

Title (en)

METHOD AND SYSTEM FOR PROVIDING ADVERTISING TO USERS OF SOCIAL NETWORK

Title (de)

VERFAHREN UND SYSTEM ZUM BEREITSTELLEN VON WERBUNG FÜR BENUTZER VON SOZIALEN NETZWERKEN

Title (fr)

PROCÉDÉ ET SYSTÈME POUR LA FOURNITURE DE PUBLICITÉ AUX UTILISATEURS D'UN RÉSEAU SOCIAL

Publication

EP 2404264 A1 20120111 (EN)

Application

EP 09840966 A 20090303

Priority

CN 2009000223 W 20090303

Abstract (en)

[origin: WO2010099632A1] In one implementation, a computer-implemented method includes receiving at a server a request from an advertiser to target an ad to users of a computer- implemented social network, the request comprising data representing characteristics of the users that the advertiser desires to target. The method furth includes ranking the users based on how similar the users' characteristics are to the received characteristics and an influence score for each user that indicates how influential the user is within the social network. The method also includes scoring the advertiser's request based on a bid from the advertiser for an opportunity to display the ad to one or more of the users and assigning the opportunity to display the ad to the one or more users based on a correlation between a score of the advertiser's request and one or more rankings of the one or more users.

IPC 8 full level

G06Q 30/02 (2012.01); **G06Q 10/10** (2012.01); **G06Q 30/00** (2012.01); **G06Q 50/00** (2012.01)

CPC (source: EP KR)

G06Q 30/02 (2013.01 - EP); **G06Q 30/0277** (2013.01 - KR); **G06Q 50/01** (2013.01 - EP)

Cited by

US8788420B1; US9826374B2; US10679250B2; US10325326B1; US11354756B2

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO SE SI SK TR

DOCDB simple family (publication)

WO 2010099632 A1 20100910; AU 2009341525 A1 20110922; AU 2009341525 B2 20151210; BR PI0924542 A2 20150630; CA 2754121 A1 20100910; CA 2754121 C 20210622; CN 102414705 A 20120411; EP 2404264 A1 20120111; EP 2404264 A4 20140108; JP 2012519336 A 20120823; JP 5390642 B2 20140115; KR 101624680 B1 20160527; KR 20120004436 A 20120112

DOCDB simple family (application)

CN 2009000223 W 20090303; AU 2009341525 A 20090303; BR PI0924542 A 20090303; CA 2754121 A 20090303; CN 200980158936 A 20090303; EP 09840966 A 20090303; JP 2011552295 A 20090303; KR 20117023197 A 20090303