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(54) Title: SYSTEM AND METHOD FOR ADDING ADVERTISEMENTS TO A LOCATION-BASED ADVERTISING SYSTEM

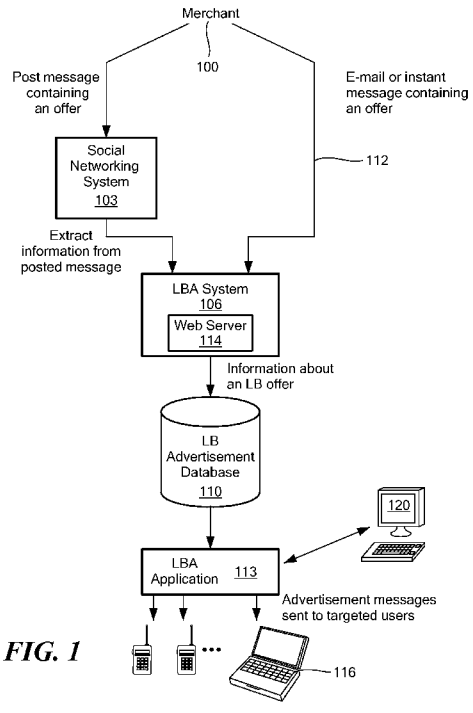


FIG. 1

(57) Abstract: A location-based advertising system automatically analyzes messages posted on social networking systems or other publicly accessible or private computer systems for posting messages for viewing by others. The messages are analyzed to identify messages that contain offers, such as offers that may be construed as location-based offers. Information about the offers is extracted from the messages and placed in a database. The database may be used by a location-based advertising application to send advertisements to targeted users or to respond to user who are qualified according to their current or recent geographic location. Optionally or alternatively, merchants may send messages, such as e-mail messages or instant messages (IMs), to the system to notify the system of offers. These messages are also analyzed and information about their respective offers is extracted and placed in the database.

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