL RETARGETING BASED ON DURATION OF VIRTUALIZED SESSION", Technical Disclosure Commons, (February 03, 2016)
http://www.tdcommons.org/dpubs_series/148



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APPLICATION INSTALL RETARGETING BASED ON DURATION OF VIRTUALIZED SESSION

[0001] A content item provider, such as an advertisement provider, can retarget users with content items related to an application (e.g., mobile app) with which the users interact. For example, a user may interact with an application during a virtualized session without installing the application on the user's device. In response, the content item provider may later retarget the application to the user, for example, by providing to the user an advertisement or other content item related to the application. The advertisement may be an application install advertisement that includes a link to download the application. This type of functionality allows the user to receive content items for applications with which the user has shown interest.

[0002] A virtualized session for an application is a session in which a user interacts with an application (e.g., its features and content) without installing the application on the user's device. An example of a virtualized session is one in which features and/or content of the application are provided in a web browser. For example, the web browser may present the same or a similar user interface as the application and allow the user to interact with user interface elements in much the same way as with the user would with the actual application. In a particular example, a virtualized version of a travel application may allow users to book flights, hotels, etc. similar to the actual travel application installed on user devices.

[0003] The content item provider may determine whether to retarget an application to a user based on the amount of time that the user interacted with an application, e.g., during a virtualized session or while the application is streamed to the user. For example, the content item provider

may determine to retarget the user if the user interacts with the application for at least a threshold amount of time as this may indicate that the user may find the application useful or interesting. The threshold amount of time may be predetermined by the content item provider and/or the application developer that distributes the application.

[0004] FIG. 1 depicts a sequence of example screenshots 100 in which a user is provided a content item for an application based on the user's interaction with the application during a virtualized session. In screenshot 110, a user has submitted a search query "Restaurant A" to a search engine using a search page presented in a web browser. In response, the search engine has provided several search results 111-113 responsive to the search query and that are presented on a search results page. Search results 111 and 113 link to websites and search result 112, when selected, initiates a virtualized session for application "Restaurant Info App."

[0005] As shown in screenshot 120, the virtualized session can be initiated in the web browser, e.g., on the search results page. For example, a user interface for the application may be presented on the search results page in place of the other search results, or along with other search results. During the virtualized session, content of the application "Restaurant Info App" is presented to the user and the user can interact with features and/or controls of the application. In this example, a dinner menu and reviews are shown for Restaurant A. In addition, the user can search for additional restaurants using a search box presented above the dinner menu and reviews. Other features of the application may also be accessed by the user in the web browser.

[0006] The amount of time in which the user interacts with the application during the virtualized session can be determined. This amount of time may be based on the time at which the

virtualized session was initiated and the time at which the virtualized session ends, e.g., by closing the web browser or navigating to another web page. Or, the amount of time may be based on the amount of time that the user actually interacts with the application. The amount of time may be monitored using, for example, referrer code.

[0007] After the virtualized session ends, a determination is made whether to retarget the application to the user. This determination may be based on the amount of time in which the user interacted with the application. For example, the application may be retargeted to the user if the amount of time satisfies a threshold, e.g., by meeting or exceeding the threshold.

[0008] The application may be retargeted to the user in various ways. For example, as shown in screenshot 130, an advertisement 131 for the application may be presented to the user at a later time. In this example, the advertisement 131 is shown in an advertisement slot of a news web page when the user visits the news web page.

[0009] The advertisement 131 may include a link to download the application. For example, the advertisement 131 may initiate the download of the application in response to the user selecting the advertisement.

ABSTRACT

[0010] A user may be retargeted with advertisements, offers, discounts, or other content items related to an application based on the user previously interacting with the application. For example, the user may be retargeted or remarketed with an advertisement to install an application on the user's device in response to the user spending at least a threshold amount of time interacting with the application in a virtualized environment or via streaming. The provided

advertisement may be an application install advertisement that, when selected, initiates the installation of the application on the user's device.

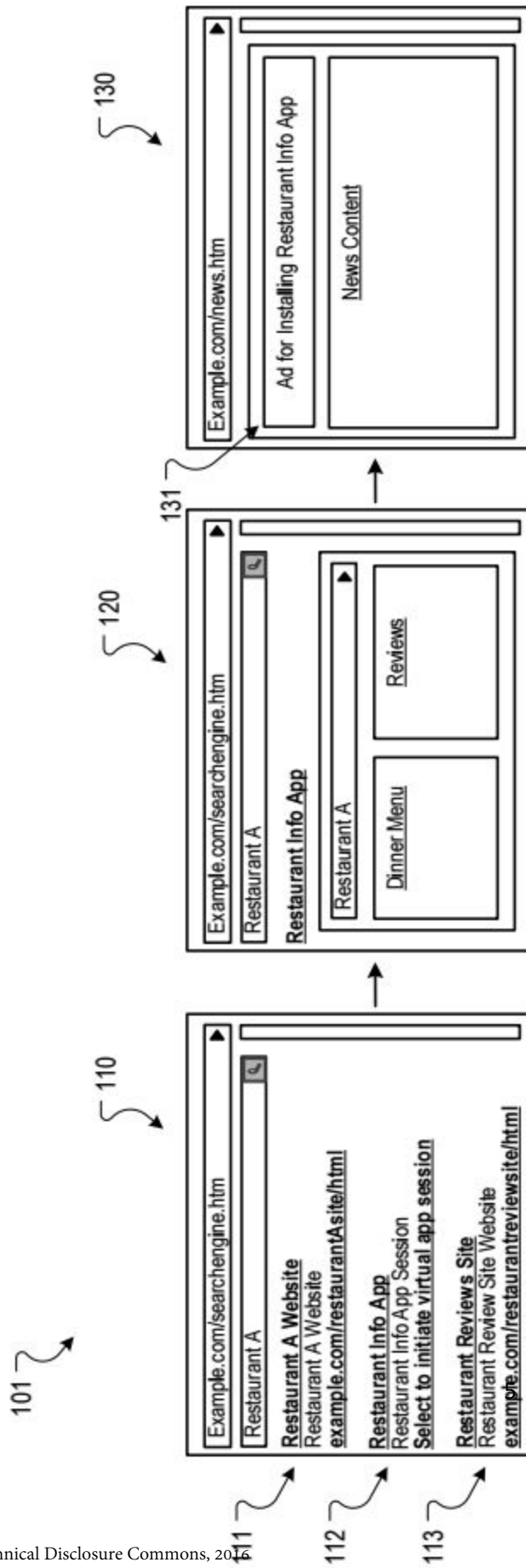


FIG. 1

