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## Enhancing Ads By Appending High Quality Text From Other Ads

Ashwin Kumar

Sanchit Gupta

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## **ENHANCING ADS BY APPENDING HIGH QUALITY TEXT FROM OTHER ADS**

### **ABSTRACT**

A system and method are disclosed that enhance an ad by appending high quality text from other ads with the same theme. When the user makes a commercial query, the system determines user requirement and analyzes relevant ad content present in existing ads within a database to display ads to the user. The system then optimizes the ad content before displaying the ad to the user. An auction may be carried out to decide on the information to be displayed with the chosen ad. The system ensures that ads with relevant high quality information are presented to the user by utilizing the available space allotted. The user benefits as he sees more relevant information in the ad before clicking on the ad and the advertiser need not manually add information to each ad.

### **BACKGROUND**

Often, an ad may not contain all the information that the advertiser wants to deliver to the user. These pieces of information may be present in the ads provided by the same advertiser grouped under the same theme in the form of other ads. If this ad were to show for a given query then we may never show any other ads from the same customer. This means that some unique information may not be delivered to the user. Currently, searching an ad generates a description line with a text limit (e.g. of approximately 80 characters). This limit is rarely reached by advertisers. Thus, there is some space available to display more content in the ad.

### **DESCRIPTION**

A system and method are disclosed that enhance an ad by appending high quality text from other ads with the same theme. The system includes a server which stores ads under a particular category or theme and an editing tool. The method includes an algorithm to determine

and analyze the relevant ad content present in another ad within ads under a particular theme, when a user makes a commercial query (e.g. searches for a product/service). The system then adds the relevant content to the ads to optimize the ad content as shown in FIG. 1. The categorization of ads may include ads under a particular brand or ads classification by service or products sharing commonalities and the like. An auction may be carried out to decide on the information to be displayed with the chosen ad. This means that some of the available information might be left out if there is no more vertical space available.

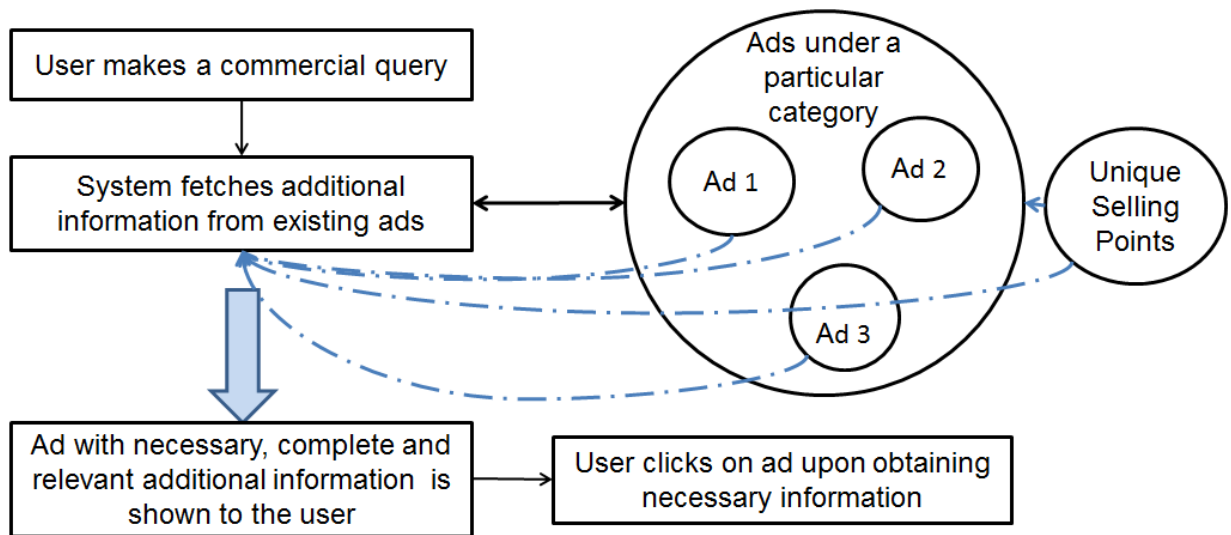


FIG. 1: Method to enhance an ad by appending text from other relevant ads within a category

The system uses available content from other ads in the particular ad category or theme to fill up the remaining space. As all the ads in the same ad category or theme may show for any eligible query, the extracted information may be relevant to the ad. However, the system only extracts high quality information such as promotional messages, shipping related data, price information and the like to append.

For example, as shown in FIG. 2, the particular ad theme or category 'A' has the following ads: ad 1: X Official Site – “Great Summer Selection on Sport Shoes Free Shipping for

Members”. Ad 2: X Official Site – “Check out our new collection today 50% off all items sitewide. Hurry, sale ends Sunday. Just do it. Unique selling points: 100% satisfaction guarantee gear up for your sport free 30-day returns shoes start from \$40”

In one exemplary scenario, ad1 gets selected in auction. Here is how the impression will look on the search Page: “X official Site - Great summer selection on sport shoes-free shipping for members. 100% satisfaction guarantee • gear up for your sport • free 30-day returns.” Here, only a few unique selling points may show in this scenario due to space constraints; so the other unique selling points may get missed out. Moreover, the description is only 26 characters out of a possible 80.

In another exemplary (optimized) scenario using the system and method the following ad is displayed: X official site – “Great summer selection on sport shoes free shipping for members. 50% off all items site wide. Shoes start from \$40. 100% satisfaction guarantee • gear up for your sport • free 30-day returns.” Here, two sentences are added to the description. The first one was extracted from ad 2 in the ad theme or category ("50% Off all items site wide"). The second one was extracted from the unique selling points ("Shoes Start From \$40."). Here, the description length is 76 characters which may utilize most of the available space.

**Ad Data for Category 'A'**

**Ad1:**

X Official Site - Great Summer Selection on Sport Shoes  
Free Shipping for Members

**Ad2:**

X Official Site - Check out our new collection today  
50% off all items for Members. Hurry, sale ends Sunday. Just do it.

**Unique Selling Points:**

100% Satisfaction Guarantee  
Gear up for your sport  
Free 30-day returns  
Shoes start from \$40

**How Ad1 looks to the users:**

X Official Site - Great Summer Selection on Sport Shoes  
Free Shipping for Members  
100% Satisfaction Guarantee • Gear up for your sport • Free 30-day returns

After Optimization



**How Ad1 looks to the users now:**

X Official Site - Great Summer Selection on Sport Shoes  
Free Shipping for Members. Shoes start from \$40.  
100% Satisfaction Guarantee • Gear up for your sport • Free 30-day returns

FIG. 2: Method of optimizing ad content using ads based on the same theme

This system tries to utilize the available space in an ad by delivering high quality,

relevant information extracted from the ads provided by the advertiser. The content is useful to the user as more relevant information in an ad can be seen before making the decision to buy (for example, by clicking on the ad). The advertiser need not manually add information to each ad to fully utilize the available space and the system and method may deliver more high quality information to the user.