CLAIMS

1. An information processing apparatus comprising:

a storage unit configured to store advertisement information indicating a location in which to come into contact with the advertisement and a period during which the advertisement is displayed;

an acquisition unit configured to acquire a travel history of a user;

a determination unit configured to determine whether or not the user has come into contact with the advertisement based on the travel history and the advertisement information;

a cluster generation unit configured to generate a cluster of users who are determined, by the determination unit, to have come into contact with the advertisement; and

wherein the travel history indicates coordinates of the user in time series, and

wherein the determination unit specifies a period during which the user stayed from the date and time at which the user entered the location to the date and time at which the user left the location based on the travel history, and if the period during which the user stayed overlaps the period during which the advertisement is displayed, the determination unit determines that the user has come into contact with the advertisement.

2. The information processing apparatus according to claim 1, wherein

the travel history indicates the coordinates acquired by a GPS.

3. The information processing apparatus according to claim 1 or 2, wherein

the advertisement information indicates an area in which the user comes into contact with the advertisement, and

if at least a part of a route traveled by the user overlaps the area, the determination unit determines that the user has come into contact with the advertisement.

4. An information processing apparatus comprising:

a storage unit configured to store advertisement information indicating a location in which to come into contact with the advertisement and a period during which the advertisement is displayed;

an acquisition unit configured to acquire a travel history of a user;

a determination unit configured to determine whether or not the user has come into contact with the advertisement based on the travel history and the advertisement information;

a cluster generation unit configured to generate a cluster of users who are determined, by the determination unit, to have come into contact with the advertisement;

a measuring unit configured to measure an effect of the advertisement on the users in the cluster; and

wherein the travel history indicates coordinates of the user in time series, and

wherein the determination unit specifies a period during which the user stayed from the date and time at which the user entered the location to the date and time at which the user left the location based on the travel history, and if the period during which the user stayed overlaps the period during which the advertisement is displayed, the determination unit determines that the user has come into contact with the advertisement.

5. The information processing apparatus according to claim 4, wherein

the storage unit stores registration information indicating user attributes,

the information processing apparatus further comprises a sub-cluster generation unit configured to generate a sub-cluster of users who have a predetermined attribute from the cluster, and

the measurement unit measures an effect of the advertisement on the users in the sub-cluster.

6. The information processing apparatus according to claim 4 or 5, wherein the measurement unit measures the effect of the advertisement based on access logs of terminals possessed by the users in the cluster.

7. An information processing method performed by a processor comprising:

acquiring a travel history of a user; and

determining whether or not the user has come into contact with an advertisement based on the travel history and advertisement information indicating a location in which to come into contact with the advertisement and a period during which the advertisement is displayed;

generating a cluster of users who are determined, by the determining, to have come into contact with the advertisement; and

wherein the travel history indicates coordinates of the user in time series, and

wherein the determining specifies a period during which the user stayed from the date and time at which the user entered the location to the date and time at which the user left the location based on the travel history, and if the period during which the user stayed overlaps the period during which the advertisement is displayed, the determining determines that the user has come into contact with the advertisement.

8. A program configured to cause a processor to:

acquire a travel history of a user;

determine whether or not the user has come into contact with an advertisement based on the travel history and advertisement information indicating a location in which to

come into contact with the advertisement and a period during which the advertisement is displayed;

generate a cluster of users who are determined, by the determination, to have come into contact with the advertisement; and

wherein the travel history indicates coordinates of the user in time series, and

wherein the determination specifies a period during which the user stayed from the date and time at which the user entered the location to the date and time at which the user left the location based on the travel history, and if the period during which the user stayed overlaps the period during which the advertisement is displayed, the determination determines that the user has come into contact with the advertisement.