Claims

1. A system for outputting linked advertisement on basis of a smartphone, comprising:

a user terminal including an interactive advertisement exposure application configured to control a display of an advertisement in a web browser including a search result display region in which a predetermined search result page is displayed, and an interactive advertisement display region which is displayed in a predetermined portion of the search result display region, and displays an interactive advertisement associated with a search term of the search result display region; and

an advertisement interaction control server configured to receive and register advertisement information from many advertisers, extract and transmit the interactive advertisement associated with the search term of the search result display region with being connected to the interactive advertisement exposure application in real time, and control exposure frequency of the interactive advertisement depending on a computed exposure index,

wherein the interactive advertisement display region is a region which displays an advertisement transmitted by the advertisement interaction control server, only when an advertiser of a search advertisement displayed by selecting

any one search result information in the search result display region is not an advertiser of an interactive advertisement,

wherein the interactive advertisement display region is filled with a single interactive advertisement, and the interactive advertisement exposure application controls the web browser to replace the interactive advertisement with the next interactive advertisement by an operation of a user.

2. The system for outputting linked advertisement of claim 1, wherein the user terminal is a terminal which controls a predetermined number of interactive advertisement information to be sequentially displayed in the interactive advertisement display region depending on a selection of a user.

3. The system for outputting linked advertisement of claim 1, wherein the advertisement interaction control server classifies and stores the interactive advertisement for each search term, stores a URL of each search advertisement while matching that for each search term in advance, extracts an interactive advertisement matched to a URL of a search advertisement which is hooked, and displays the matched interactive advertisement in the interactive

advertisement display region of the user terminal.

4. The system for outputting linked advertisement of claim 1, wherein in the advertisement interaction control server, an advertisement display order is further included in interactive advertisement information transmitted to the user terminal, and the interactive advertisement exposure application displays the interactive advertisement according to the advertisement display order.

5. The system for outputting linked advertisement of claim 1, wherein the interactive advertisement display region further displays an amount of accumulated reward money which is a part of cost-per-click of the interactive advertisement accumulated to be provided to a user as purchase subsidy.

6. The system for outputting linked advertisement of claim 1, wherein the interactive advertisement exposure application controls the web browser, so that, when any one interactive advertisement displayed in the interactive advertisement display region is selected, a main interactive advertisement display region in which the interactive advertisement is enlarged and displayed to cover the search advertisement display region is generated.

7. The system for outputting linked advertisement of claim 1, wherein the interactive advertisement exposure application comprises:

an advertisement exposure control unit configured to hook a search term input by a user, provide the hooked search term to the advertisement interaction control server, display an advertisement data transmitted from the advertisement interaction control server in the web browser;

a URL hooking unit configured to hook a URL value of the advertisement data displayed in the web browser; and

a platform application configured to connect communication with the advertisement interaction control server in real time.

8. The system for outputting linked advertisement of claim 1, wherein the advertisement interaction control server comprises:

a search information communication processor configured to relay a search portal server having a search engine and the interactive advertisement exposure application to communicate with each other to perform data transmission and reception; and

an interactive advertisement management processor

configured to pre-register advertisement information to be matched to and interact with the search term transmitted from the interactive advertisement exposure application.

9. The system for outputting linked advertisement of claim 1, wherein the advertisement interaction control server performs a control so that, when a URL of the search advertisement transmitted from the user terminal is not registered, a web page for recommended search terms, which receives recommendation for a search term matched to the search advertisement from a plurality of unspecified users, is displayed by the interactive advertisement exposure application.

10. The system for outputting linked advertisement of claim 1, wherein the exposure index is an index computed based on a descending order of cost-per-click (CPC) price, a descending order of a product selling rate, and a descending order of an amount of accumulation reward money, and the advertisement interaction control server monitors the web browser and controls the interactive advertisement exposure application, so that an interactive advertisement having higher exposure index is exposed more frequently than the interactive advertisement having lower exposure index.

11. The system for outputting linked advertisement of claim 1, wherein the advertisement interaction control server extracts a pre-registered advertisement information using a search database (DB) constructed in the advertisement interaction control server, without interacting with a search term input window of a search portal site.

12. The system for outputting linked advertisement of claim 1, wherein the advertisement interaction control server determines whether an advertisement displayed in the search result display region is an advertisement of an advertiser subscribed to an interactive advertisement display service, based on whether a URL of the advertisement displayed in the search result display region is pre-registered.

13. The system for outputting linked advertisement of claim 1, wherein in order for a plurality of interactive advertisement having predetermined exposure priority to be exposed at exposure frequency depending on the exposure priority, the advertisement interaction control server counts the number of exposure of each interactive advertisement to perform a control, so that less exposed

interactive advertisement is more frequently extracted at the time of extracting the interactive advertisement.

14. The system for outputting linked advertisement of claim 1, wherein the interactive advertisement display region has arrows which are displayed thereon to display the next or previous interactive advertisement by the operation of the user, and a slide touch function which is set to be performed in the web browser.

15. The system for outputting linked advertisement of claim 1, wherein the interactive advertisement display region has arrows which are displayed at upper and lower portions to display an interactive advertisement matched to a next or previous related search term by the operation of the user, respectively, or a slide touch function in an upward direction or a downward direction which is set to be performed in the web browser.

16. The system for outputting linked advertisement of claim 4, wherein the advertisement display order is set so that a predetermined number of advertisement information are extracted, and the extracted advertisement information are displayed in a descending order of an amount of accumulated reward money.

17. The system for outputting linked advertisement of claim 4, wherein the advertisement display order is set so that a predetermined number of advertisement information are extracted, and the extracted advertisement information are displayed in a descending order of the exposure index obtained by applying an amount of accumulated reward money and a customer purchase rate.

18. The system for outputting linked advertisement of claim 4, wherein the advertisement display order is set so that a predetermined number of advertisement information are extracted, and the extracted advertisement information are displayed in such a manner that an advertisement information having highest exposure index is displayed with first priority, and the remainder including second priority are randomly displayed.

19. The system for outputting linked advertisement of claim 4, wherein the advertisement display order is set so that a predetermined number of advertisement information are extracted, and the extracted advertisement information are randomly displayed.

20. The system for outputting linked advertisement of

claim 5, wherein the accumulated reward money is provided as the purchase subsidy when a product purchase signal of the user is generated, and the advertisement interaction control server performs a control so that a predetermined amount of money is automatically accumulated at the time of reset of the accumulated reward money according to a setting request of an advertiser.

21. The system for outputting linked advertisement of claim 6, wherein the advertisement interaction control server performs a control so that, when an interactive advertisement is displayed through a predetermine path in the interactive advertisement display region, an additional incentive reward money is displayed on a screen.

22. The system for outputting linked advertisement of claim 6, wherein the main interactive advertisement display region has arrows which are displayed to display the next or previous interactive advertisement by the operation of the user, or a slide touch function which is set to be performed in the web browser.

23. The system for outputting linked advertisement of claim 6, wherein when a signal indicating that a user selected different link information from a matched search term in the main interactive advertisement display region

is received, the advertisement interaction control server replaces an interactive advertisement to be displayed with an interactive advertisement matched to the newly selected link information, and transmits the interactive advertisement to the user terminal.

24. The system for outputting linked advertisement of claim 8, wherein the advertisement interaction control server further comprises a processor configured to determine a search term for each URL, which matches, registers and manages a URL value of the advertisement information displayed in the web browser and the search term.

25. The system for outputting linked advertisement of claim 8, wherein the advertisement interaction control server further comprises a priority arrangement processor configured to extract a search term matched to a URL value of advertisement information displayed in the web browser, and extract a predetermined interactive advertisement information which is matched to the search term and then registered, and arrange the interactive advertisement information in display order.

26. The system for outputting linked advertisement of claim 8, wherein the advertisement interaction control server further comprises:

an exposure frequency computing processor configured to compute exposure information of the interactive advertisement matched to the advertisement information displayed in the web browser; and

a controlling unit configured to control a display of the interactive advertisement so that the interactive advertisement is exposed depending on a preset exposure index.

27. The system for outputting linked advertisement of claim 9, wherein a plurality of recommended search term information and information on a user uploading each recommended search term are registered in the advertisement interaction control server to be further displayed in the web page for the recommended search terms.