PRESENTING ADVERTISEMENTS BASED ON WEB-PAGE INTERACTION

ABSTRACT OF THE DISCLOSURE

Embodiments of the invention provide a method, system, and media for presenting advertisements (or other information) based on user interaction with a web page. One embodiment of the method includes determining that programmatic code that describes the web page is to be dynamically modified before it is to be presented on a display device. The method further includes identifying remotely stored supplemental information (e.g. key-word listing(s)) associated with the web page. Descriptive terms (associated with key words) might be generated after a rendering of the web page as well as or before. Steps can additionally include modifying the programmatic code of the web page according to the supplemental information, observing a triggering event, gathering descriptive words associated with the occurrence of the event trigger, communicating the appropriate descriptive words so as to return fresh advertising content, and without obscuring an initial content of the web page, presenting information based on the advertising content.

FIG. 1