ABSTRACT

A program, an information processing method, and an information processing apparatus that are capable of effectively specifying a user who has come into contact with an advertisement are provided.

According to the embodiment, a program configured to cause a processor to: acquire advertisement information indicating an area for contacting an advertisement; acquire presence information indicating a facility where a user has been present; acquire position information indicating coordinates of the user; and determine whether or not the user has come into contact with the advertisement, based on the presence information, the position information, and the advertisement information.