

Technical Disclosure Commons

Defensive Publications Series

December 03, 2018

Personalized re-engagement ads

Tuna Toksoz

John Dukellis

Follow this and additional works at: https://www.tdcommons.org/dpubs_series

Recommended Citation

Toksoz, Tuna and Dukellis, John, "Personalized re-engagement ads", Technical Disclosure Commons, (December 03, 2018)
https://www.tdcommons.org/dpubs_series/1746



This work is licensed under a [Creative Commons Attribution 4.0 License](https://creativecommons.org/licenses/by/4.0/).

This Article is brought to you for free and open access by Technical Disclosure Commons. It has been accepted for inclusion in Defensive Publications Series by an authorized administrator of Technical Disclosure Commons.

Personalized re-engagement ads

ABSTRACT

Advertisers or publishers prefer users who return often to their apps. Re-engagement ads are ads that target specific users who have used their apps historically. The problem is to design the re-engagement ad (or ad campaign) such that they appeal to users. By driving re-engagement and reducing cost per re-engagement, the efficacy of ads is improved.

This disclosure describes techniques that draw upon the user's personal history, with user permission and consent, to craft personalized re-engagement ads. Such personal history can be, e.g., the user's app usage patterns, data from online presence, and with permission from the user's friends, data relating to the user's friends.

KEYWORDS

Re-engagement ads, personalized ads, online ads, in-app ads, notification-ads

BACKGROUND

Mobile or online advertisers and publishers are motivated to build an active, engaged user base. It is well-known that a significant fraction of mobile apps are used just once, or used only for the first 24-48 hours. It is only a relative minority of apps that see sustained engagement with users.

Mobile re-engagement ads (or ad campaigns) are targeted at users who have already downloaded an app but have not interacted with it for extended periods of time. The goal of these campaigns is to encourage dormant users to return to the app and remain active over time.

DESCRIPTION

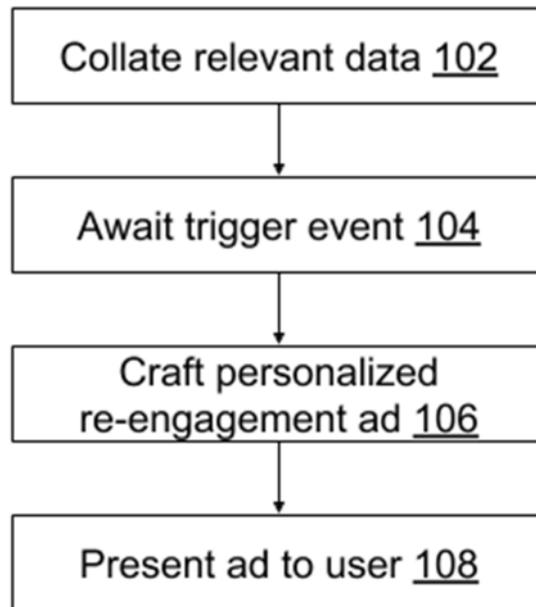


Fig. 1: Creating a personalized re-engagement ad

Fig. 1 illustrates an example of creating personalized re-engagement ads, per techniques of this disclosure. Relevant data relating to the user is continuously collected (102) with explicit user permission and consent. Examples of relevant data that is collated with explicit user consent include:

- personal high score in a game app;
 - time elapsed since last use of app;
 - location, or other sensor data that the user has permitted access to;
 - pricing of goods or other market-related information that the user has shown interest in;
- etc.

Relevant data may also include data relating to the user's friends, provided that the user's friends have granted explicit permission to allow the requested instances of their data to be shared with the user. Examples of permitted relevant data originating from the user's friends include:

- high scores of a friend in a game app;
- avatars of friends who have participated in a game app;
- present engagement status of a friend with an app; e.g., whether a friend is actively logged in to an app;
- numbers, and avatars of, friends who are currently logged into a game app;
- present scores of the user's friends in a game app;
- friends previously linked to, and who have newly joined the app; etc.

A trigger event is awaited (104) for the personalized re-engagement ad to be displayed.

Trigger events are events that signal a belief that the user might be ready for re-engagement.

Example trigger events include: a certain number of days, e.g., two weeks, one month, passed since last significant use of the app; the logging in or active use of the app by close friends of the user; etc.

Once a trigger event occurs, a personalized re-engagement ad is crafted (106) that accounts for the user's and user's friends' prior history of engagement with the app. The personalized re-engagement ad is displayed (108). Examples of personalized ads follow.

Example 1: An ad-based notification that several of the user's close friends are joining in to start a new game. ("Bob, Joe, Sally and Mary have just joined online poker. Would you like to join them?")

Example 2: An ad-based notification that a user's personal game-score record is about to be beaten. ("Remember your high score of 10,354 on Xacmen? Bob is closing in; he's right now at 9,995. Would you like to join in and show who the boss is?")

Re-engagement ads, as described herein, have a specific provision to allow the user and their friends to opt-in to (or opt-out of) a service that lets others know they've joined an app. They could optionally receive a reward if it leads to the rejoining of another user. Re-engagement ads can be served as a notification in either the same app or as an ad in another related app. While ads in notifications, per techniques of this disclosure, are intended for most geographies, they are especially useful in countries with greater acceptance of in-notification ads.

In this manner, this disclosure provides techniques for targeted re-engagement ads that are not intrusive, yet effective, due to their drawing upon data from the user and their friends (with permission from both user and their friends).

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, app activity or history, 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.

Further, the friends of a user may be provided with controls allowing them to make an election as to both if and when systems, programs or features described herein may enable collection of information (e.g., information about a friend of a user's social network, social actions or activities, profession, a friend of a user's preferences, app activity or history, or a current location of a friend of the user), and if the user's friend 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 relating to the user's friend is removed. For example, a user's friend's identity may be treated so that no personally identifiable information can be determined for the user's friend, or a user's friend'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's friend may have control over what information is collected about them, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes techniques that draw upon the user's personal history, with user permission and consent, to craft personalized re-engagement ads. Such personal history can be, e.g., the user's app usage patterns, data from online presence, and with permission from the user's friends, data relating to the user's friends.