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## Re-engagement ads with real-time leaderboard information

Tuna Toksoz

John Dukellis

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## **Re-engagement ads with real-time leaderboard information**

### ABSTRACT

App publishers and advertisers want users to come back into their apps. In order to do so, they use re-engagement ads to appeal to users who have used their apps historically. The aim is to re-engage users as much as possible at an optimal cost per re-engagement.

This disclosure describes re-engagement ads that push relevant, personally motivating messages arising from leaderboard data in order to keep the user's engagement levels high. Leaderboard data can include, e.g., app-users in the top several places at the user's level, as measured by in-app reward points. The techniques of this disclosure apply generally to apps that admit of gamification.

### KEYWORDS

Re-engagement ad; leaderboard; gamification; gamified app

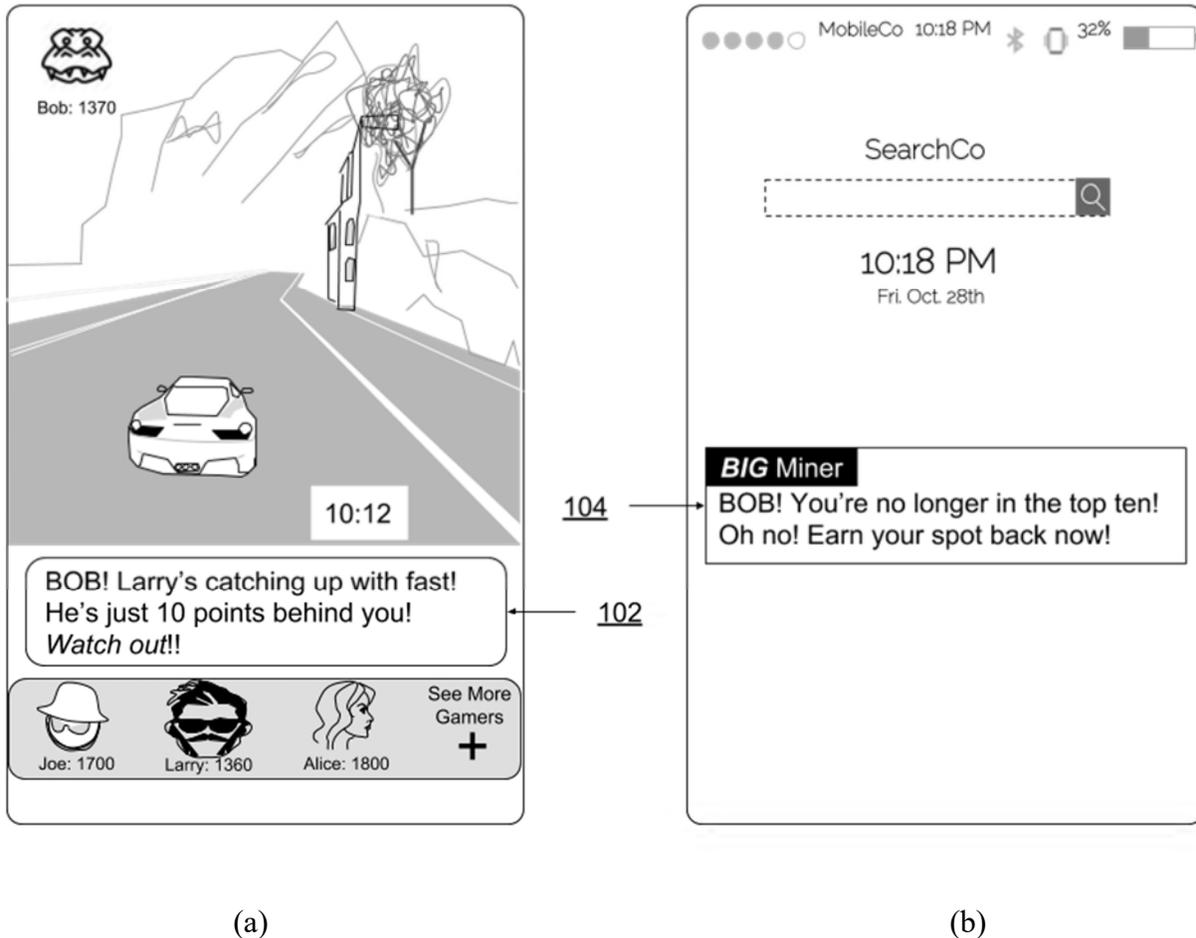
### BACKGROUND

App publishers and advertisers want users to come back into their apps. In order to do so, they often use re-engagement ads to appeal to users who have used their apps historically. The aim is to re-engage users as much as possible at an optimal cost per re-engagement.

### DESCRIPTION

This disclosure describes re-engagement ads that push relevant, personally motivating messages arising from leaderboard data in order to keep the user's engagement levels high. Ads are sent to users with specific leaderboard data, including, e.g., where the user is currently placed on the leaderboard; users who occupy the top several places; users who play on a given day; a subset of users within the user's level, country, friends network, social network, contact list, familiar partners within the app; etc. The ad may trigger on a variety of events, e.g., if the user is

pushed down the leaderboard; if a friend is catching up with the user; etc. A call to action can accompany the leaderboard data, e.g., “Oh no! You’re no longer in the top 10! Earn your spot back now!”



**Fig. 1: Examples of re-engagement ads**

Fig. 1 illustrates example re-engagement ads, per techniques of this disclosure. In Fig. 1(a), the re-engagement ad (102) is served as the app is being used. In Fig. 1(b), the ad appears, with user permission, as a notification on the device’s home screen, e.g., if the app is not currently active.

The techniques of this disclosure apply immediately to game apps. They also apply to apps that admit of gamification. Apps that admit of gamification generally include apps that

reward points to users. For example, crowdsourcing apps (e.g., those that collate user-generated reviews on restaurants, points-of-interest on a map, etc.) often reward their users with points. Such apps, although not per se game apps, are amenable to the techniques of this disclosure. For example, a crowdsourced points-of-interest app may push an ad to a user with the text “Oh no! You’re in danger of losing the mayor’s position to Larry! Answer just three more questions to retain the mayoralty!”

By piping leaderboard data and messages arising therefrom to users selected for re-engagement, the techniques of this disclosure efficaciously motivate such users to stay on the app.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user’s social network, social actions or activities, profession, a user’s preferences, or a user’s current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user’s identity may be treated so that no personally identifiable information can be determined for the user, or a user’s geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

## CONCLUSION

This disclosure describes re-engagement ads that push relevant, personally motivating messages arising from leaderboard data in order to keep the user’s engagement levels high.

Leaderboard data can include, e.g., app-users in the top several places at the user's level, as measured by in-app reward points. The techniques of this disclosure apply generally to apps that admit of gamification.