CLAIMS

[Claim 1]

An advertisement apparatus comprising:

a purchasing behavior storage unit that stores first user identification information and purchasing behavior information about a user identified by the first user identification information, the first user identification information and the purchasing behavior information being associated with each other;

an advertisement delivering 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 user identifying unit that selects a user whose information is stored in the purchasing behavior storage unit among target users of the advertisement delivering unit, by comparing the first user identification information with the second user identification information and identifying the first user identification information matching the second user identification information; and

an effect measuring unit that calculates reaction-to-advertisement information indicating how many users have purchased the predetermined product or service among users identified by the matching first user identification

information, on a 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, wherein

a number of users identified by the second user identification information is larger than a number of users identified by the first user identification information, and

the effect measuring unit calculates the reaction-to-advertisement information indicating how many users have purchased a target product or service of the advertisement among persons to which the advertisement has been delivered by the advertisement delivering unit.

[Claim 2]

An advertisement apparatus comprising:

a purchasing behavior storage unit that stores first user identification information and purchasing behavior information about a user identified by the first user identification information, the first user identification information and the purchasing behavior information being associated with each other;

an advertisement delivering unit that delivers an advertisement related to a predetermined product or service to a plurality of user terminals, by designating different

first user terminal identification information for each of the user terminals;

a replacement information storage unit that stores the first user identification information and second user terminal identification information linked with the first user identification information, the first user identification information and the second user terminal identification information being associated with each other;

a user identifying unit that selects a user whose information is stored in the purchasing behavior storage unit among target users of the advertisement delivering unit, by comparing the first user terminal identification information with the second user terminal identification information and identifying the first user identification information linked with the second user terminal identification information matching the first user terminal identification information; and

an effect measuring unit that calculates reaction-to-advertisement information indicating how many users have purchased the predetermined product or service among users identified by the first user identification information linked with the matching second user terminal identification information, on a 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 first user identification information linked with the matching second user terminal identification information, wherein

a number of users identified by the first user terminal identification information is larger than a number of users identified by the second user terminal identification information, and

the effect measuring unit calculates the reaction-to-advertisement information indicating how many users have purchased a target product or service of the advertisement among persons to which the advertisement has been delivered by the advertisement delivering unit.

[Claim 3]

An advertisement method implemented in an advertisement apparatus, comprising:

a step of, by an advertisement delivering unit, delivering 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 step of, by a user identifying unit, selecting a user whose information is stored in a purchasing behavior storage unit among target users of the advertisement delivering unit, by comparing first user identification

information with the second user identification information in the purchasing behavior storage unit storing the first user identification information and purchasing behavior information about a user identified by the first user identification information, the first user identification information and the purchasing behavior information being associated with each other, and identifying the first user identification information matching the second user identification information; and

a step of, by an effect measuring unit, calculating reaction-to-advertisement information indicating how many users have purchased the predetermined product or service among users identified by the matching first user identification information, on a 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, wherein

a number of users identified by the second user identification information is larger than a number of users identified by the first user identification information, and

the effect measuring unit calculates the reaction-to-advertisement information indicating how many users have purchased a target product or service of the advertisement

among persons to which the advertisement has been delivered by the advertisement delivering unit.

[Claim 4]

An advertisement method implemented in an advertisement apparatus, comprising:

a step of, by an advertisement delivering unit, delivering an advertisement related to a predetermined product or service to a plurality of user terminals, by designating different first user terminal identification information for each of the user terminals;

a step of, by a user identifying unit, selecting a user whose information is stored in a purchasing behavior storage unit among target users of the advertisement delivering unit, by comparing the first user terminal identification information with second user terminal identification information in a replacement information storage unit storing the first user identification information and the second user terminal identification information linked with the first user identification information, the first user identification information and the second user terminal identification information being associated with each other, the first user identification information being stored in a purchasing behavior storage unit storing the first user identification information and purchasing behavior information about a user identified by

the first user identification information, the first user identification information and the purchasing behavior information being associated with each other, and identifying the first user identification information linked with the second user terminal identification information matching the first user terminal identification information; and

a step of, by an effect measuring unit, calculating reaction-to-advertisement information indicating how many users have purchased the predetermined product or service among users identified by the first user identification information linked with the matching second user terminal identification information, on a 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 first user identification information linked with the matching second user terminal identification information, wherein

a number of users identified by the first user terminal identification information is larger than a number of users identified by the second user terminal identification information, and

the effect measuring unit calculates the reaction-to-advertisement information indicating how many users have purchased a target product or service of the advertisement

among persons to which the advertisement has been delivered by the advertisement delivering unit.

[Claim 5]

An advertisement program for causing a computer to implement the method according to claim 3 or 4.