

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

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CPC (source: EP KR)

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Cited by

US8788420B1; US10325326B1; US11354756B2; US9826374B2; US10679250B2

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DOCDB simple family (publication)

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