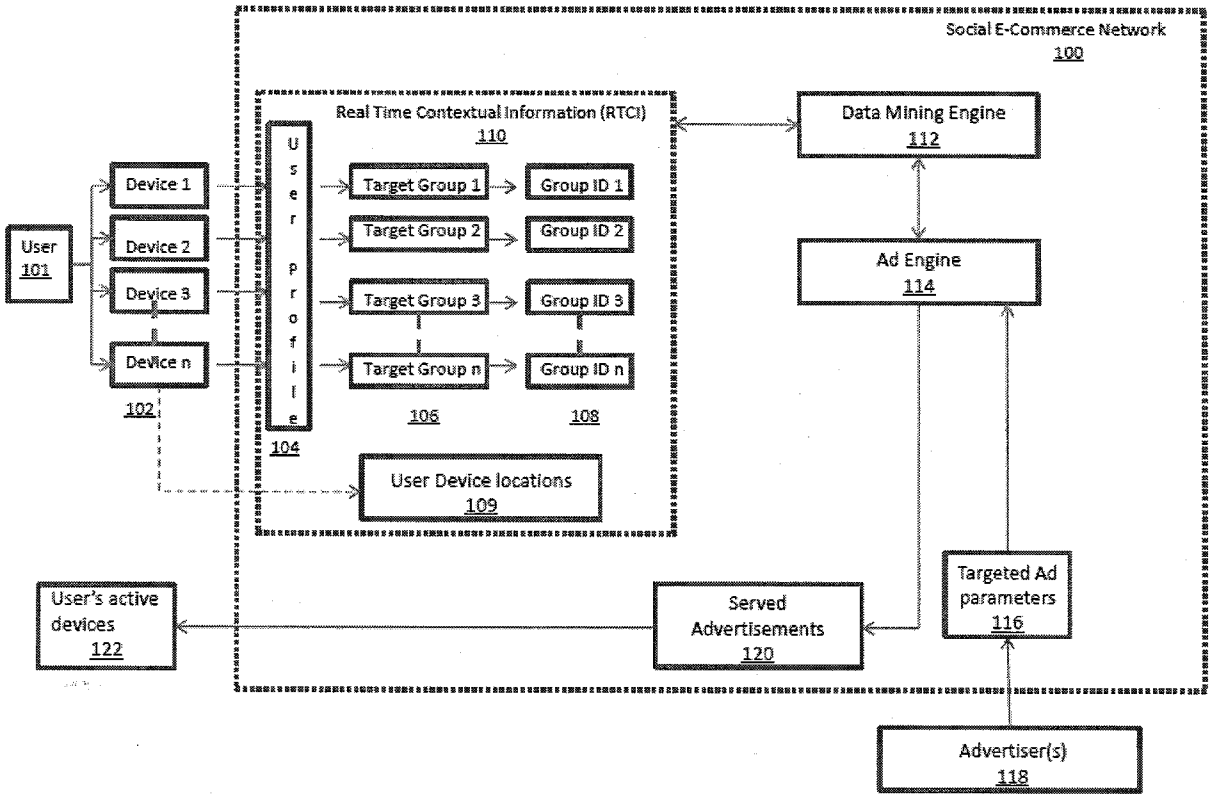


FIG. 1 is a high level block diagram of a social e-commerce network for collecting RTCI from device(s) and providing targeted advertisements according to one embodiment of the invention

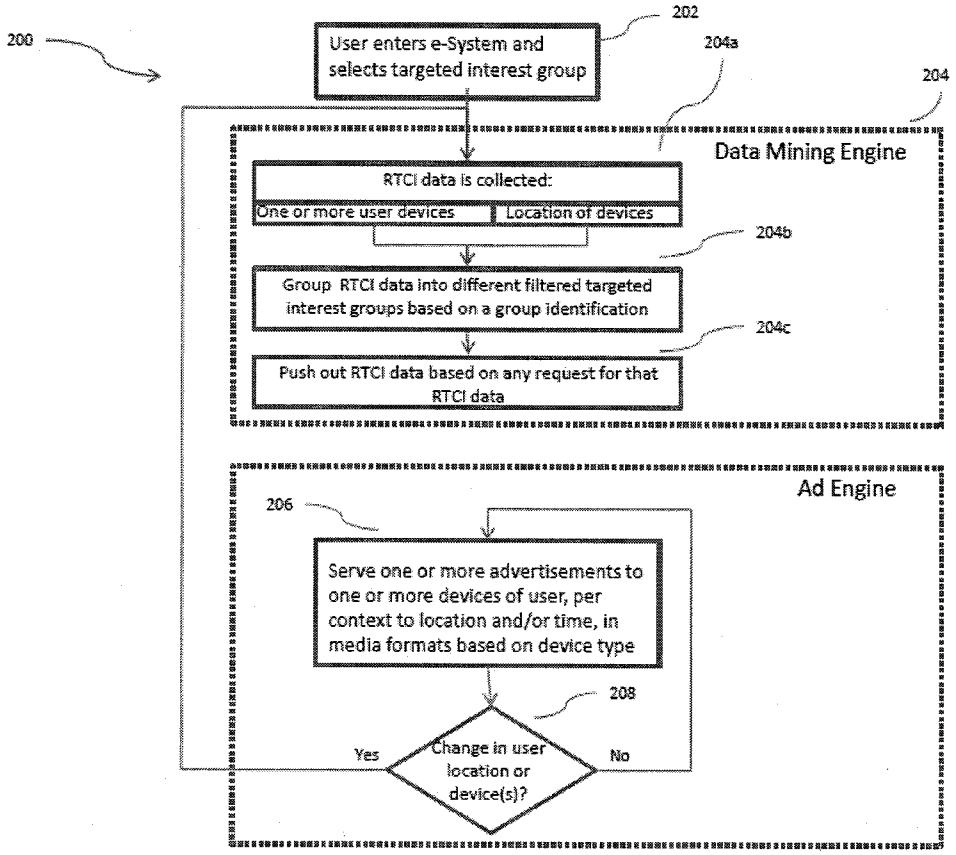


FIG. 2 is a flowchart of a process for serving advertisements to different user devices

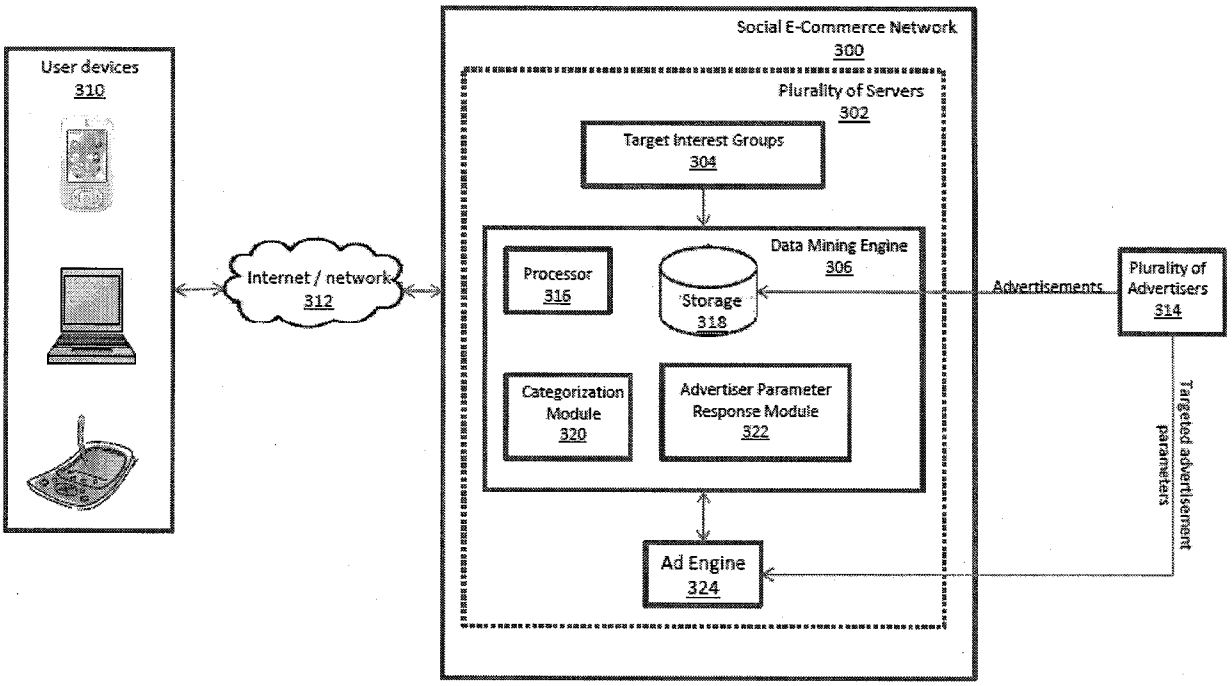


FIG. 3 is a block diagram of a social e-commerce networking system, schematically illustrating a data mining engine according to an embodiment of the invention