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# Promoting High Quality Ad Data From Less-Prominent Formats To More-Prominent Representation

Ashwin Kumar

Sanchit Gupta

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# PROMOTING HIGH QUALITY AD DATA FROM LESS-PROMINENT FORMATS TO MORE-PROMINENT REPRESENTATION

## ABSTRACT

A system and method are disclosed that extracts high quality data from less-prominent text format to a more-prominent text format. The system extracts high quality advertiser-provided data found in low-prominent text formats such as callouts and content within site links. The extracted information is combined with available ad content present in user-noticeable text formats that are highly prominent. The information may include price info (in price extension), shipping info, service availability, return/pickup information, benefits, etc. When the user makes a commercial query, the system presents the combined ad content in the prominent text formats. The disclosed system increases the visibility of high quality information provided in the advertisement, which gets across to the user within a short time.

## BACKGROUND

Text formats are a great way for advertisers to deliver important information to users or ad viewers. Some text formats such as callouts, site links and structured snippets are less prominent than others. However, sometimes, advertisers may place high quality information in less-prominent text formats such as callouts. The important information may not get effectively delivered to the users as a user may typically spend only a few seconds on an ad and may miss the information.

## DESCRIPTION

A system and method are disclosed that extracts high quality data from less-prominent ad content representation to a more-prominent representation. The system extracts high quality advertiser-provided data from low-prominent ad content representations such as callouts and

within-site links. The extracted information is combined with the information available in the ad

content such as user noticeable representation which is highly prominent. When the user makes a

commercial query, the system presents the combined ad content in the prominent text formats to

the user. The user thus views high quality textual information in the more prominent ad content
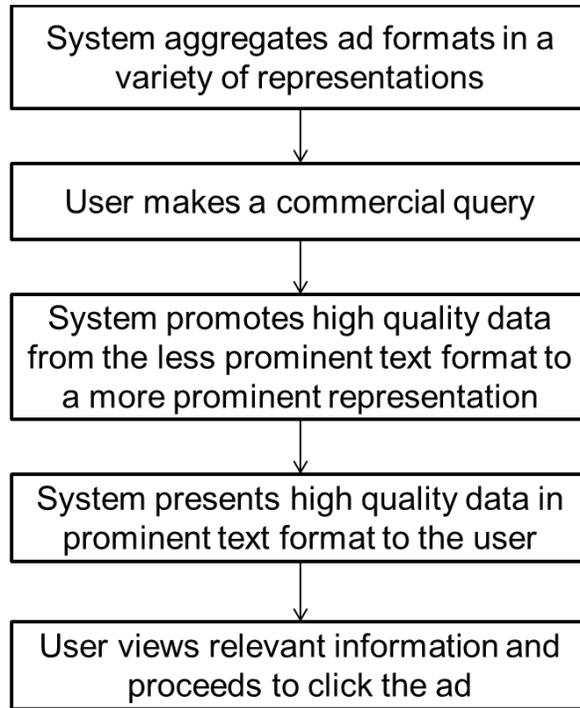
representation as shown in FIG. 1.

```
┌─────────────────────────────────┐
│  System aggregates ad formats in a  │
│     variety of representations      │
└─────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────┐
│    User makes a commercial query    │
└─────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────┐
│  System promotes high quality data  │
│ from the less prominent text format to │
│    a more prominent representation  │
└─────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────┐
│  System presents high quality data in  │
│   prominent text format to the user  │
└─────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────┐
│  User views relevant information and  │
│      proceeds to click the ad       │
└─────────────────────────────────┘
```

FIG. 1: Method to promote high quality ad data from less-prominent text format to more-

prominent representation

"High quality" information may include quantifiable or non-quantifiable information, for

instance price info, shipping info, service availability, return/pickup information, benefits, etc. .

Examples of quantifiable data may be "50% off all items above $100" (promotion), "Free

shipping for all members" (shipping), "prices starting from $40" (price), a non-quantifiable data

example may be "Get Extra Miles When You Book With Us".

The disclosed system increases the visibility of high quality information provided in the

advertisement, which gets across to the user within a short time. Increasing visibility of such information serves multiple advantages. The user may more easily see relevant information in an ad before clicking on the ad, thus making the ads more effective.