CLAIMS

1. A method comprising:

transmitting, by a computer-based system configured for targeting an ad impression, a list of customer records to a service provider system,

wherein the service provider system identifies a matched customer by comparing a first set of personally identifying information ("PII") to a second set of PII, and

wherein the service provider system installs a cookie on a web client associated with the matched customer;

receiving, by the computer-based system, a campaign request from a merchant;

permitting, by the computer-based system and via the web client, the matched customer to select a type of ad impression in which the matched customer is interested;

determining, by the computer-based system, a first group of customers for an ad impression;

selecting, by the computer-based system, a second group of customer based on look alike modeling of the first group of customers;

transmitting, by the computer-based system, the campaign request to the service provider system which adds a flag to the cookie based on the campaign request and instructs a media buyer system to bid on an ad impression for the matched customer based on the flag;

removing, by the computer-based system, the flag from the cookie in response to a selection by the matched customer of a type of ad impression in which the matched customer is not interested;

modifying, by the computer-based system, the cookie to at least one of: associate or disassociate the matched customer with at least one of: a category or type of ad impression;

receiving, by the computer-based system, a first expenditure ~~associated with the matched customer who received the ad impression~~;

associating, by the computer-based system, the first expenditure with the matched customer that received the ad impression;

comparing, by the computer-based system, the first expenditure to a second expenditure associated with a customer who did not receive the ad impression based on the campaign request but fits parameters associated with the campaign request; and

reporting, by the computer-based system, a result of the comparing.

2. The method of claim 1, further comprising generating, by the computer-based system, a report showing a click through associated with customers who received the ad impressions.

3. The method of claim 2, wherein the click through is shown in comparison to a click through associated with customers who did not receive the ad impressions.

4. The method of claim 1, further comprising receiving, by the computer-based system, an updated campaign request from the merchant in response to at least one of: a report showing the results of the comparing and a click through associated with customers who received the ad impressions.

5. A system comprising:

a processor configured for targeting an ad impression;

a tangible, non-transitory memory communicating with the processor for spend based targeting and measurement;

the tangible, non-transitory memory having instructions stored thereon that, in response to execution by the processor, cause the processor to perform operations comprising:

transmitting, by the processor, a list of customer records to a service provider system,

wherein the service provider system identifies a matched customer by comparing a first set of personally identifying information ("PII") to a second set of PII, and

wherein the service provider system installs a cookie on a web client associated with the matched customer;

receiving, by the processor, a campaign request from a merchant;

permitting, by the processor and via the web client, the matched customer to select a type of ad impression in which the matched customer is interested;

determining, by the processor, a first group of customers for an ad impression;

selecting, by the processor, a second group of customer based on look alike modeling of the first group of customers;

transmitting, by the processor, the campaign request to the service provider system which adds a flag to the cookie based on the campaign request and instructs a media buyer system to bid on an ad impression for the matched customer based on the flag;

removing, by the processor, the flag from the cookie in response to a selection by the matched customer of a type of ad impression in which the matched customer is not interested;

modifying, by the processor, the cookie to at least one of: associate or disassociate the matched customer with at least one of: a category or type of ad impression;

receiving, by the processor, a first expenditure ~~associated with the matched customer who received the ad impression~~;

associating, by the processor, a first expenditure with the matched customer that received the ad impression;

comparing, by the processor, the first expenditure to a second expenditure associated with a customer who did not receive the ad impression based on the campaign request but fits parameters associated with the campaign request; and

reporting, by the processor, a result of the comparing.

6. The system of claim 5, further comprising generating, by the processor, a report showing a click through associated with customers who received the ad impressions.

7. The system of claim 6, wherein the click through is shown in comparison to a click through associated with customers who did not receive the ad impressions.

8. The system of claim 5, further comprising receiving, by the processor, an updated campaign request from the merchant in response to at least one of: a report showing the results of the comparing and a click through associated with customers who received the ad impressions.

9. An article of manufacture including a non-transitory, tangible computer readable storage medium having instructions stored thereon that, in response to execution by a computer-based system configured for targeting an ad impression, cause the computer-based system to perform operations comprising:

transmitting, by the computer-based system, a list of customer records to a service provider system,

wherein the service provider system identifies a matched customer by comparing a first set of personally identifying information ("PII") to a second set of PII, and

wherein the service provider system installs a cookie on a web client associated with the matched customer;

receiving, by the computer-based system, a campaign request from a merchant;

permitting, by the computer-based system and via the web client, the matched customer to select a type of ad impression in which the matched customer is interested;

determining, by the computer-based system, a first group of customers for an ad impression;

selecting, by the computer-based system, a second group of customer based on look alike modeling of the first group of customers;

transmitting, by the computer-based system, the campaign request to the service provider system which adds a flag to the cookie based on the campaign request and instructs a media buyer system to bid on the~~an~~ ad impression for the matched customer based on the flag;

removing, by the computer-based system, the flag from the cookie in response to a selection by the matched customer of a type of ad impression in which the matched customer is not interested;

modifying, by the computer-based system, the cookie to at least one of: associate or disassociate the matched customer with at least one of: a category or type of ad impression;

receiving, by the computer-based system, a first expenditure ~~associated with the matched customer who received the ad impression~~;

associating, by the computer-based system, a first expenditure with the matched customer that received the ad impression;

comparing, by the computer-based system, the first expenditure to a second expenditure associated with a customer who did not receive the ad impression based on the campaign request but fits parameters associated with the campaign request; and

reporting, by the computer-based system, a result of the comparing.

10. The article of claim 9, further comprising generating, by the computer-based system, a report showing a click through associated with customers who received the ad impressions.

11. The article of claim 9, further comprising receiving, by the computer-based system, an updated campaign request from the merchant in response to at least one of: a report showing the results of the comparing and a click through associated with customers who received the ad impressions.