

SYSTEM AND METHOD FOR AUTOMATIC ADVERTISEMENT MEDIATION AND ANALYSIS

Technical Field

[0001] This invention relates to the field of mobile advertisements mediation and more specifically to a system and method for automatic advertisements mediation and analysis.

Background

[0002] The following discussion of the background of the invention is intended to facilitate an understanding of the present invention. However, it should be appreciated that the discussion is not an acknowledgement or admission that any of the material referred to was published, known or part of the common general knowledge of the person skilled in the art in any jurisdiction as at the date of the application.

[0003] The rise of smartphones and mobile devices have led to an exponential increase in the number and variety of mobile applications and content that can be downloaded from various online databases or app stores such as Google Play™ and Apple App Store™. However, monetization of mobile applications and content continue to pose challenges to publishers of such mobile applications and content, with subscribers and users often unwilling to pay for such applications or content, whether in the form of subscription fees or software licence fees. Mobile advertisements mediation therefore remains a popular monetization option for publishers as it allows developers and publishers to setup, manage, and optimize multiple mobile advertisement networks with just one software development kit (SDK) integration, thereby increasing and maximizing fill rates.

[0004] Presently, advertisements are communicated to a user of a communications device via software applications downloaded and used by a user on his/her communications device such as a mobile phone or tablet. Effective monetization of such advertisements is difficult to achieve in the event that a user does not use or launch the downloaded software applications through which the advertisements are communicated. One method of ensuring consistent use and launch of software applications by users is through the provision of

regular updates to such software applications where a user is prompted to download and launch updates to existing software applications previously downloaded on the user's communication device. However, users may not always download such updates to the software applications.

[0005] While attempts have been made to improve communication of advertisements to users of mobile devices, there remain outstanding issues pertaining to the effectiveness of such attempts.

[0006] The present invention attempts to overcome at least in part some of the aforementioned disadvantages and to provide a system and method for a software platform that allows for easy integration with advertisement networks to allow for increased monetization of advertisements created by software application publisher/developers, and which adopts automated mediation wherein a single advertisement or software application is integrated with several advertisement networks,

[0007] Accordingly, it would be desirable to provide an insights based complete advertisements management solution where publishers/developers (whether registered with advertisements networks or not) can visualize and analyze all their data at one coherent dashboard.

[0008] Accordingly, it would be desirable for to provide an extra value visual plugin for content or software applications developers that allows them to configure all settings through a visual user interface with a single click integration on a single web portal or software application.

[0009] Accordingly, it would be desirable to increase the fill rate of advertisements via a layered approach which sends advertisement requests to multiple, premium advertisement networks to ensure improved matching with the best available advertisement networks.

[0010] Accordingly, it would be desirable to provide an automatic mediation platform which is geographically optimized with different mediation waterfalls for each country and which utilizes advanced algorithms to analyze historical performance and pre rearrange multiple waterfall combinations for each content or software application and for each country or territory.

[0011] Accordingly, it would be desirable to provide customers with a system and method for providing automatic content advertisement mediation and promotion that allows cross promotion of content or software applications among such content or software applications user base using multiple visually appealing advertisement formats that improves and increases yield conversion rates.

[0012] Accordingly, it would be desirable to allow advertisement networks to connect directly with selected or preferred content or software applications publishers through secure network(s) to facilitate customized promotion deals.

[0013] Accordingly, it would be desirable to a system and method for providing automatic content advertisement mediation and analysis that allows advertisement campaigns to be targeted to the right users through any combinations of geographical targeting (by country, city), software application category, user age & platform to yield increased global footprint.

[0014] Additionally, it would also be desirable to provide data analytics, cohort analysis and advertisement life time value & user-level reporting on daily active user (DAU), average revenue per daily active user (ARPDau), average revenue per daily active user (ARPEU) and engagement rate.

Summary of the Invention

[0015] According to a first embodiment of the invention, there is provided a method for automatic advertisements mediation and analysis, comprising: receiving, at a computing system via a communications network, a service request from a communication device of a publisher or developer, wherein the service request includes creation or upload of the publisher or developer's software application, selection of at least one advertisement network from a pre-selected list, download and integration of at least one existing advertisement plugin or SDK kit, selection of at least one advertisement filter, instruction to turn off test mode, selection of choice of payment mode; and transmitting a second confirmation to the communication device of the publisher or developer that the service request has been received and showing the status of the service request via a dashboard.

[0016] According to a second embodiment of the invention, there is provided a system for automatic advertisements mediation and analysis services, comprising: a network connection for communicating wirelessly with a communication device of a publisher or developer; and a computing system configured to: receive, at the computing system via a communications network, a service request from the communication device of the publisher or developer, wherein the service request includes creation or upload of the publisher or developer's software application, selection of at least one advertisement network from a pre-selected list, download and integration of at least one existing advertisement plugin or SDK kit, selection of at least one advertisement filter, instruction to turn off test mode, selection of choice of payment mode; and transmitting a second confirmation to the communication device of the publisher or developer that the service request has been received, the system further configured to show the status of the service request via a dashboard.

[0017] According to a third embodiment of the invention, there is provided a method for automatic advertisements mediation and analysis services, comprising: receiving, at the computing system via a communications network, a service request from a communication device of an advertiser, wherein the service request includes creation of an advertising campaign, details of the advertising campaign including choice of an advertising platform, audience size, age range, geographical location and campaign budget; and transmitting a second confirmation to the communication device of the publisher or developer that the service request has been received, and showing the status of the service request via a dashboard.

Brief Description of the Drawings

[0018] In the drawings, like reference characters generally refer to the same parts throughout the different views. The drawings are not necessarily to scale, emphasis instead generally being placed upon illustrating the principles of the invention. The dimensions of the various features or elements may be arbitrarily expanded or reduced for clarity. In the following description, various embodiments of the invention are described with reference to the following drawings, in which:

[0019] FIG. 1 shows an exemplary system for automatic advertisements mediation and analysis according to a first embodiment of the present disclosure;

[0020] FIG. 2 shows a flow diagram of a typical service request from a publisher or developer's communications device for integration of the publisher or developer's application in accordance with an embodiment of the present disclosure;

[0021] FIGS. 3a-3h show exemplary graphical user interface screen displays delivered or rendered by the system for a publisher according to an embodiment of the present disclosure;

[0022] FIG. 4 shows a flow diagram of a typical service request from an advertiser's communications device for creation of an advertising campaign in accordance with an embodiment of the present disclosure;

[0023] FIGS. 5a-5b show exemplary graphical user interface screen displays delivered or rendered by the system for an advertiser according to an embodiment of the present disclosure.

Detailed Description

[0024] The following detailed description refers to the accompanying drawings that show, by way of illustration, specific details and embodiments in which the invention may be practiced. These embodiments are described in sufficient detail to enable those skilled in the art to practice the invention. Other embodiments may be utilized and structural, and logical changes may be made without departing from the scope of the invention. The various embodiments are not necessarily mutually exclusive, as some embodiments can be combined with one or more other embodiments to form new embodiments.

[0025] In this context, the system and method as described in this description may include a memory such as a volatile memory, for example a DRAM (Dynamic Random Access Memory) or a non-volatile memory, for example a PROM (Programmable Read Only Memory), an EPROM (Erasable PROM), EEPROM (Electrically Erasable PROM), or a flash memory, e.g., a floating gate memory, a charge trapping memory, an MRAM (Magnetoresistive Random Access Memory) or a PCRAM (Phase Change Random Access Memory).

[0026] In the specification the term “comprising” shall be understood to have a broad meaning and will be understood to imply the inclusion of a stated integer or step or group of integers or steps but not the exclusion of any other integer or step or group of integers or steps. This definition also applies to variations on the term “comprising” such as “comprise” and “comprises”.

[0027] In order that the invention may be readily understood and put into practical effect, particular embodiments will now be described by way of examples and not limitations, and with reference to the figures. It will be understood that any property described herein for a specific system may also hold for any system described herein. It will be understood that any property described herein for a specific method may also hold for any method described herein. Furthermore, it will be understood that for any system or method described herein, not necessarily all the components or steps described must be enclosed in the system or method, but only some (but not all) components or steps may be enclosed.

[0028] The term “coupled” (or “connected”) herein may be understood as electrically coupled or as mechanically coupled, for example attached or fixed, or just in contact without any fixation, and it will be understood that both direct coupling or indirect coupling (in other words: coupling without direct contact) may be provided.

[0029] To achieve the stated features, advantages and objects, a system and method of an embodiment of the invention makes use of computer hardware and software to provide a publisher/developer or an advertiser with an on-line system and for advertisement mediation and analysis.

[0030] Additionally, according to various embodiments, the system and method aims to lower the turnaround time of uploading user content or software application and advertisement mediation by providing a customer with a user-friendly communications interface with minimal input from the customer.

[0031] Various embodiments are provided for systems, and various embodiments are provided for methods. It will be understood that basic properties of the systems also hold for the methods and vice versa. Therefore, for sake of brevity, duplicate description of such properties may be omitted.

[0032] Figure 1 is a schematic representation of a system 100 with an overview of the key components and the flow of information between the key components for carrying out the steps of embodiments of the method disclosed herein. The system 100 provides a web-based communications interface on an advertisements mediation and analysis platform 102 for software application publishers or developers, advertisement networks to provide and to fulfil placement of advertisements on software applications published or developed by the publishers or developers. This is preferably implemented through a software application on communication devices that can be accessed by publishers/developers, advertisers and advertising networks. These communication devices are capable of having wireless communication to a communications network into which the communication devices may be connected. The advertisements mediation and analysis platform 102 allows a publisher/developer to send a service request from the communication device of the publisher/developer, wherein the service request includes creation or uploading of the publisher or developer's software application, selection of at least one advertisement network from a pre-selected list, downloading and integrating at least one existing advertisement plugin or SDK kit, application of at least one advertisement filter, a request to turn off test mode, and choice of payment mode; and transmit a second confirmation to the communication device of the publisher or developer that the service request has been received, the system further configured to show the status of the service request via a dashboard. The advertisements mediation and analysis platform 102 has a simplified and user-friendly communications interface that includes, but is not limited to services, an application creation/upload module 104, an advertising network selection module 105, a payments management module 106, and a dashboard management module 107. The advertisements mediation and analysis platform 102 further comprises an intermediary server operated either by the service provider providing the system 100 ("service provider") or by an intermediary company via a communications network.

[0033] The system 100 disclosed herein provides a publisher/developer seeking for advertisements mediation and analysis services by providing improved convenience, efficiency and effectiveness to the publisher/developer. From the initiation of a request for an advertisements mediation and analysis service to the completion of the service, the

system 100 is fully computer automated, with no required human action other than to perform the initiation, confirmation and service of the request. The system 100 provides a pre-selected choice of advertising networks to the publisher/developer that curated to achieve higher fill rates for the publisher/developer.

[0034] The payments management module 106 reflect the advertising revenue derived from the sale of advertising spaces on the software application. The dashboard management module 107 stores aggregated information and is accessible only by publishers/developers upon request.

[0035] The advertisements mediation and analysis platform 102 includes a central processing unit or processor (not shown) that executes instructions contained in the above-mentioned modules. The processor may provide the central processing unit (CPU) functions of a computing device on one or more integrated circuits. As used herein, the term ‘processor’ broadly refers to and is not limited to single or multi-core general purpose processor, a special purpose processor, a conventional processor, a graphical processing unit, a digital signal processor (DSP), a plurality of microprocessors, one or more microprocessors in association with a DSP core, a controller, a microcontroller, one or more Application Specific Integrated Circuits (ASICs), one or more Field Programmable Gate Array (FPGA) circuits, any other type of integrated circuit, a system on a chip (SOC), and/or a state machine.

[0036] The advertisements mediation and analysis platform 102 may be a computer node of a private computer network or a public network such as the Internet. It may include multiple computers connected by an internal network. Each device, module or component within the system may be connected over a network or may be directly connected. A person skilled in the art will recognize that the terms ‘network’, ‘computer network’ and ‘online’ may be used interchangeably and do not imply a particular network embodiment. In general, any type of network may be used to implement the online or computer networked embodiment of the present invention. The network may be maintained by a server or a combination of servers or the network may be serverless. Additionally, any type of protocol (for example, HTTP, FTP, ICMP, UDP, WAP, SIP, H.323, NDMP, TCP/IP) may be used

to communicate across the network. The devices as described herein may communicate via one or more such communication networks.

[0037] Figure 2 illustrates a flow diagram of an exemplary service request initiated by a publisher/developer using the advertisements mediation and analysis platform 102 in accordance with an embodiment of the present disclosure. The details of the example flow for the service request will be explained in conjunction with Figures 3a to 3h, which depicts exemplary graphical user interface screen displays of the publisher/developer application on the publisher/developer communication device 101. A publisher/developer may interact with the graphical user interface screen display to log in to the platform 102 and arrive at the screen display as shown on Figure 3a. A publisher/developer performs a one-time account registration 201 with the platform 102 and sets up the publisher/developer's user identity and password. At step 202, the display is adapted to prompt and receive input from the publisher/developer for its identifier details. Publisher/developer identifier details may include the publisher/developer's user identification or mobile number. The publisher/developer may enter commands and information into the publisher/developer communication device by means of a keyboard, touchscreen keyboard, pointing device, voice recognition device, microphone, a touch-screen, or the like. Upon receiving the publisher/developer identifier details, the platform 102 will retrieve the service record of the publisher/developer and displays the service record on the graphical user interface screen display as shown on Figure 3a. The publisher/developer service record displays information such as the dashboard record of payments received, advertising networks selected, applications created or uploaded, authorized users with permission to access the account and the details of their authorized used and usage history etc..

[0038] At step 203, the publisher/developer is prompted to select at least one option from a list of services. The services may include the creation or upload of the publisher or developer's software application, selection of at least one advertisement network from a pre-selected list, download and integration of at least one existing advertisement plugin or SDK kit, selection of at least one advertisement filter, instruction to turn off test mode, and selection of choice of payment mode. At step 204, the publisher/developer is prompted to select a choice of either uploading an existing software application or create a new

application. Upon the publisher/developer selecting the option to create a new application, the publisher/developer is directed to a graphical user interface screen display to input certain details such as the choice of platform, the category or genre which the application falls under, age rating, market URL etc as shown on Figure 3b. Alternatively, upon the publisher/developer opting to import an existing application, the publisher/developer is directed to a graphical user interface screen display to input certain details such as the choice of platform, the category or genre which the application falls under, age rating, market URL etc as shown on Figure 3c.

[0039] Once the option whether to upload or create an application from the aforesaid step 204 has been chosen, the publisher/developer is directed to a graphical user interface screen display at step 205 to select at least one advertising network for publication of the application as shown on Figure 3d. The publisher/developer is further prompted to manage one or more advertisement IDs.

[0040] Upon completion of the selection at the aforesaid step 205, the publisher/developer is directed to a graphical user interface screen display at step 206 to select at least one existing advertisement plugin or SDK kit to be integrated as shown on Figure 3e. Upon the selection and download of the at least one advertisement plugin or SDK kit, the publisher/developer is then directed to a graphical user interface screen display for viewing of the integration results as shown on Figure 3f.

[0041] Upon completion of the selection at the aforesaid step 206, the publisher/developer is then directed to a graphical user interface screen display at step 207 to select at least one advertisement filter as shown on Figure 3g. The publisher/developer has the option of selecting the advertising network that the advertisement filter will apply to, as well as the preferred type of advertisements to be placed on the publisher/developer's application.

[0042] Upon the completion of selection at the aforesaid step 207, the publisher/developer is prompted to save the selection before the publisher/developer is directed to a graphical user interface screen display at step 208 to turn off test mode and to select the applicable mediation settings as shown on Figure 3h.

[0043] Thereafter, the publisher/developer is directed to a graphical user interface screen display at step 209 to make a selection of at one or more payment modes. The “Revenue” tab on the graphical user interface screen display as shown on Figure 3i allows the publisher/developer to check the revenue earned or payments made from the publication its application on the platform 102.

[0044] Further, publisher/developer has the option of logging on to its account from time to time to track the progress and performance of the application on the platform 102 via the “Dashboard” tab at step 210 as shown on Figure 3a.

[0045] Figure 4 illustrates a flow diagram of an exemplary service request initiated by an advertiser using the advertisements mediation and analysis platform 102 in accordance with an embodiment of the present disclosure. The details of the example flow for the service request will be explained in conjunction with Figures 5a to 5b, which depicts exemplary graphical user interface screen displays of the publisher/developer application on the publisher/developer communication device. An advertiser may interact with the graphical user interface screen display to log in to the platform 102 and arrive at the screen display as shown on Figure 5a. An advertiser performs a one-time account registration 401 with the platform 102 and sets up the publisher/developer’s user identity and password at step 402, the display is adapted to prompt and receive input from the advertiser for advertiser identifier details. Advertiser identifier details may include the advertiser’s user identification or mobile number. The advertiser may enter commands and information into the advertiser communication device by means of a keyboard, touchscreen keyboard, pointing device, voice recognition device, microphone, a touch-screen, or the like. Upon receiving the publisher/developer identifier details, the platform 102 will retrieve the publisher/developer’s service record and displays the service record on the graphical user interface screen display as shown on Figure 4a. The advertiser service record displays information such as the dashboard record of payments received, advertising networks selected, applications created or uploaded, authorized users with permission to access the account and the details of their authorized used and usage history etc..

[0046] At step 403, the advertiser is prompted to select a tab to create an advertising campaign using certain filters and settings such as the advertisement type, title of the

advertising campaign, campaign start and end dates, campaign platform, campaign size, application categories, campaign budget, geographic reach of the advertising campaign etc. as shown on Figure 5b.

[0047] Upon completion of the aforesaid step 403, the publisher/developer is informed of the approval of their request to create an advertising campaign within a certain duration of time. Preferably, the platform 102 is configured to inform the advertiser of the approval within a maximum of 24 hours from the time of creation of the campaign. Further, advertiser has the option of logging on to its account from time to time to track the progress and performance of its advertising campaign on the platform 102 via the “Dashboard” tab at step 404 as shown on Figure 4a.

[0048] While the invention has been particularly shown and described with reference to specific embodiments, it should be understood by those skilled in the art that various changes in form and detail may be made therein without departing from the spirit and scope of the invention as defined by the appended claims. The scope of the invention is thus indicated by the appended claims and all changes which come within the meaning and range of equivalency of the claims are therefore intended to be embraced.