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## In-Ad Real-Time Video Communication And Assisted Selling

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## **IN-AD REAL-TIME VIDEO COMMUNICATION AND ASSISTED SELLING**

### **ABSTRACT**

A system and method are disclosed that enable an online real-time ad viewer to interact with an ad assistant for information about the advertised product or service. When the ad viewer opens an ad, the system analyzes and matches a human ad assistant who may be capable of describing the product/service to the user. The system may match ad viewers to ad assistants based on viewer-selected preferences (e.g. talkativeness, personality type, language, cognitive abilities). The online ad viewer could then interact with the ad assistant through a webcam in real-time. The system tailors an online ad experience with a human touch which may lead to more confident purchases by the customer end and makes advertisements more efficient. The system may also provide online job opportunities to those willing to serve as ad assistants across the globe.

### **BACKGROUND**

Online ads are relatively inefficient and miss an important human element. The online advertising ecosystem or online ads and related ads specifically are largely inefficient. By their design (including format, length, text limits, image size, costs), they are highly constrained and limited as information conduits. Most of the online buyers may be open to or may consider the opportunity to speak to a real human to buy something online. At present there are services that may connect people who need services to people who may provide those services but there are no ad integrations real time features, or product-integrated treatments.

There is information asymmetry for most people evaluating products/services covered in an ad. The ad may not convey all the necessary information because a single ad does not fit all needs for all people. Ads may stand to be more helpful, human and efficient by providing better

or more relevant information. From the customer side, there is a demand for more product information and human communication to fill in the gaps that ads undeniably leave.

### DESCRIPTION

A system and method are disclosed that enables an online real-time ad viewer to communicate with an ad assistant who may help the viewer with information about the product. The system includes an online ad viewer interacting with an ad assistant through a webcam in a real-time ad and also matches the best ad assistant suited to interact with the user for the real-time ad viewed by the user or ad viewer as shown in FIG. 1.

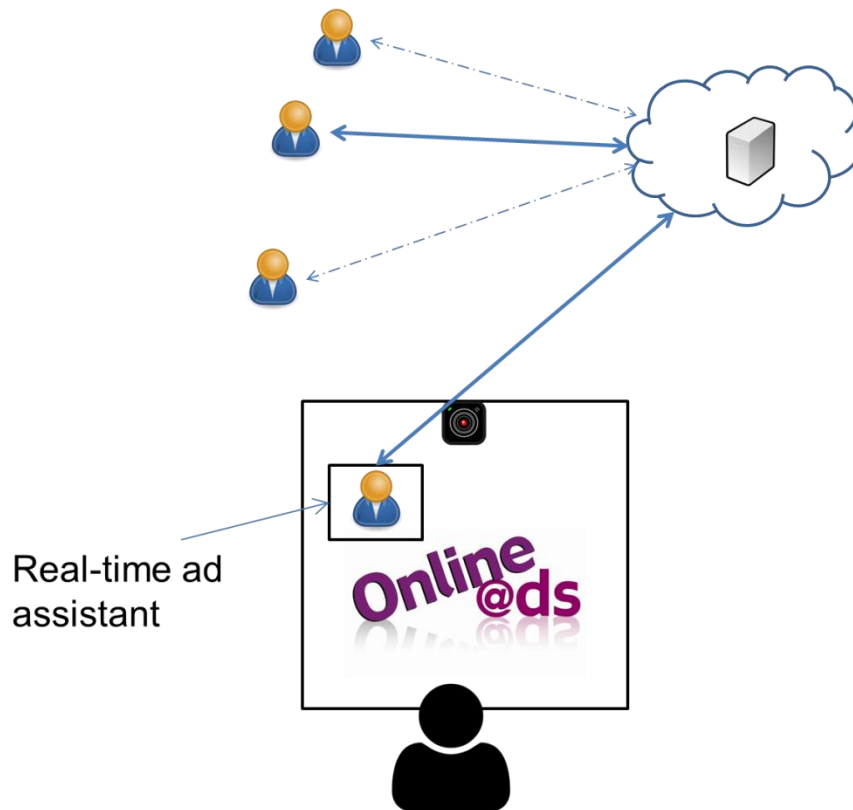


FIG. 1: In-ad real time video communication

This method includes an in-ad video communication portal feature and the matching criteria and process that trigger the best match ad viewer and ad assistant. When the user views an online ad, the system connects an ad viewer (i.e. the user) to an ad assistant which may

describe the product currently viewed. The system filters the ad assistant based on several criteria to match the best ad assistant to the user. The system may match ad viewers to ad assistants based on viewer-selected preferences (e.g. talkativeness, personality type, language, cognitive abilities) which leads to a more fitting and relevant experience for the ad viewer. The user may communicate with the ad assistant to seek advice or product information as shown in FIG. 2. The user may purchase the product with an increased level of confidence.

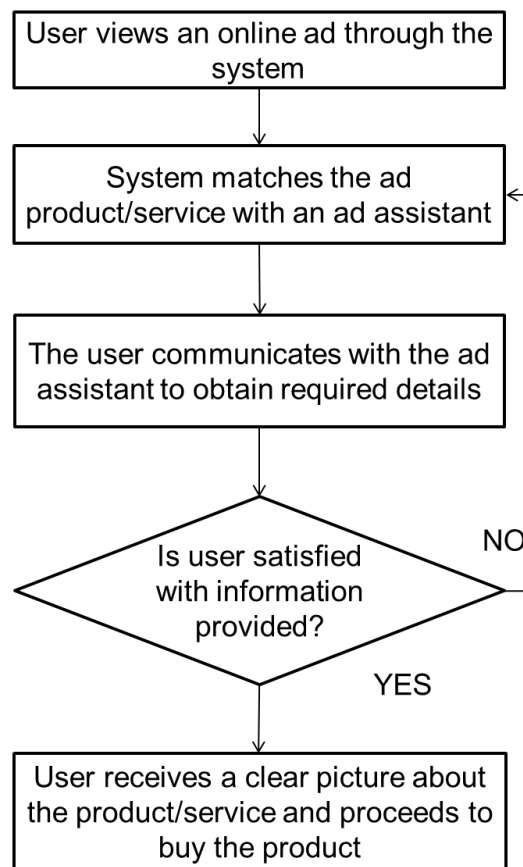


FIG. 2: Method to enable real time video communication between ad assistant and ad viewer

The system provides a platform that connects ad assistants (exemplarily people who want to earn money selling their favorite product(s)) with the right ad viewers (exemplarily, people who willingly view online ads). They may have internet access, and may be familiar with commonly advertised products. The system may work through ad platforms via a video chat on

any device, so that ad viewers may interact with ad assistants to learn more about the product or service being advertised. The system includes an in-ad feature to match these people or ‘ad assistants’ to ad viewers or ‘customers’, when those customers need more information about a product being advertised.

The system may further provide a rating mechanism for users to rate their experience with the ad assistant through an in-ad user interface. The rating may be on a 5 star or other suitable scale presented immediately after the session ends, or may be collected from the user through a follow up mini-survey. The system also provides a mechanism for online advertisers to manage or actively curate the portfolio of ad assistants who represent their company. The system allows advertisers to control of the quality and number of ad assistants who appear within their ads. The system may also enable advertisers to remove those that may damage their brand or be non representative of their values, based on metrics and or reviews of their sales sessions.

Social platforms may offer users who love a certain product (deduced, for example, by their social platform usage and follow preferences) a commission-based job for helping ad viewers make more confident ad purchases. A mobile-only version of this may be created, where the ad feature may not be directly built on top of an ad platform. A separate ‘ad assistant’ application may potentially run in the background and activate this kind of service when ads pop up elsewhere. For example, if the user is using a social media platform and sees an ad for a snowboard, a built-in application may notify the user so that they may speak to the social media user (ad assistant) with 10 years of snowboarding experience for a fee.

This system and method optimizes the match between the viewer and the assistant to result in a more efficient, tailored and human online ad experience. This platform may serve to make every customer ad engagement more efficient for both customers and advertisers. It also

finds application in freelance web-based, self-service work networks.