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(54) Title: PROVIDING MOBILE ADVERTISING USING DATA NETWORKS BASED ON INTELLIGENCE DATA ASSOCIATED WITH INTERNET-CONNECTED DEVICES

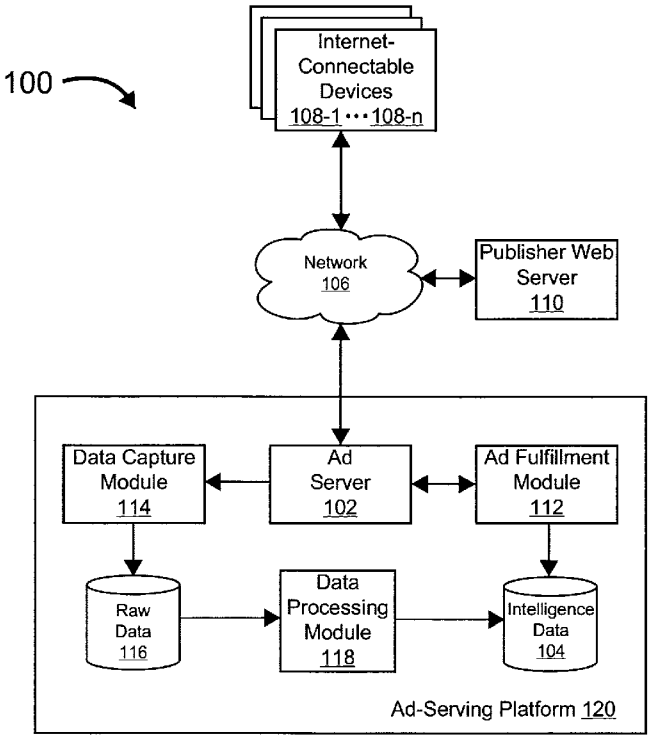


FIG. 1

(57) Abstract: Computer systems and methods for providing mobile advertising using data networks based on intelligence data associated with Internet-connectable devices are provided. In some embodiments, the computer systems and methods may comprise determining an audience category associated with a user of an Internet-connectable device based on location and/or network events associated with the Internet-connectable device. In these embodiments, an audience value for the user of the Internet-connectable device may be determined based on at least the audience category associated with the user of the Internet- connectable device, wherein the audience value represents an audience segment comprising a subgroup of Internet-connectable device users defined based on at least one criterion. At least one advertisement may then be served to the Internet-connectable device, wherein the at least one advertisement is determined based on the audience value.

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