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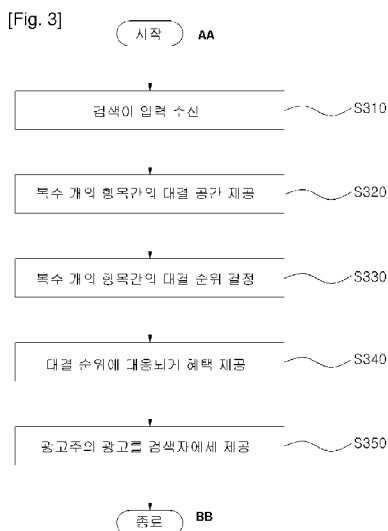
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공개:

- 국제조사보고서와 함께 (조약 제 21 조(3))

(54) Title: METHOD FOR MANAGING ADVERTISEMENT AND ADVERTISEMENT MANAGEMENT SERVER

(54) 발명의 명칭 : 광고 관리 방법 및 광고 관리 서버



AA ... Start
BB ... End
S310 ... Input of search word is received
S320 ... Confrontation space among plurality of items is provided
S330 ... Ranking of confrontation among plurality of items is determined
S340 ... Benefits are provided according to ranking of confrontation
S350 ... Advertisement of advertiser is provided to searcher

(57) Abstract: The present invention relates to a method for managing an advertisement and an advertisement management server, in which an advertising effect can be magnified by: arousing a searcher's interest through the composition of confrontation among a plurality of items extracted in association with a search word; adding predetermined benefits in accordance with the ranking of confrontation; and providing to a searcher an advertisement of an advertiser supporting the predetermined benefits. In relation to one embodiment of the present invention, the method for managing the advertisement comprises the steps of: allowing a receiving unit of an advertisement management server to receive an input of a predetermined search word from a searcher; allowing a confrontation space providing unit of said advertisement management server to provide a confrontation space to the searcher, such that a confrontation is made among a plurality of items which are associated with the predetermined search word and include link information therein; allowing a confrontation ranking determination unit of said advertisement management server to determine the ranking of confrontation for the plurality of items in consideration of the number of links; allowing a benefit providing unit of said advertisement management server to provide benefits according to the determined ranking of confrontation;

tion; and allowing an advertisement providing unit of said advertisement management server to provide to said searcher an advertisement of an advertiser supporting the provision of said benefits.

(57) 요약서:

[다음 쪽 계속]

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