FIG. 1

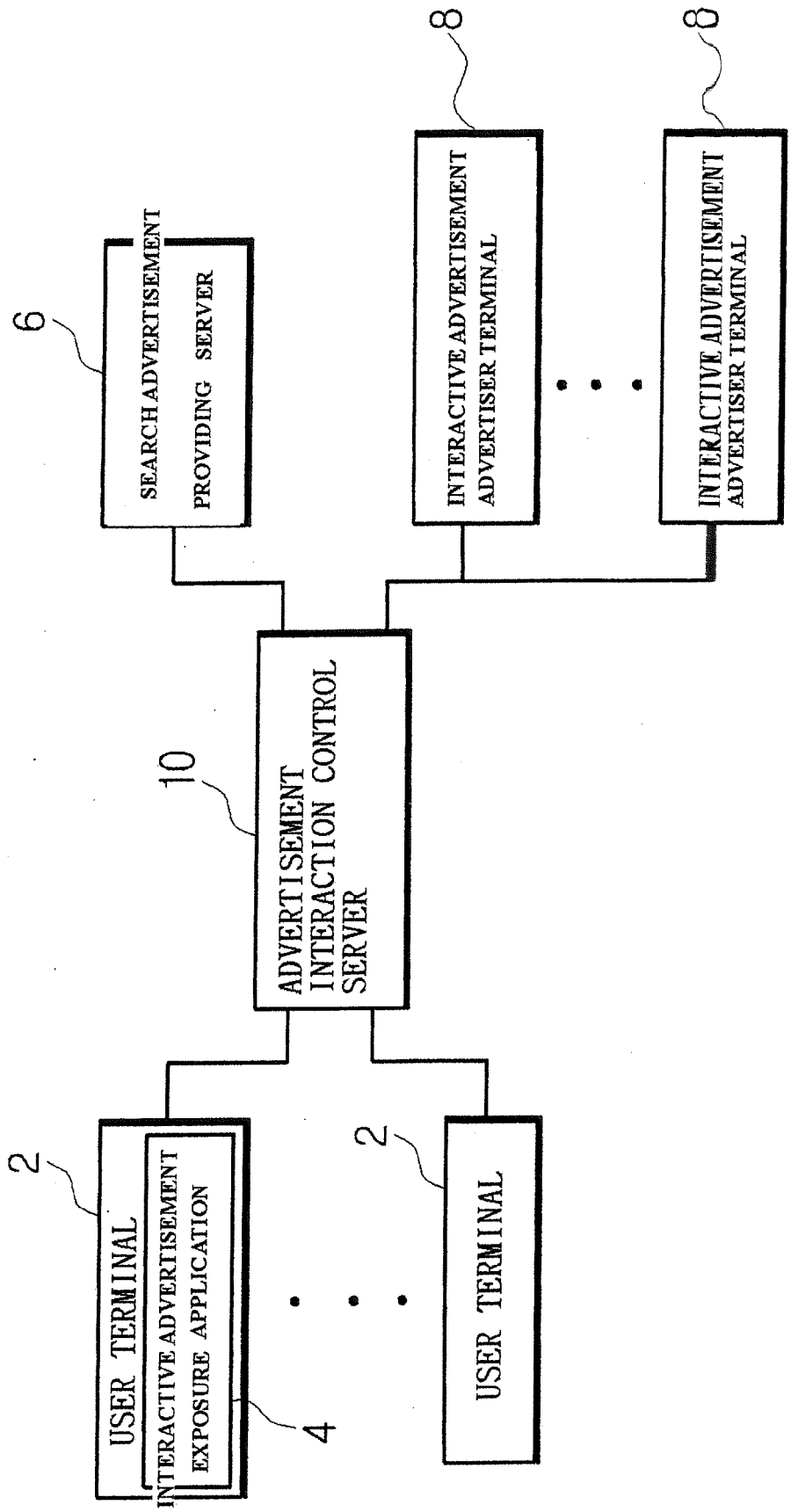

6
SEARCH ADVERTISEMENT PROVIDING SERVER
8
INTERACTIVE ADVERTISEMENT ADVERTISER TERMINAL
8
INTERACTIVE ADVERTISEMENT ADVERTISER TERMINAL
10
ADVERTISEMENT INTERACTION CONTROL SERVER
2
USER TERMINAL
INTERACTIVE ADVERTISEMENT EXPOSURE APPLICATION
4
2
USER TERMINAL

FIG. 2

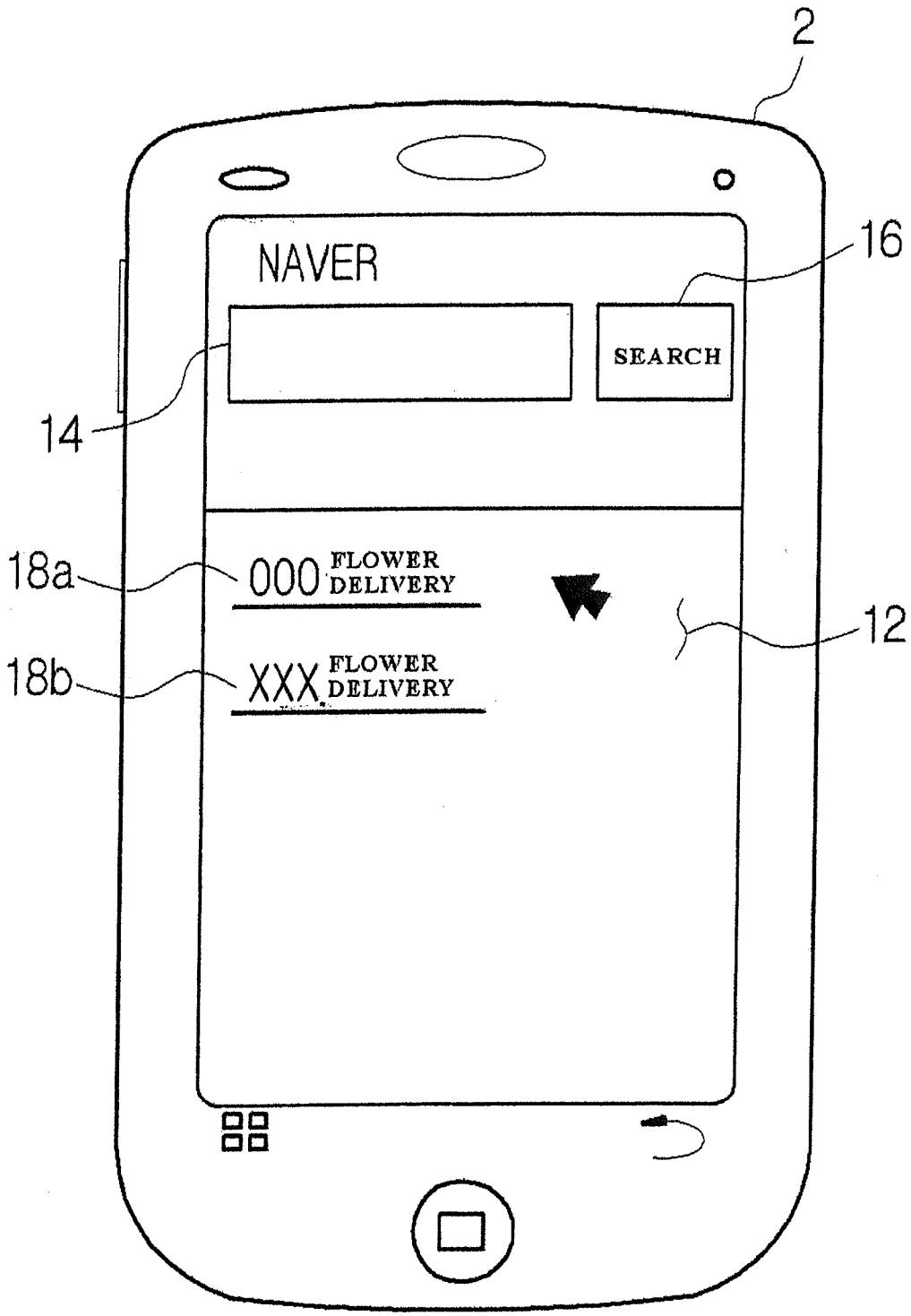

2
NAVER
16
SEARCH
14
18a
000 FLOWER DELIVERY
18b
XXX FLOWER DELIVERY
12

FIG. 3

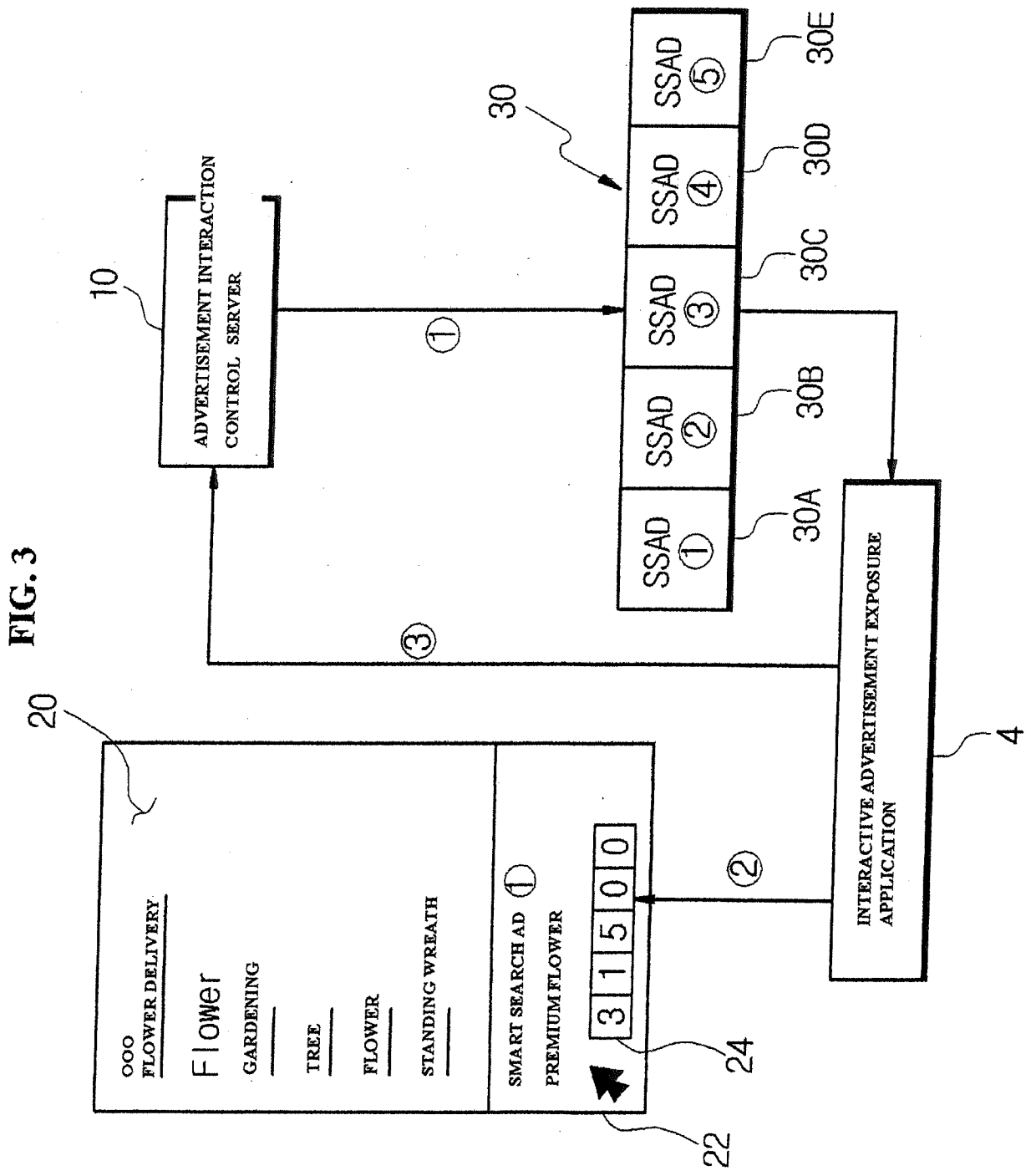

10
ADVERTISEMENT INTERACTION CONTROL SERVER
30
SSAD ①
SSAD ②
SSAD ③
SSAD ④
SSAD ⑤
30A
30B
30C
30D
30E
①
②
③
20
ooo FLOWER DELIVERY
Flower
GARDENING
TREE
FLOWER
STANDING WREATH
SMART SEARCH AD ①
PREMIUM FLOWER
3150 0
22
24
INTERACTIVE ADVERTISEMENT EXPOSURE APPLICATION
4

FIG. 4

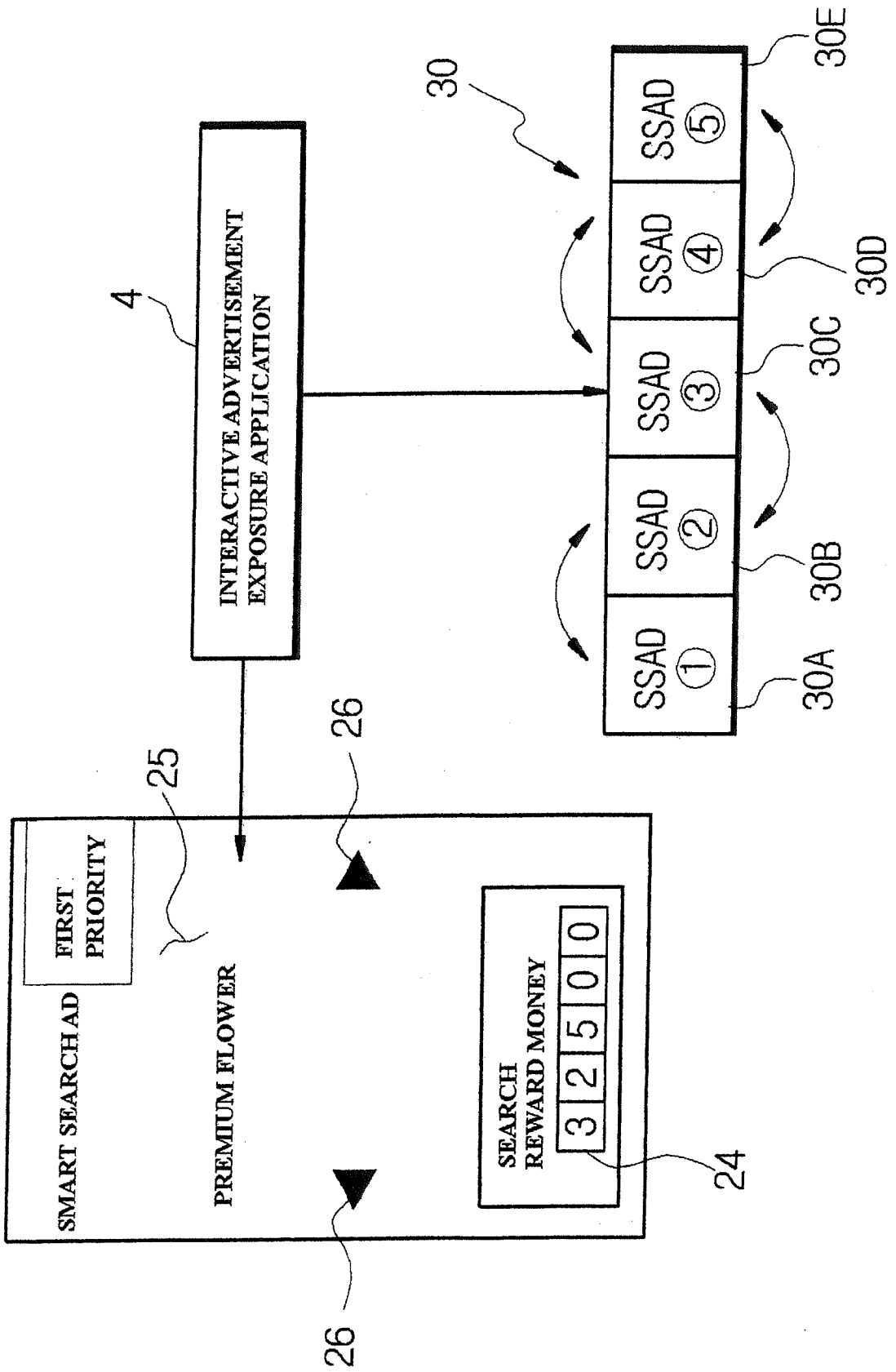

SMART SEARCH AD
FIRST PRIORITY
PREMIUM FLOWER
SEARCH REWARD MONEY
3250
INTERACTIVE ADVERTISEMENT EXPOSURE APPLICATION
SSAD ①
SSAD ②
SSAD ③
SSAD ④
SSAD ⑤
4
25
26
26
24
30
30A
30B
30C
30D
30E

FIG. 5

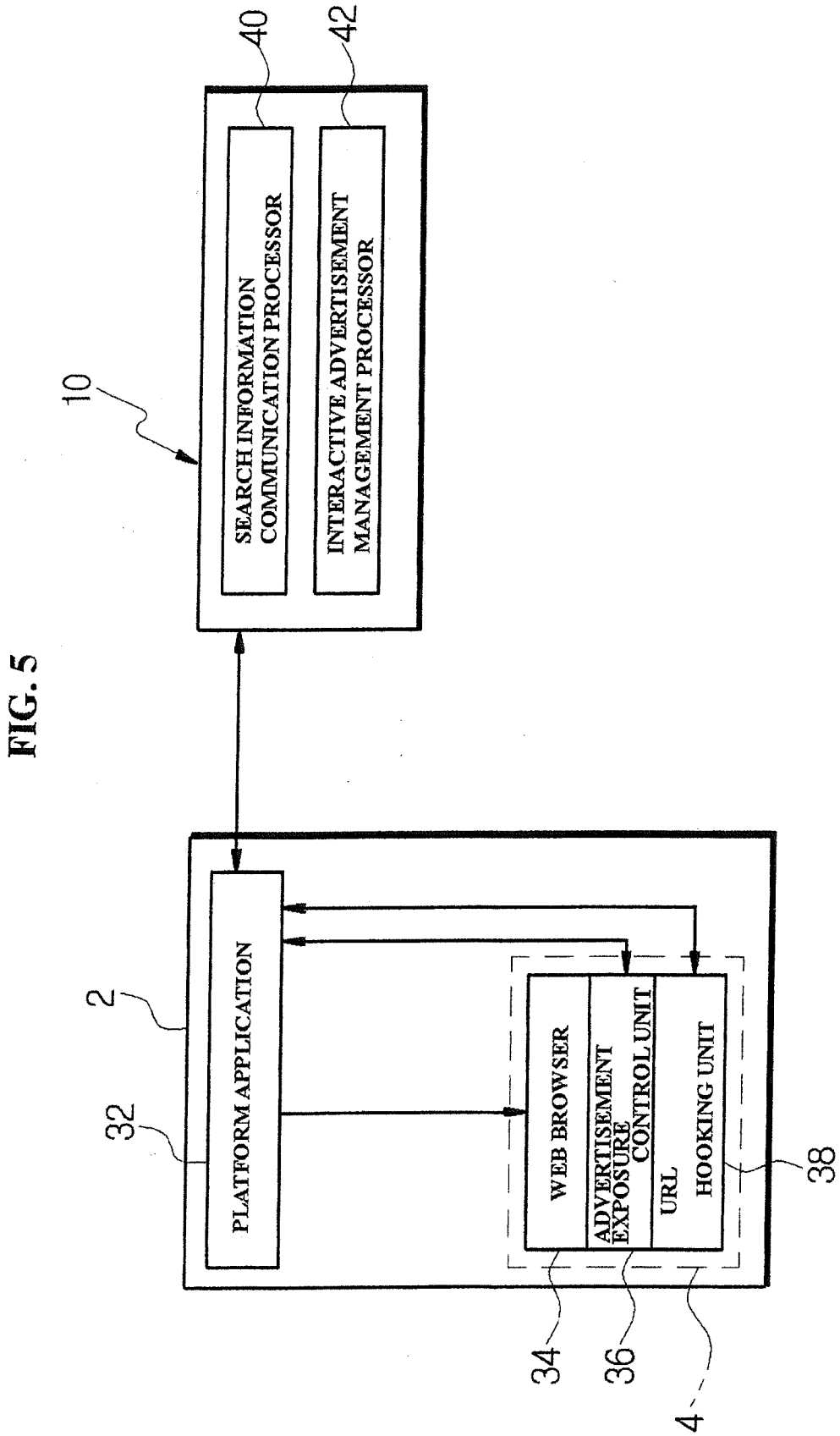

10
40
42
SEARCH INFORMATION COMMUNICATION PROCESSOR
INTERACTIVE ADVERTISEMENT MANAGEMENT PROCESSOR
2
32
PLATFORM APPLICATION
WEB BROWSER
ADVERTISEMENT EXPOSURE CONTROL UNIT
URL
HOOKING UNIT
38
34
36
4

FIG. 6

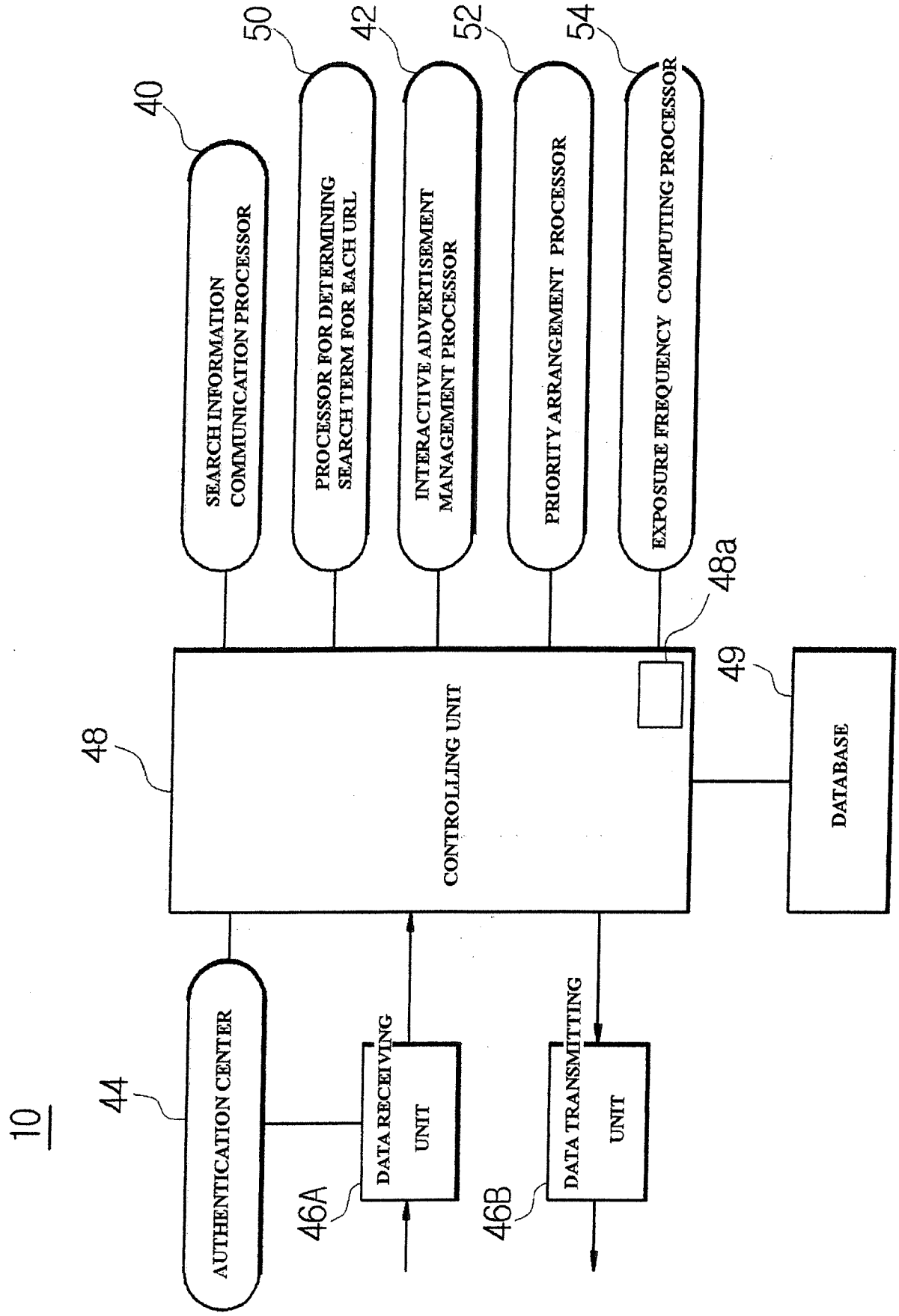

10
40
SEARCH INFORMATION COMMUNICATION PROCESSOR
50
PROCESSOR FOR DETERMINING SEARCH TERM FOR EACH URL
42
INTERACTIVE ADVERTISEMENT MANAGEMENT PROCESSOR
52
PRIORITY ARRANGEMENT PROCESSOR
54
EXPOSURE FREQUENCY COMPUTING PROCESSOR
48a
48
CONTROLLING UNIT
49
DATABASE
44
AUTHENTICATION CENTER
46A
DATA RECEIVING UNIT
46B
DATA TRANSMITTING UNIT

FIG. 7

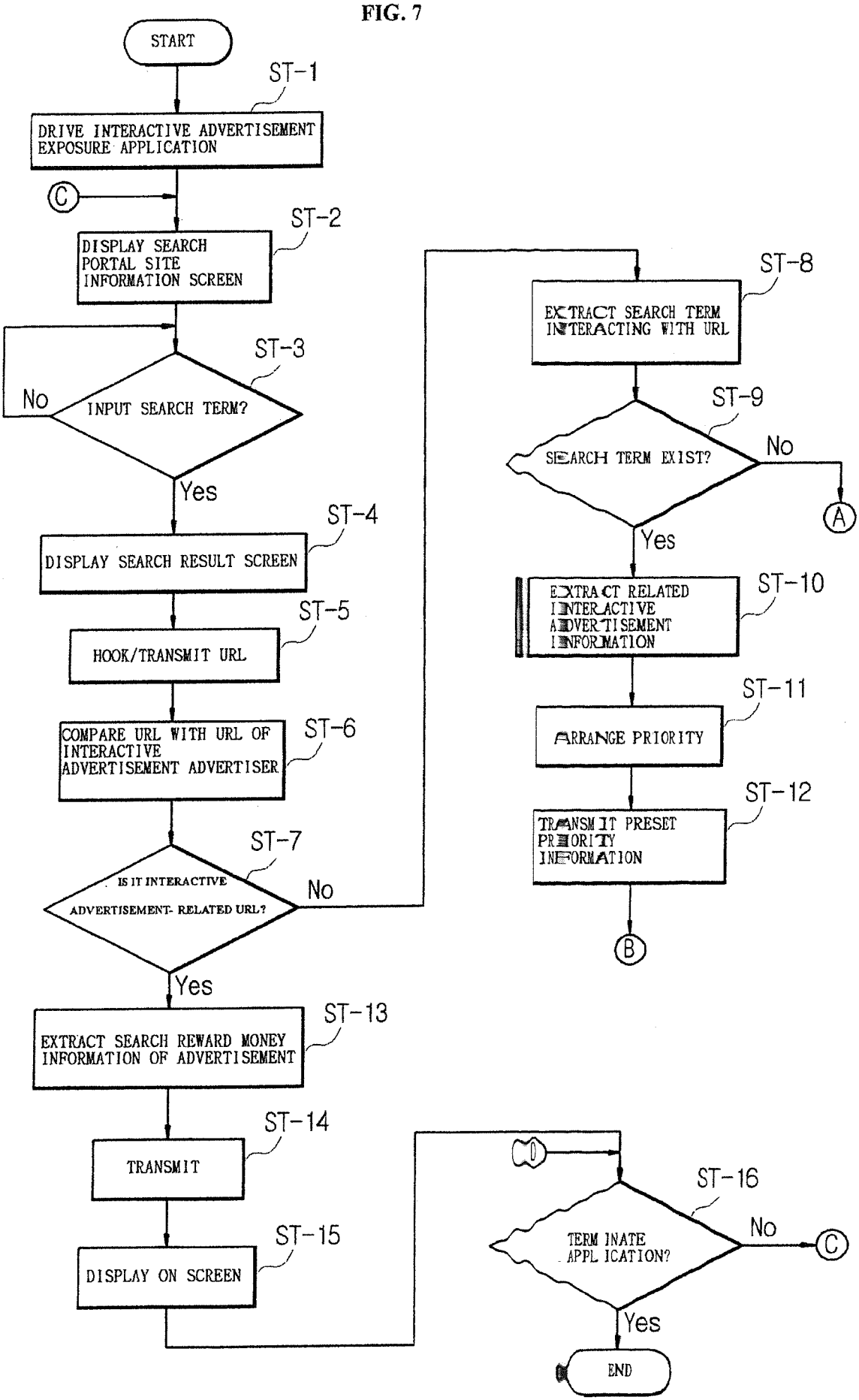

START
ST-1
DRIVE INTERACTIVE ADVERTISEMENT EXPOSURE APPLICATION
C
ST-2
DISPLAY SEARCH PORTAL SITE INFORMATION SCREEN
ST-3
No
INPUT SEARCH TERM?
Yes
ST-4
DISPLAY SEARCH RESULT SCREEN
ST-5
HOOK/TRANSMIT URL
ST-6
COMPARE URL WITH URL OF INTERACTIVE ADVERTISEMENT ADVERTISER
ST-7
IS IT INTERACTIVE ADVERTISEMENT- RELATED URL?
No
Yes
ST-8
EXTRACT SEARCH TERM INTERACTING WITH URL
ST-9
SEARCH TERM EXIST?
No
A
Yes
ST-10
EXTRACT RELATED INTERACTIVE ADVERTISEMENT INFORMATION
ST-11
ARRANGE PRIORITY
ST-12
TRANSMIT PRESET PRIORITY INFORMATION
B
ST-13
EXTRACT SEARCH REWARD MONEY INFORMATION OF ADVERTISEMENT
ST-14
TRANSMIT
ST-15
DISPLAY ON SCREEN
D
ST-16
TERMINATE APPLICATION?
No
C
Yes
END

FIG. 8

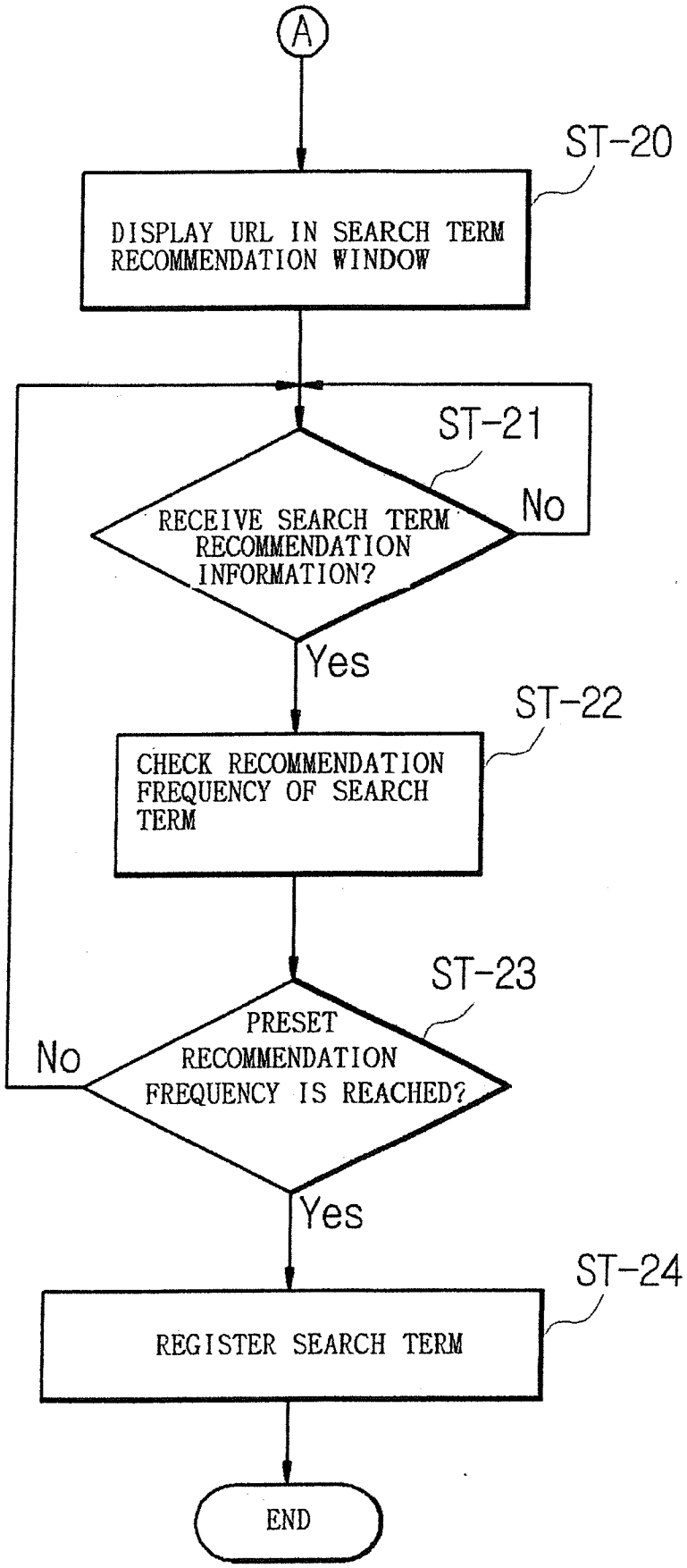

A
ST-20
DISPLAY URL IN SEARCH TERM RECOMMENDATION WINDOW
ST-21
RECEIVE SEARCH TERM RECOMMENDATION INFORMATION?
No
Yes
ST-22
CHECK RECOMMENDATION FREQUENCY OF SEARCH TERM
ST-23
PRESET RECOMMENDATION FREQUENCY IS REACHED?
No
Yes
ST-24
REGISTER SEARCH TERM
END

FIG. 9

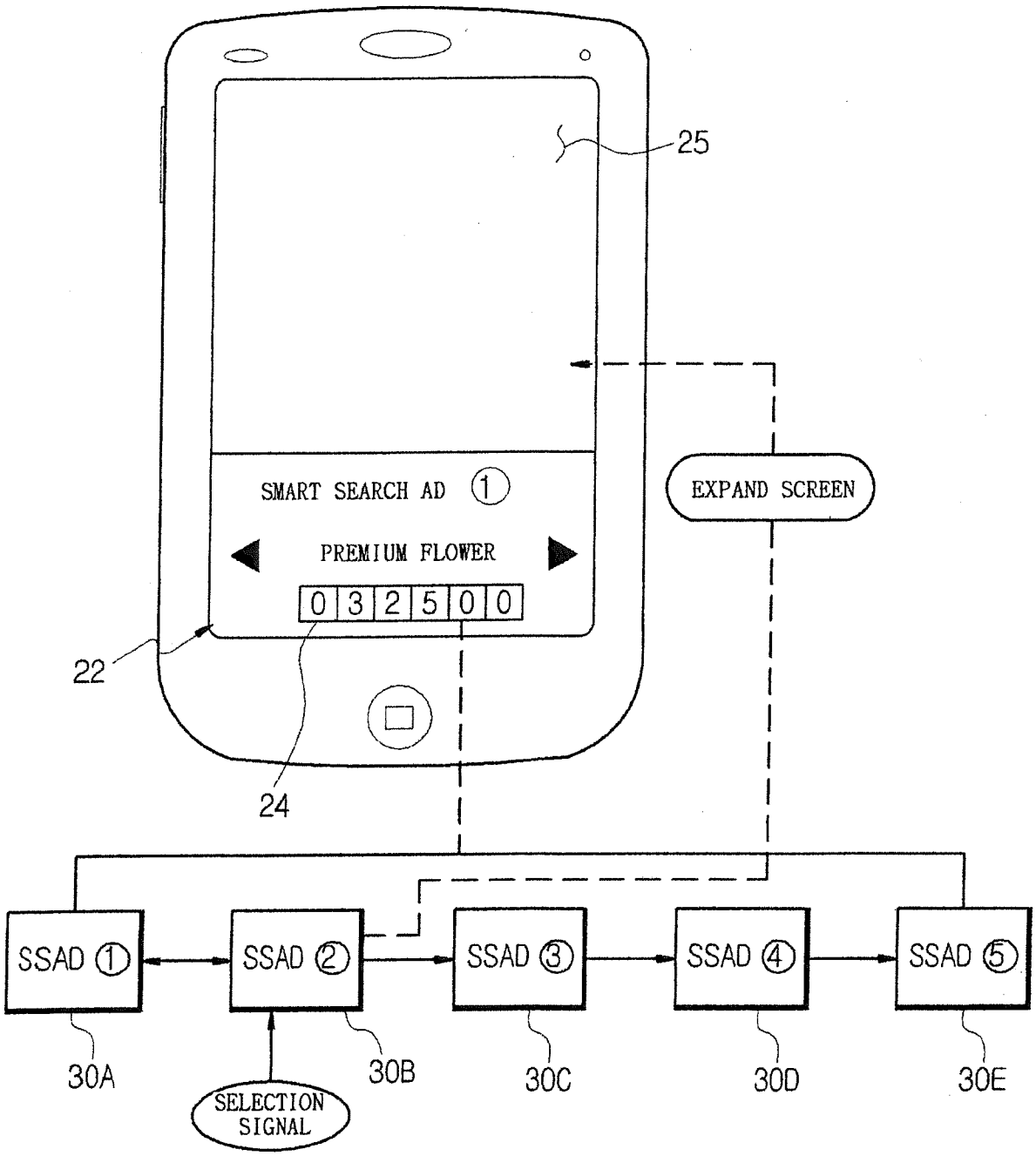

25
SMART SEARCH AD ①
PREMIUM FLOWER
0 3 2 5 0 0
EXPAND SCREEN
22
24
SSAD ①
SSAD ②
SSAD ③
SSAD ④
SSAD ⑤
30A
30B
30C
30D
30E
SELECTION SIGNAL

FIG. 10

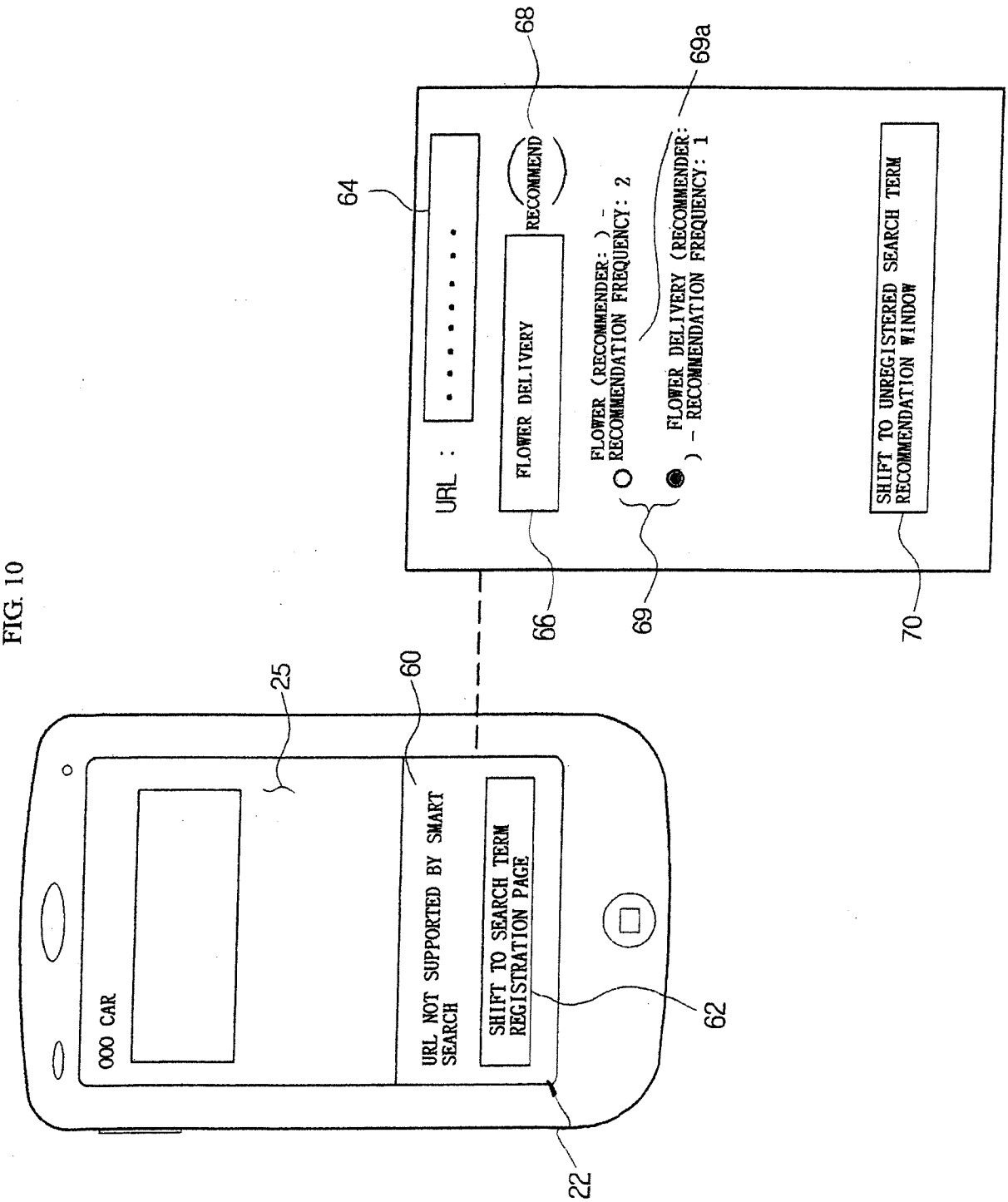

000 CAR
URL NOT SUPPORTED BY SMART SEARCH
SHIFT TO SEARCH TERM REGISTRATION PAGE
URL :
FLOWER DELIVERY
RECOMMEND
FLOWER (RECOMMENDER:) - RECOMMENDATION FREQUENCY: 2
FLOWER DELIVERY (RECOMMENDER:) - RECOMMENDATION FREQUENCY: 1
SHIFT TO UNREGISTERED SEARCH TERM RECOMMENDATION WINDOW
22
25
60
62
64
66
68
69
69a
70

FIG. 11

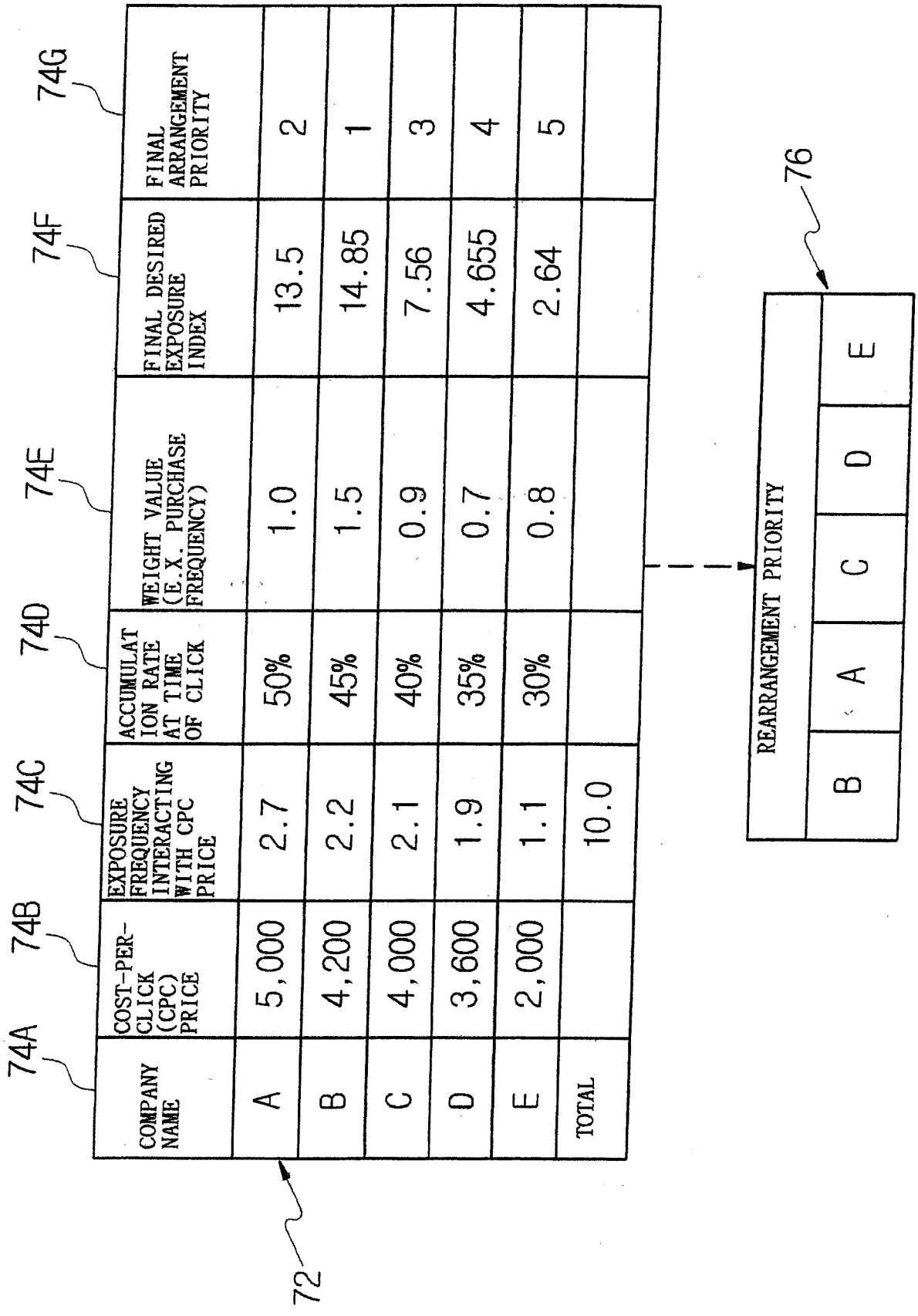

74A
74B
74C
74D
74E
74F
74G
72
76
COMPANY NAME
COST-PER-CLICK (CPC) PRICE
EXPOSURE FREQUENCY INTERACTING WITH CPC PRICE
ACCUMULATION RATE AT TIME OF CLICK
WEIGHT VALUE (E.X. PURCHASE FREQUENCY)
FINAL DESIRED EXPOSURE INDEX
FINAL ARRANGEMENT PRIORITY
A 5,000 2.7 50% 1.0 13.5 2
B 4,200 2.2 45% 1.5 14.85 1
C 4,000 2.1 40% 0.9 7.56 3
D 3,600 1.9 35% 0.7 4.655 4
E 2,000 1.1 30% 0.8 2.64 5
TOTAL 10.0
REARRANGEMENT PRIORITY
B A C D E

FIG. 12

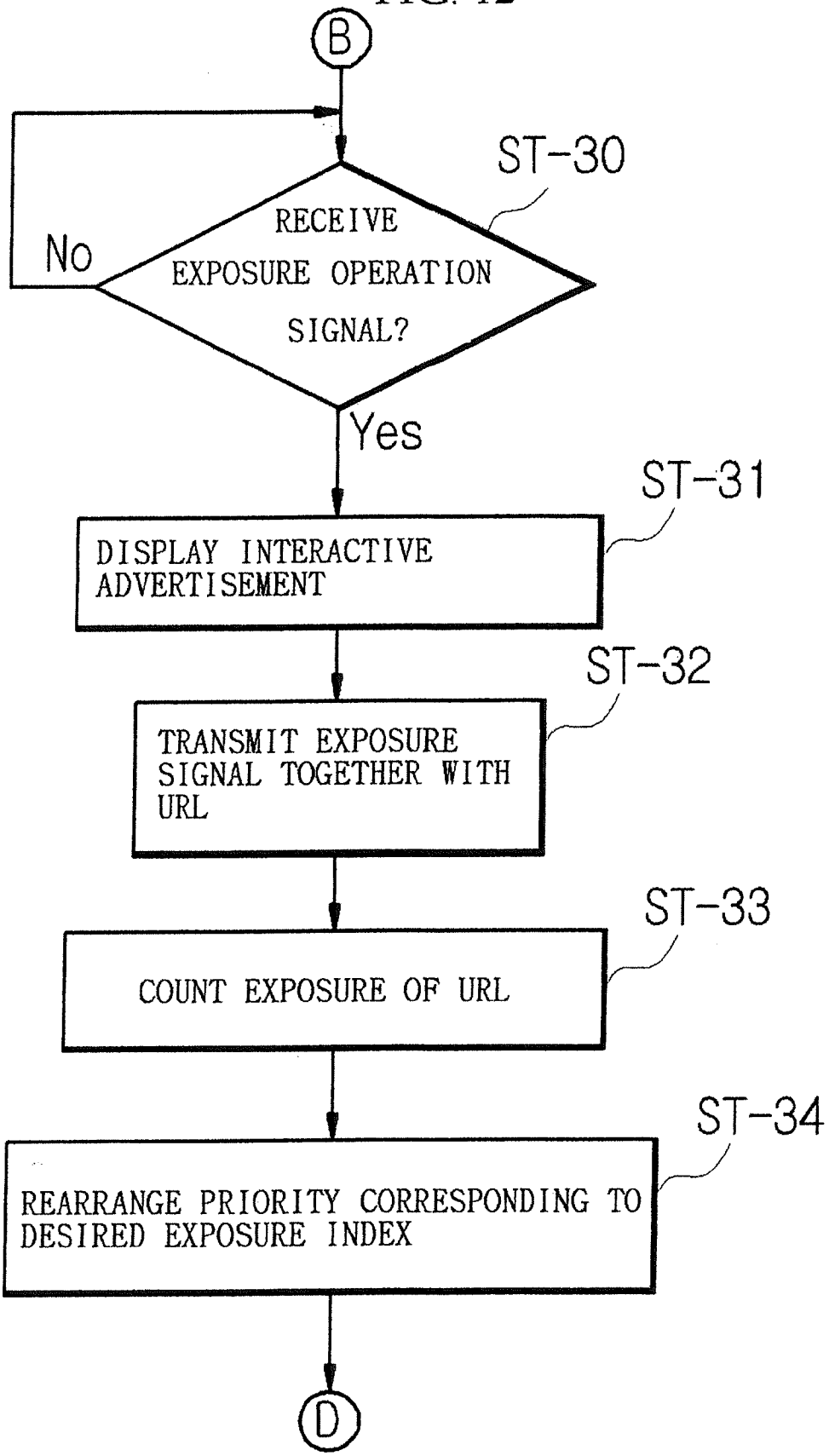

B
ST-30
RECEIVE EXPOSURE OPERATION SIGNAL?
No
Yes
ST-31
DISPLAY INTERACTIVE ADVERTISEMENT
ST-32
TRANSMIT EXPOSURE SIGNAL TOGETHER WITH URL
ST-33
COUNT EXPOSURE OF URL
ST-34
REARRANGE PRIORITY CORRESPONDING TO DESIRED EXPOSURE INDEX
D

FIG. 13

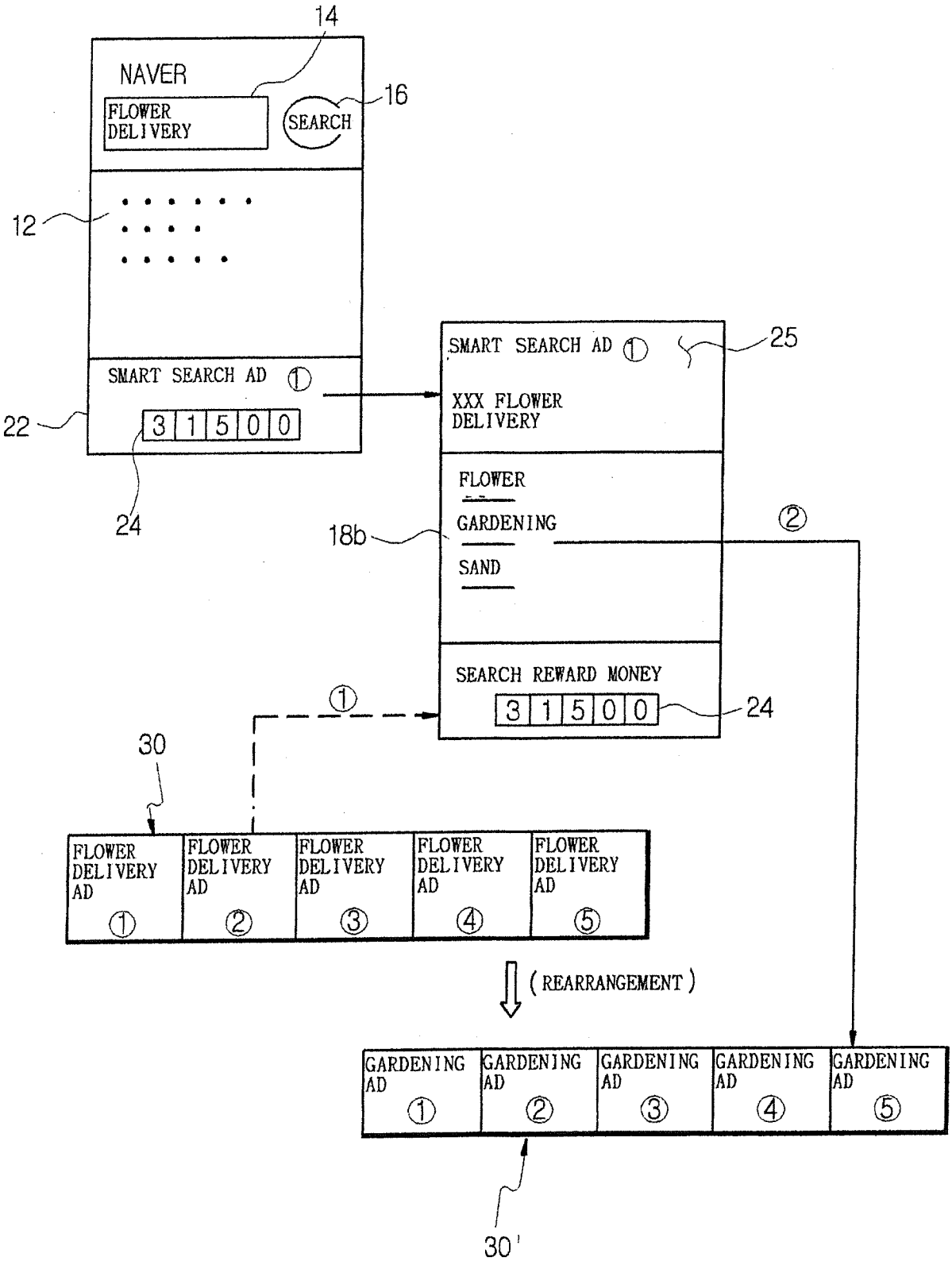

14
NAVER
FLOWER DELIVERY
SEARCH
16
12
SMART SEARCH AD ①
22
3 1 5 0 0
24
SMART SEARCH AD ①
25
XXX FLOWER DELIVERY
FLOWER
GARDENING
SAND
18b
②
SEARCH REWARD MONEY
3 1 5 0 0
24
①
30
FLOWER DELIVERY AD ①
FLOWER DELIVERY AD ②
FLOWER DELIVERY AD ③
FLOWER DELIVERY AD ④
FLOWER DELIVERY AD ⑤
(REARRANGEMENT)
GARDENING AD ①
GARDENING AD ②
GARDENING AD ③
GARDENING AD ④
GARDENING AD ⑤
30'

FIG. 14

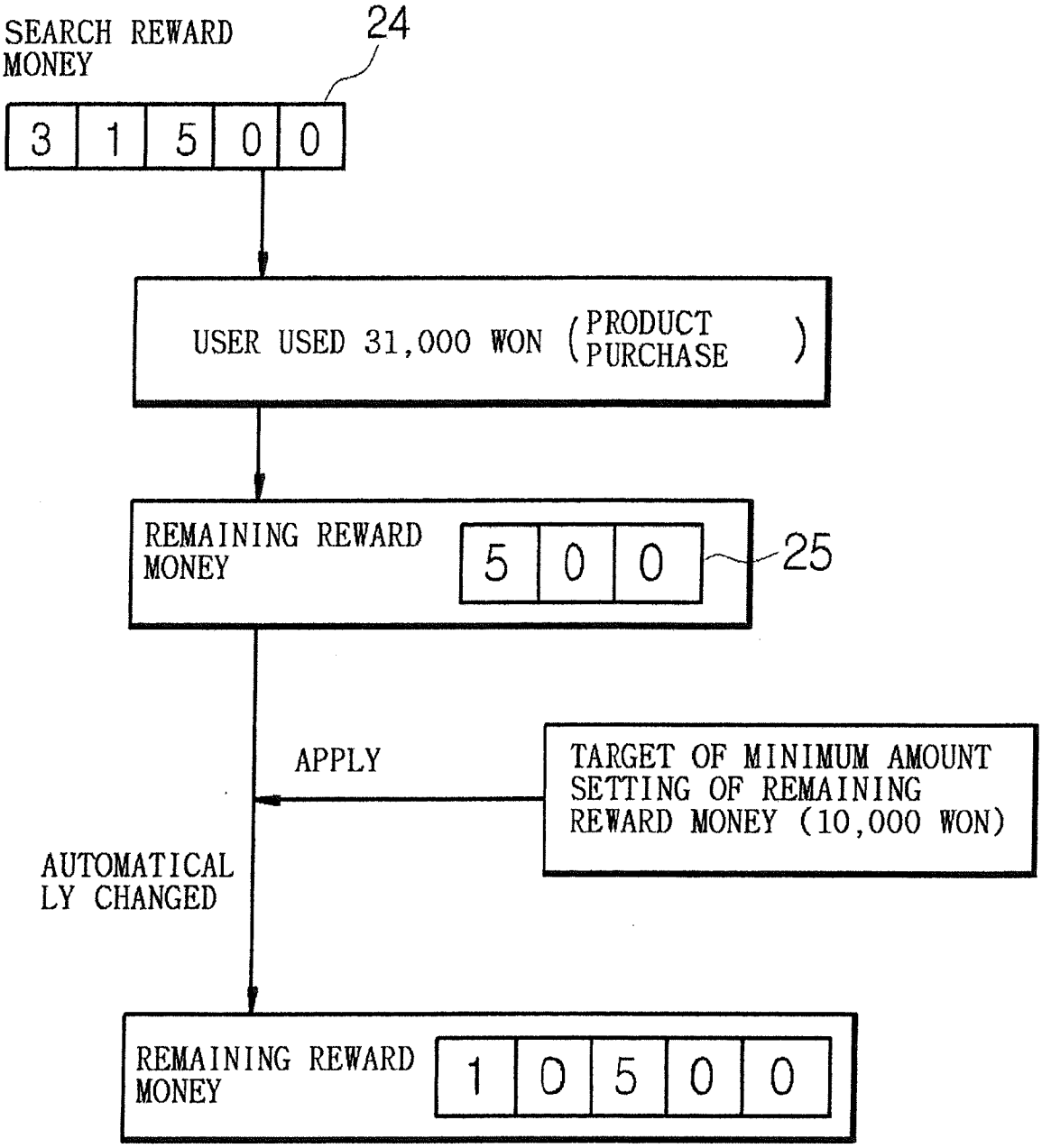

SEARCH REWARD MONEY
24
3 1 5 0 0
USER USED 31,000 WON (PRODUCT PURCHASE)
REMAINING REWARD MONEY
5 0 0
25
APPLY
TARGET OF MINIMUM AMOUNT SETTING OF REMAINING REWARD MONEY (10,000 WON)
AUTOMATICALLY CHANGED
REMAINING REWARD MONEY
1 0 5 0 0

FIG. 15

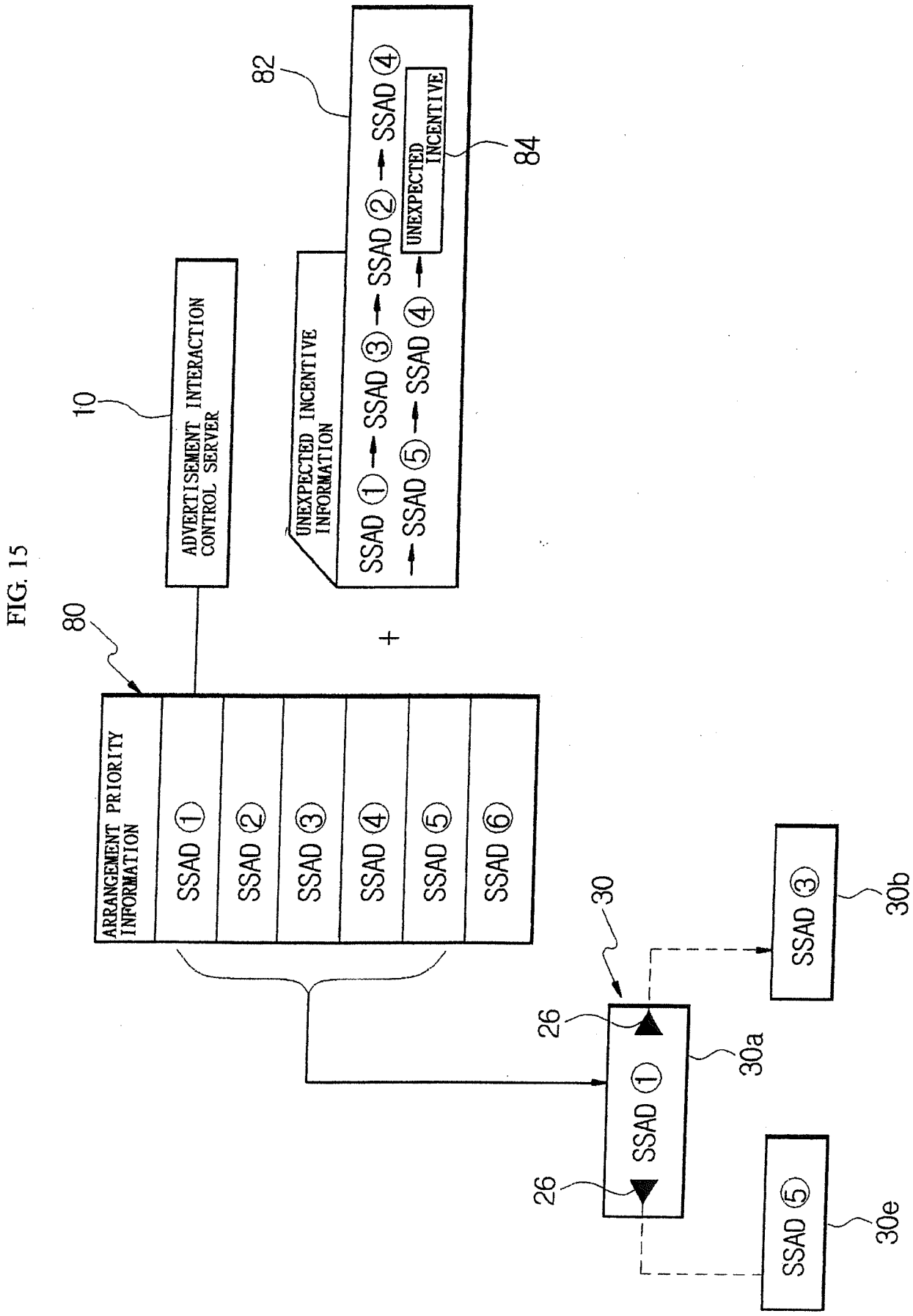
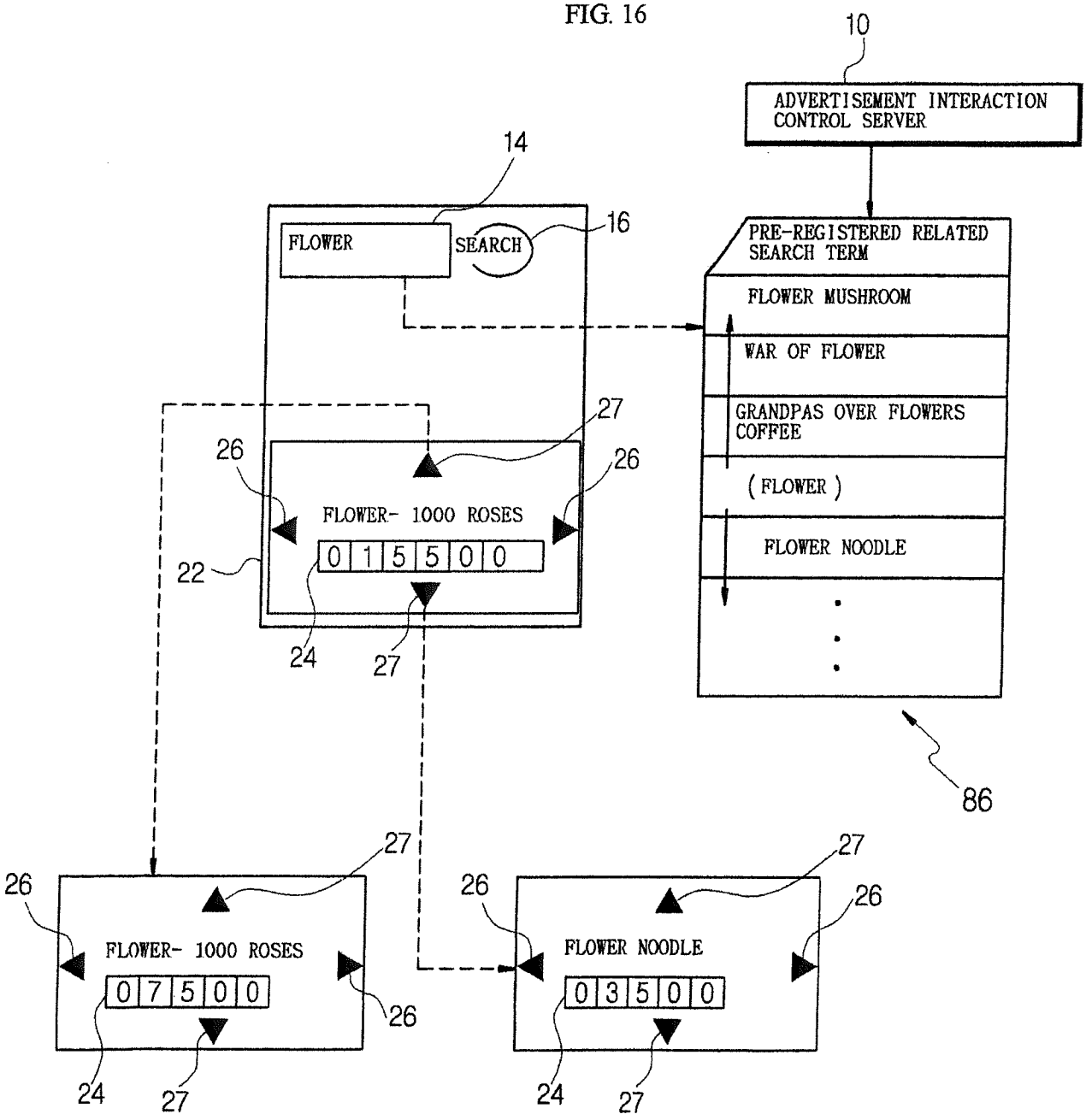

10
ADVERTISEMENT INTERACTION CONTROL SERVER
82
UNEXPECTED INCENTIVE INFORMATION
SSAD ① → SSAD ③ → SSAD ② → SSAD ④
→ SSAD ⑤ → SSAD ④ →
UNEXPECTED INCENTIVE
84
80
ARRANGEMENT PRIORITY INFORMATION
SSAD ①
SSAD ②
SSAD ③
SSAD ④
SSAD ⑤
SSAD ⑥
30
26
SSAD ①
30a
SSAD ③
30b
26
SSAD ⑤
30e

FIG. 16


10
ADVERTISEMENT INTERACTION CONTROL SERVER
14
FLOWER
SEARCH
16
PRE-REGISTERED RELATED SEARCH TERM
FLOWER MUSHROOM
WAR OF FLOWER
GRANDPAS OVER FLOWERS COFFEE
(FLOWER)
FLOWER NOODLE
86
27
26
26
FLOWER- 1000 ROSES
0 1 5 5 0 0
22
24
27
27
26
26
FLOWER- 1000 ROSES
0 7 5 0 0
24
27
26
27
26
26
FLOWER NOODLE
0 3 5 0 0
24
27