METHOD AND APPARATUS FOR PROVIDING REDUCED COST ONLINE SERVICE AND ADAPTIVE TARGETING OF ADVERTISEMENTS
ABSTRACT

A method and apparatus for adaptively targeting advertisements to a specific client computer (402) from a server (408) within a distributed data processing system (400) is provided. As a user of the client (402) browses the World Wide Web, the material that is downloaded to the client (402) constitutes a data stream. The datastream is scanned (422) to generate a list of keywords that are present within the datastream. The datastream may be analyzed in real-time or cached and analyzed on a delayed basis. The generated list of keywords represents a summary of the content that appears to be the focus of interest of the user. The keywords are compared against a database of advertisements (421), and the server (408) selects an advertisement that matches the user's area of interest in comparison to the analysis of the user's browsing history. The selected advertisement is then inserted into the datastream to be routed to the client (402).

Fig 4