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March 20, 2019

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Recommended Citation

Asuncion, Arthur, "User-driven attribution of purchases to advertisements", Technical Disclosure Commons, (March 20, 2019)
https://www.tdcommons.org/dpubs_series/2065



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User-driven attribution of purchases to advertisements

ABSTRACT

A mechanism is described that enables users to earn rewards based on their purchases linked to advertisements that they viewed. An application is provided that enables users to record and share information regarding ad conversions. A user can establish a rewards account to obtain their viewed ads across various media channels and can provide purchase/transaction information, e.g., via a user device, a payment system, or as images of receipts. The user can also rank previously viewed advertisements across various media channels, e.g., corresponding to their purchases. The ranking provides insight into the efficacy of advertising and provides user-verified attribution data. Users are provided with options to disable the application and to select media channels, advertisements, and purchases for which the application is utilized.

KEYWORDS

- Ad conversion
- Ad ranking
- Advertising spend
- Rewards app
- Digital coupon
- Online advertisement
- Billboard
- Media mix model
- Media budget
- Multi-touch attribution (MTA)

BACKGROUND

It is important for advertisers to be able to measure the impact of their advertising campaigns across various media channels. Correct measurement of impact enables accurate computation of the return on investment (ROI) from advertising. A strong indicator of advertisement impact is whether an advertisement led to an actual purchase (ad conversion). Obtaining ad conversion data across multiple media and purchase channels is difficult.

DESCRIPTION

A mechanism is described that enables users to earn rewards based on their purchases linked to advertisements that they viewed. An application is provided that enables users to record and share information regarding ad conversions.

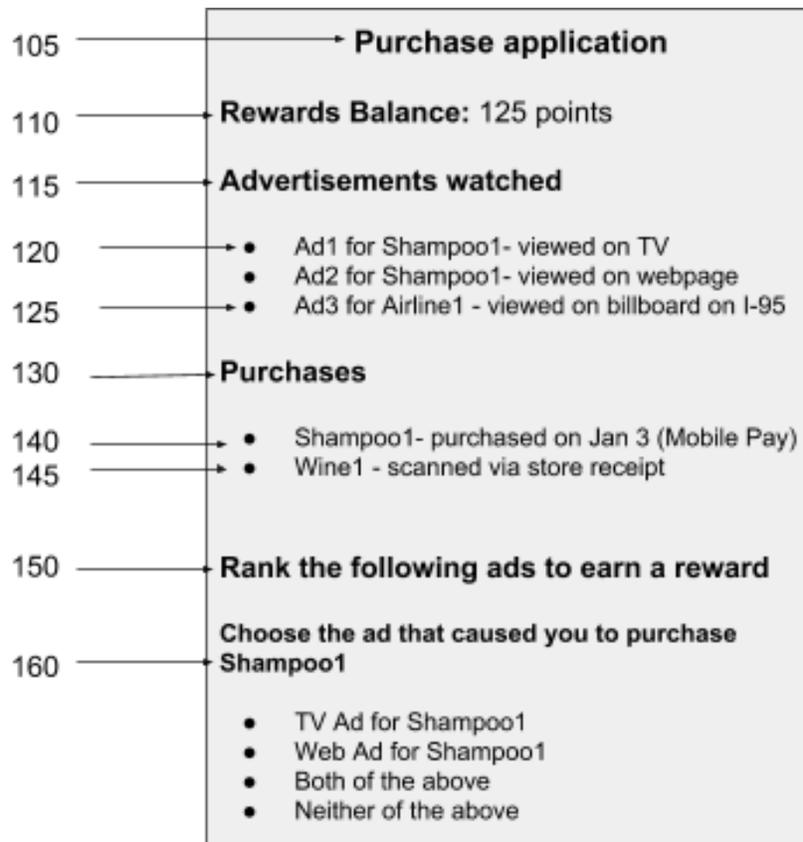


Fig. 1: An application enables users to attribute purchases to advertisements

Fig. 1 is an example user interface of a purchase application (105) that enables a user to record viewed advertisements (115) and purchase data (130) linked to the viewed advertisements. Incentives (110), e.g., in the form of reward currency, are provided to the user via a rewards account associated with the user.

The application enables a user to track ads experienced by the user across various media channels, e.g., television, radio, mobile ads, browser-ads, billboards, etc. Radio and TV ad information (120) can be obtained based on a user consciously enabling a microphone to record sound fingerprints while viewing the ad. On computers and mobile devices, a user can install software (e.g., browser extensions, app extensions, etc.) to obtain data regarding ads served. With specific user approval, such data can be recorded and linked to the rewards account associated with the user. For billboard advertisements, a user can share location information that enables inference regarding billboard advertisements (125) that were displayed to the user.

Purchase and transaction information are obtained by the user associating their rewards account with a user device or a mobile payment system (140) or by providing images of receipts (145). For products purchased by the user, the application enables the user to rank (150) previously viewed advertisements across various media channels, e.g., using a ranking scale (160). The ranking allows the user to provide insight into the efficacy of ads and provides user-verified multi-touch attribution data.

The application can also include features that enable users to make purchasing decisions linked to previously viewed ads. Digital coupons can also be provided via the application.

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

A mechanism is described that enables users to earn rewards based on their purchases linked to advertisements that they viewed. An application is provided that enables users to record and share information regarding ad conversions. A user can establish a rewards account to obtain their viewed ads across various media channels and can provide purchase/transaction information, e.g., via a user device, a payment system, or as images of receipts. The user can also rank previously viewed advertisements across various media channels, e.g., corresponding to their purchases. The ranking provides insight into the efficacy of advertising and provides user-verified attribution data. Users are provided with options to disable the application and to select media channels, advertisements, and purchases for which the application is utilized.