[Claims]

[Claim 1]

A method of displaying an image-based customized advertisement on a user device, comprising:

determining whether an object of a predetermined category is included among images included in a displayed page;

transmitting an image query including a searchable object to a service server and activating a predetermined advertisement area on the basis of the determined results; and

when at least one piece of advertisement information is received from the service server, displaying an advertisement image included in the advertisement information in the advertisement area.

[Claim 2]

The method of claim 1, wherein the transmitting of an image query including the searchable object to a service server and the activating of a predetermined advertisement area on the basis of the determined results comprises:

specifying and displaying the searchable object; and

when a user's search request for the specified object is received, transmitting an image query including the specified object to the service server and activating a predetermined advertisement area.

[Claim 3]

The method of claim 1, comprising switching the state of the advertisement area from an activated state

to a deactivated state when the user's request for return is received.

[Claim 4]

The method according to claim 1, wherein, when a user scroll gesture for the advertisement area is received, scrolling and displaying the advertisement image according to the scroll gesture in the advertisement area without changing an area other than the advertisement area.

[Claim 5]

The method of claim 4, wherein the advertisement area is a display area of an image in which the searchable object exists.

[Claim 6]

The method of claim 4,

wherein the advertisement area has the same size as the image in which the searchable object exists, and is located at a lower end of the display area of the image in which the object exists, and

wherein the activating of the advertisement area includes scrolling and displaying the page such that the advertisement area is positioned at the top end of the displayed page.

[Claim 7]

An advertisement platform system for providing image-based customized advertisement, comprising:

an advertisement service server configured to generate a database of an advertisement target product of an advertiser, search the database when a query for inquiring an advertisement is received, and specify an

advertisement item;

an advertisement medium website server configured to provide content including an advertisement area to a user device; and

a user device configured to access the advertisement medium website server, display the content, determine whether an object of a predetermined category is included in an image included in the content, provide a query including the image including a searchable object to the advertisement service server on the basis of the determined results, and display an advertisement for the advertisement item in the advertisement area included in the content when information about the advertisement item is received from the advertisement service server.

[Claim 8]

The advertisement platform system of claim 7,

wherein the advertisement medium website server is configured to provide the query including an image included in the content to the advertisement service server, and provide in the advertisement area included in the content an advertisement including an advertisement for the advertisement item to the user device when information about the advertisement item is received from the advertisement service server.

[Claim 9]

The advertisement platform system of claim 7,

further comprising an advertisement agent service server configured to access the advertisement medium website server, provide the query including an image included in the content to the advertisement service server, and insert information about the advertisement item into the advertisement area and transmit the

information about the advertisement item to the website server when information about the advertisement item is received from the advertisement service server.

[Claim 10]

A method of providing an image-based customized advertisement to a service server comprising:

a step A of generating at least one or more of label information describing a feature of a product and category information of the product on the basis of at least one of a product image included in advertisement target product information and the advertisement target product information, and generating a database by indexing at least one or more of the label information and category information onto the product image;

a step B of identifying a searchable object included in a predetermined category and changing the display of a user device in an advertisement medium website server, specifying a search target image when a query about an image displayed on the user device is received and generating label information and category information describing a feature of the specified search target image;

a step C of searching for a candidate image having a similarity with the search target image in a preset range in the database, perform filtering using at least one or more of the category information and the label information of the search target image, and determining an advertisement item; and

a step D of providing information about the advertisement item to the user device.

[Claim 11]

The method of claim 10, wherein the step C includes

searching for, in the database, a candidate image having a preset similarity with the search target image among images having category information including higher category information of the search target image; and

filtering out the candidate image when the category information of the candidate image does not include subcategory information of the search target image.

[Claim 12]

The method of claim 10, wherein the step C includes

searching for, in the database, a candidate image having a preset similarity with the search target image among images having category information matching category information of the search target image; and

identifying a similarity between label information of the candidate image and label information of the search target image and filtering out a candidate image of which a similarity is lower than a predetermined range.

[Claim 13]

A method of providing an image-based customized advertisement to a service server comprising:

a step A of generating label information describing a feature of a product on the basis of at least one of a product image included in advertisement target product information and the advertisement target product information, and generating a database by indexing the label information onto the product image;

a step B of identifying a searchable object included in a predetermined category and changing the display of a user device in an advertisement medium website server, specifying a search target image when a query about an image displayed on the user device is received and

generating query label information describing a feature of the specified search target image; and

a step C of determining an advertisement item on the basis of the query label information in the database; and

a step D of providing information about the advertisement item to the user device.