

ADVERTISEMENT APPARATUS

ABSTRACT

Accuracy of effect measurement related to an advertisement that is delivered to user terminals is to be increased.

An advertisement apparatus includes: a storage unit that stores first user identification information and purchasing behavior information about users identified by the first user identification information, the first user identification information and the purchasing behavior information being associated with each other; a unit that delivers an advertisement related to a predetermined product or service to a plurality of user terminals, by designating different second user identification information for each of the user terminals; a unit that identifies the first user identification information matching the second user identification information by comparing the first user identification information with the second user identification information; and a unit that calculates reaction-to-advertisement information indicating how many users have purchased the predetermined product or service among the users identified by the matching first user identification information, on the basis of purchase history information regarding the predetermined product or service, the purchase history information being included in the purchasing behavior information associated with the matching first user identification information.

Fig. 2