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May 01, 2017

## Biddable Advertisement Space With Specific Purpose

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### Recommended Citation

Krishna, Golden and Newton-dunn, Henry, "Biddable Advertisement Space With Specific Purpose", Technical Disclosure Commons, (May 01, 2017)  
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## **BIDDABLE ADVERTISEMENT SPACE WITH SPECIFIC PURPOSE**

### **ABSTRACT**

A system and method are disclosed that trigger bids for advertisement space to fulfill a specific purpose within an application. The user may access a shopping app which surfaces an advertising space/button with a special purpose such as a payment gateway. The advertiser with the maximum number of bids is selected to feature on the ad button/space. The user is then redirected to the ad site to complete the transaction. The system and method disclosed is advantageous for the advertising platform, for the shopping app by adding value to the app through ads, and the advertiser by gaining valuable new business through an advertisement.

### **BACKGROUND**

Currently, mobile applications sell advertising space to companies to improve monetization. Banner ads are an example. However, the banner ads that are surfaced often do not add anything of value to the user experience shown on the screen. For example, if a shopping app were to provide advertising space in its app, a banner ad may surface that would encourage users to leave the app and engage in the advertiser's activity instead of the shopping app. The ad in this case would greatly detract from the company's goals and discourage the app maker from using the advertising services.

### **DESCRIPTION**

A system and method are disclosed that triggers bids for advertisement space with specific purpose within an application. This system may include a user interacting with a cloud-based server via a device. In the method as depicted in FIG. 1, a user accesses a shopping app which surfaces an advertising space/button. The ad button surfaced to the users may have a special purpose that is associated with the shopping app. The ad button slice is selected based on

bids. The advertiser with the maximum bid is selected to feature on the ad button/ space. The featured ad button is shown to the user who clicks on it to proceed further with the transaction. The user is redirected to the ad site to fulfill the special purpose, which may be for a payment gateway.

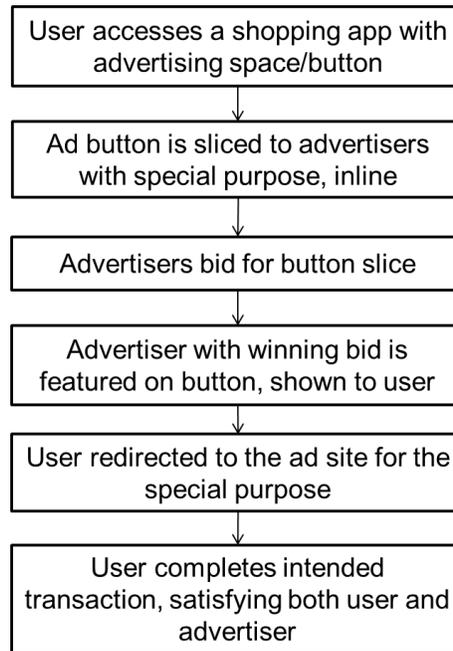


FIG. 1: Method to enable biddable advertisement space with specific purpose

For example, a shopping app may display a button ad to handle payments on their shopping cart page. If a payment gateway provider is the highest bidder, the ad button is rendered to that provider. The shopping cart and payment are then handled by the highest bidding advertiser. The shopping app is paid when a user makes a purchase using the advertiser's payment gateway.

The advertisement generates revenue for the shopping app while adding value to the user experience. The system and method disclosed is advantageous for the advertising platform, the shopping app by adding value to the app through ads, and for the advertiser by gaining valuable new business through an advertisement.