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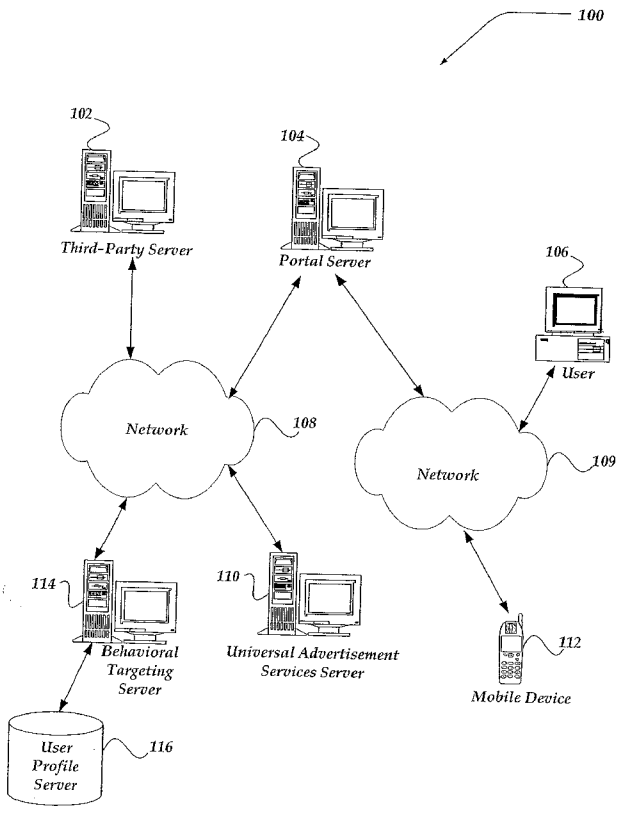
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(54) Title: FRAMEWORK FOR SELECTING AND DELIVERING ADVERTISEMENTS OVER A NETWORK BASED ON USER BEHAVIORIAL INTERESTS



(57) Abstract: Targeted advertising content is provided for display in a page over a network in accordance wtih a technique in which advertisements are selected based on a determination of user's short-term and long-term behaviorial interests. Information relating to a user's online activities is collected and associated with predetermined interest categories. Based on the collected information, behaviorial interest scores are determined for specific categories. The scores are employed to generate values for use in selecting advertisements. In one embodiment, a short-term score and two long-term scores are determined for one or more interest categories. A first long-term score models awareness with respect to a given category. A second long-term score and the short-term score are response-oriented scores that model the user's interest in making a response with respect to a given category, such as by purchasing a product or service within the category.

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