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*[Continued on next page]*

(54) Title: OPTIMIZING ADS BY CUSTOMIZATION FOR A TARGET DEVICE

(57) Abstract: Computer systems, methods and media for optimizing an advertisement are provided. Creative elements for an ad campaign are received from an advertiser. In response to an ad call from a target device, device information, application information, and user information are accessed. Based on the accessed information and the creative elements of the dynamic creative, a customized ad is created that includes an optimized set of creative elements for the target device and the application such that the user gets an optimized user experience regardless of the target device presenting the ad.

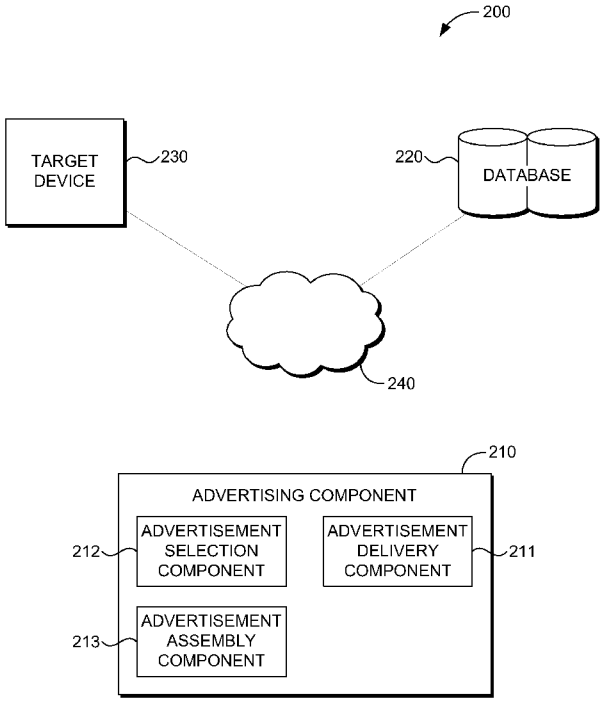



FIG. 2

WO 2011/011387 A2

KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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**Declarations under Rule 4.17**:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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