CLAIMS

Claimed is:

1. A device for controlling content delivery, the device comprising a processor configured to:

determine a delivery format for delivering an item of ancillary content to a user;

determine a configuration rule associated with the delivery format, wherein the configuration rule defines a criterion under which the delivery format may be used to deliver the ancillary content to the user; and

control, based on the configuration rule, whether to deliver the item of ancillary content to the user using the delivery format,

wherein the delivery format comprises a pop-up, a carousel, a banner, or a feed listing.

2. The device of claim 1, wherein the delivery format indicates a way in which the item of ancillary content is to be delivered to the user.

3. The device of claim 1 or claim 2, wherein the configuration rule defines, irrespective of the item of ancillary content, a criterion for whether the delivery format may be used when delivering the ancillary content to the user.

4. The device of any one of claims 1 to 3, wherein the configuration rule comprises a frequency cap defining a number of times within a time period the ancillary content may be delivered to the user using the delivery format.

5. The device of claim 4, wherein the time period comprises a number of seconds, minutes, hours, days, weeks, months, or years.

6. The device of any one of claims 1 to 5, wherein the processor is further configured to determine a total number of times within the time period the delivery format has been used to deliver the ancillary content to the user.

7. The device of claim 6, wherein the processor configured to determine the total number of times comprises the processor configured to query a datastore of previous deliveries to the user that are associated with delivery format.

8. The device of claim 7, wherein the datastore of previous deliveries comprises a database of records, wherein each record of the database of records represents one of the previous deliveries and comprises a user identification, a delivery format, and a timestamp.

9. The device of claim 8, wherein each record of the database of records comprises a user view of the ancillary content according to the delivery format.

10. The device of claim 9, wherein the configuration rule comprises one of a plurality of configuration rules, each associated with a predetermined time period, wherein the datastore is configured to remove each record of the database of records where the timestamp is older than a maximum time period of the predetermined time periods.

11. The device of any one of claims 1 to 10, wherein the delivery format comprises one of a plurality of format types, wherein the processor is further configured to control, based on the configuration rule, whether to deliver the item of ancillary content to the user using a fallback delivery format of the plurality of format types that is different from the delivery format.

12. The device of any one of claims 1 to 11, wherein the ancillary content comprises a plurality of advertising content items, wherein the item of ancillary content comprises an advertisement from among the plurality of advertising content items.

13. The device of any one of claims 1 to 12, wherein the processor configured to control whether to deliver the item of ancillary content to the user using the delivery format comprises the processor configured to send a message to a client-side application indicating

whether a delivery of the item of ancillary content to the user using the delivery format is permitted.

14. The device of claim 13, wherein the message comprises a response from a content delivery service to a request from the client-side application for the ancillary content.

15. A content delivery service comprising a processor configured to:

receive from an application a request to deliver, according to a delivery format, an item of ancillary content to a user of the application, wherein the delivery format indicates how the application is to deliver the item of ancillary content to the user;

obtain a configuration rule that defines, irrespective of the item of ancillary content, a frequency cap associated with the delivery format;

obtain a number of times the delivery format has been used to deliver ancillary content to the user; and

control, based on the frequency cap and the number of times, whether the application uses the delivery format to deliver the item of ancillary content to the user,

wherein the delivery format comprises a pop-up, a carousel, a banner, or a feed listing.

16. The content delivery service of claim 15, wherein the frequency cap comprises a predefined number of times the delivery format is permitted to be used within a time period for delivering ancillary content to the user.

17. The content delivery service of either one of claims 15 or 16, wherein the request comprises a hypertext transfer protocol (HTTP) request from the application to deliver the item of ancillary content to the user.

18. The content delivery service of any one of claims 15 to 17, wherein the delivery format comprises one of a plurality of format types, wherein the processor is further configured to control, based on the configuration rule, whether to deliver the item of ancillary content to the

user using a fallback delivery format of the plurality of format types that is different from the delivery format.

19. The content delivery service of any one of claims 15 to 18, wherein the ancillary content comprises a plurality of advertising content items, wherein the item of ancillary content comprises an advertisement from among the plurality of advertising content items.