WHAT IS CLAIMED IS:

1. An advertisement providing method performed by an advertisement providing server apparatus, the method comprising:

acquiring information on an application user in order to generate a user group sharing a predetermined characteristic, that is, cohort;

generating the cohort and analyzing the cohort in accordance with the acquired user information;

generating a targeting user group, that is, a segment based on the cohort analysis information; and

executing an advertisement for the segment,

wherein the acquired user information and the cohort analysis information are stored in a predetermined database to call and use the same user information as stored in the predetermined database and the same cohort analysis information as stored in the predetermined database in the generating of the segment.

2. The method of claim 1, wherein the advertisement is executed in a first cohort and the advertisement is not executed in a second cohort.

3. The method of claim 1, wherein the segment is generated to correspond to a combination of a plurality of cohorts or one segment is generated to correspond to one cohort.

4. The method of claim 2, wherein an advertisement area of a user terminal of the first cohort is decided differently in accordance with a characteristic of the cohort.

5. The method of claim 2, wherein the first cohort is a cohort in which in-app sales are not generated and the second cohort is a cohort in which the in-app sales are generated.

6. The method of claim 1, further comprising:

registering a game application to which the advertisement is exposed in the advertisement providing server.

7. The method of claim 6, wherein two or more cohorts are generated by using at least any one of payment of an item in the application or not, the number of residual items, a payment frequency, a payment sum, generation of sessions or not and the number of sessions in the application, an access record of the application, the number of access times, an access time zone, a level of the session in the application, and an installation path (that is, an introduction path into the application).

8. The method of claim 1, further comprising:

a feedback step of monitoring reactions of users and changing cohort generation information including a criterion of the cohort and the number of cohorts, after executing an advertisement for the segment.

9. The method of claim 8, wherein the reactions of the users are any one of in-app sales, the number of purchase cases, an average payment sum per user, an average payment sum per purchase user, the number of purchase users and purchase rate, an advertisement income, and the number of application sessions/an average session time.

10. The method of claim 7, wherein the application is a game application, and the advertisement is not executed in a time zone in which a game play is active by analyzing the application access time zone or an advertisement medium is differently selected based on whether or not it is in the time zone in which the game play is active

11. The method of claim 1, wherein in the generating of the cohort and the analyzing of the cohort, a user access record is analyzed and in the generating of the segment, a promotion advertisement is executed for a cohort in which the number of application access times decreases by using the analyzed access record.

12. An advertisement providing server apparatus based on a cohort, the apparatus comprising:

a user analyzing system acquiring information on an application user in order to generate a user group sharing a predetermined characteristic, that is, cohort and generating the cohort and analyzing the cohort in accordance with the acquired user information; and

a marketing system generating a targeting user group, that is, a segment based on the cohort analysis information and executing an advertisement in the segment,

wherein the user analyzing system stores the acquired user information and the cohort analysis information in a predetermined database, and

the marketing system calls and uses the same user information as stored in the predetermined database and the same cohort analysis information as stored in the predetermined database in segmentation.

13. The apparatus of claim 12, wherein the marketing system executes the advertisement in a first cohort and does not execute the advertisement in a second cohort.

14. The apparatus of claim 12, wherein the segment is generated to correspond to a combination of a plurality of cohorts or one segment is generated to correspond to one cohort.

15. The apparatus of claim 13, wherein an advertisement area of a user terminal of the first cohort is decided differently in accordance with a characteristic of the cohort.

16. The apparatus of claim 13, wherein the first cohort is a cohort in which in-app sales are not generated and the second cohort is a cohort in which the in-app sales are generated.

17. The apparatus of claim 12, wherein a game application to which the advertisement is exposed is registered in the advertisement providing server, and the user analyzing system generates and analyzes the cohort based on information on a user of the application, and the marketing system decides whether to execute the advertisement in the application.

18. The apparatus of claim 17, wherein two or more cohorts are generated by using at least any one of payment of an item in the application or not, the number of residual items, a payment frequency, a payment sum, generation of sessions or not and

the number of sessions in the application, an access record of the application, the number of access times, an access time zone, a level of the session in the application, and an installation path (that is, an introduction path into the application).

19. The apparatus of claim 12, wherein the advertisement is executed in the segment and reactions of users are monitored and cohort generation information including a criterion of the cohort and the number of cohorts is changed.

20. The apparatus of claim 19, wherein the reactions of the users are any one of in-app sales, the number of purchase cases, an average payment sum per user, an average payment sum per purchase user, the number of purchase users and purchase rate, an advertisement income, and the number of application sessions/an average session time.

21. The apparatus of claim 18, wherein the application is a game application, and the advertisement is not executed in a time zone in which a game play is active by analyzing the application access time zone or an advertisement medium is differently selected based on whether or not it is in the time zone in which the game play is active.

22. The apparatus of claim 12, wherein the user analyzing system analyzes a user access record and the marketing system executes a promotion advertisement for a cohort in which the number of application access times decreases by using the analyzed access record.