ABSTRACT

METHODS AND SYSTEMS FOR MAPPING SUBSCRIPTION FILTERS TO ADVERTISEMENT APPLICATIONS

A method and system for data delivery of targeted mobile advertisement, the method associating an advertising client with a data façade on a mobile device; passing a subscription filter for each advertising application on the mobile device from the advertising client to the data façade; receiving at the mobile device, a subscription identifier for each advertising application; mapping the subscription identifier to an advertising application; getting advertisements with subscription identifiers at the mobile device; communicating between an advertisement application and the advertising client to request an advertisement; and returning the advertisement to the advertising application.

Fig. 4