AUTOMATIC ADVERTISEMENT INVESTMENT THROUGH IN-AD TRANSACTIONS

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AUTOMATIC ADVERTISEMENT INVESTMENT THROUGH IN-AD TRANSACTIONS

ABSTRACT

An advertisement investment system can be used for receiving funds directly through an advertisement of an advertisement campaign with the help of a transaction portal within the advertisement. The system presents the user with an advertisement of the advertisement campaign that has an user interface button for initiating a transaction. The system receives a selection of the user interface button. The system opens the transaction portal in response to the selection of the user interface button. The system then receives funds once the transaction is completed by the user at the transaction portal. The system invests the received funds in the advertisement campaign. The system then causes additional advertisements for the advertisement campaign to be generated based on the invested funds.

PROBLEM

Charitable institutions and non-profit organizations rely almost exclusively on advertising to secure donations and increase awareness of their cause. The amount of human capital, time, money and resources needed to create and maintain a charity’s global promotion is inefficient and inflates costs. These costs increase overhead, which ultimately negates the value of donations. Charitable institutions are now focusing on removing excess costs wherever possible, so that money donated delivers the maximum impact to the intended beneficiaries. Advertising management, development and expenditure remains one of the biggest challenges for these institutions. Some retailers offer an option to donate $1, $2, $5, or some other amount at credit
card terminals upon check out. This is a great charitable touch point, but there is no emotional
attachment to the transaction or any real understanding about the underlying cause which
negatively affects donation rates over time. A system is described that allows viewers of an
online advertisement to donate money through the online advertisement.

**ADVERTISEMENT INVESTMENT SYSTEM**

The systems and techniques described in this disclosure relate to an advertisement
investment system that provides a transaction portal for accepting funds within an advertisement
of an advertisement campaign. The advertisement investment system can be implemented for use
in an Internet, an intranet, or another client and server environment. The system can be
implemented locally on a client device or implemented across a client device and server
environment. The client device can be any electronic device, for example, laptop, mobile phone,
computer, tablet, wearable, etc.

FIG. 1 illustrates an example method 100 for receiving funds through an advertisement
and re-investing the funds into further advertisements for an advertisement campaign. The
method 100 can be performed by a system that is capable of providing a transaction portal in an
advertisement for receiving funds, for example, the advertisement investment system. The
advertisement investment system can be implemented for use by non-profit organizations, e.g.,
charitable institutions, educational institutions, religious institutions, trusts, in their respective
advertising campaign. The system allows charitable institutions to raise funds for their
advertising campaigns by receiving donations through transactions within the advertisements.
The received donations can be further utilized to invest in the other advertisements for the advertisement campaign.

As shown in FIG. 1, the system provides a transaction portal for accepting funds within an advertisement of an advertisement campaign (Block 102). The system displays the advertisement at an output device, e.g., display screen of the client device of a user. These advertisements may be located in websites and thus sometimes called display advertisements. The advertisements are of different formats and contain items like text, images, flash, video and audio. The advertisement can contain content that appeals to the user and attracts the user to donate money/credits to the advertisement campaign. A soft button to transfer funds or submit payment, e.g., “PAY NOW,” “DONATE NOW,” that directs the user to the transaction portal is provided in the user interface with the advertisement. The transaction portal can be an application that processes transactions received by a user. The transaction portal facilitates the user to donate funds to the organization running the advertisement campaign. The funds may include real or virtual credits like money, currency, etc.

Further in FIG. 1, the system receives funds from a transaction at the transactional portal (Block 104). The transaction portal is linked with a payment entity for receiving funds. The payment entity may be a bank, trust, or other financial institution. The user may have an account with the payment entity for storing and managing the user’s money/credits. Before the transaction is processed by the system, the transaction portal first authenticates the user with the payment entity. Various kinds of authentication parameters may be used to authenticate the user, e.g., passwords, biometrics, security tokens, personal identification numbers, etc. For example, the user may need to enter login credentials at the transaction portal which are sent to the...
payment entity for authentication. Once the user is authenticated with the payment entity, the user can initiate the transaction to transfer funds or submit payment to the system. The funds may be of any amount as determined and entered by the user at the transaction portal. Additionally, or alternatively, the user may choose from fixed amounts as displayed in the advertisement and transaction portal.

The system may also have an account with a same or different payment entity for transferring and storing the received funds. The system can store the received funds in an account associated with the advertisement campaign of the organization that the user is submitting funds or donating to.

The system further invests the received funds in the advertisement campaign (Block 106). The system invests the received funds automatically without any intervention from the advertisement campaign or any other third party organization. Advertisement campaigns start with an initial budget that can fund an initial set of advertisements. As advertisements are run for the advertisement campaign, each advertisement depletes the budget for the advertisement campaign. The received funds are invested into the budget for the advertisement campaign to support the running of additional advertisements in the advertisement campaign. For example, if it costs ten cents to serve an advertisement in an advertisement campaign and the system receives a donation of one dollar, the donation will allow the system to serve 10 additional advertisements in the advertisement campaign. Thus, the system invests the received donation back into the advertisement campaign. The system may keep a record of information about the total number of funds received for the advertisement campaign at the server. The information may be received regularly from the payment entity.
The system then causes additional advertisements for the advertisement campaign to be generated based on the invested funds (Block 108). Continuing with the same example as above, the system causes additional 10 advertisements to be generated based on the received 1 dollar donation.

FIG. 2A and FIG. 2B illustrate example Graphical User Interfaces (GUI) for receiving funds through a transaction made by a user within an advertisement. The GUI can be displayed on a display screen or another output device associated with the client device.

FIG. 2A depicts a client device 200 such as a laptop displaying a video sharing website 204. The advertisement investment system displays an advertisement of an advertisement campaign that belongs to a non-profit institution such as a charitable institution. Within the advertisement, the system provides a user interface button “OK” 202 for the user to select to initiate a transaction. Once the system receives the selection of the user interface button, the system displays the transaction portal. The transactional portal requests the user’s login credentials and upon verification of the credentials, the system displays an user interface form 206 as shown in FIG. 2B.

The form 206 allows the user to fill in information that is required to process the transaction. For example, the user needs to input credit card details issued by a payment entity in order to process the transaction. Once the transaction is complete, the system receives funds from the user. The system invests the funds back into the charitable institution’s advertisement campaign.

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.