Title (en)

YIELD OPTIMIZATION OF CROSS-SCREEN ADVERTISING PLACEMENT

Title (de)

ERTRAGSOPTIMIERUNG VON BILDSCHIRMÜBERGREIFENDER ANZEIGENPLATZIERUNG

Title (fr)

RENDEMENT OPTIMISÉ DU PLACEMENT DE PUBLICITÉS INTER ÉCRANS

Publication

EP 3403411 A1 20181121 (EN)

Application

EP 17739108 A 20170113

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- US 201662290387 P 20160202
- US 201615219262 A 20160725
- US 2017013569 W 20170113

Abstract (en)

[origin: WO2017124041A1] The current invention relates to a computer-generated method for optimizing placement of advertising content across multiple different devices. The system permits targeting of advertising content to consumers on TV and mobile devices that can be operated from within a multi-channel video programming distributors environment. The system is able to use hard and soft constraints to come up with a number of possible targets for an advertising campaign and can then provide tools for optimizing those targets. The system can allocate advertising campaigns and plans to various inventory types based on the probability of accurate consumer matching. Consumer matching can be achieved by generation of look-alike models in a consumers device graph to predict future consumption behavior. The system includes an interface through which a user can adjust various constraints and optimize a distributors revenue yield from advertising.

IPC 8 full level

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CPC (source: CN EP)

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