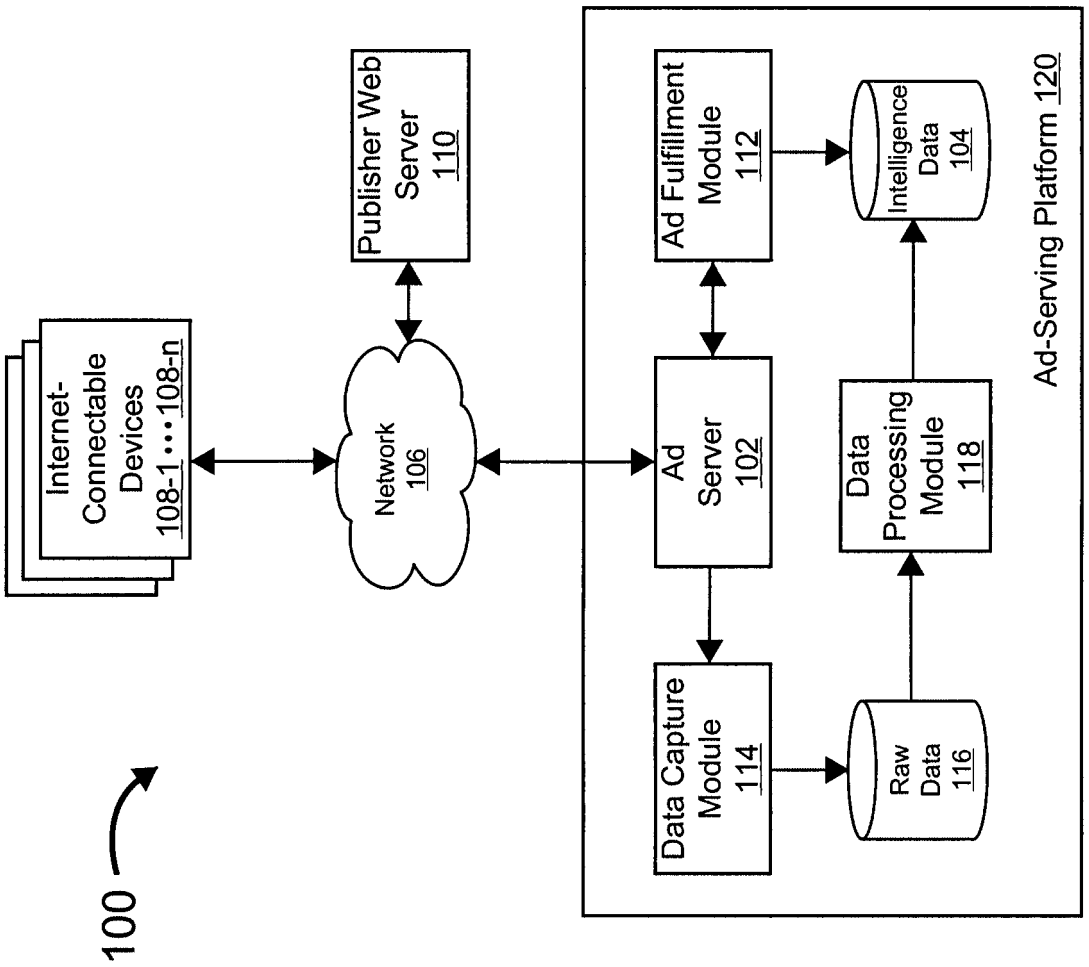

100
Internet-Connectable Devices 108-1 ••• 108-n
Network 106
Publisher Web Server 110
Ad-Serving Platform 120
Ad Server 102
Ad Fulfillment Module 112
Intelligence Data 104
Data Processing Module 118
Data Capture Module 114
Raw Data 116

FIG. 1

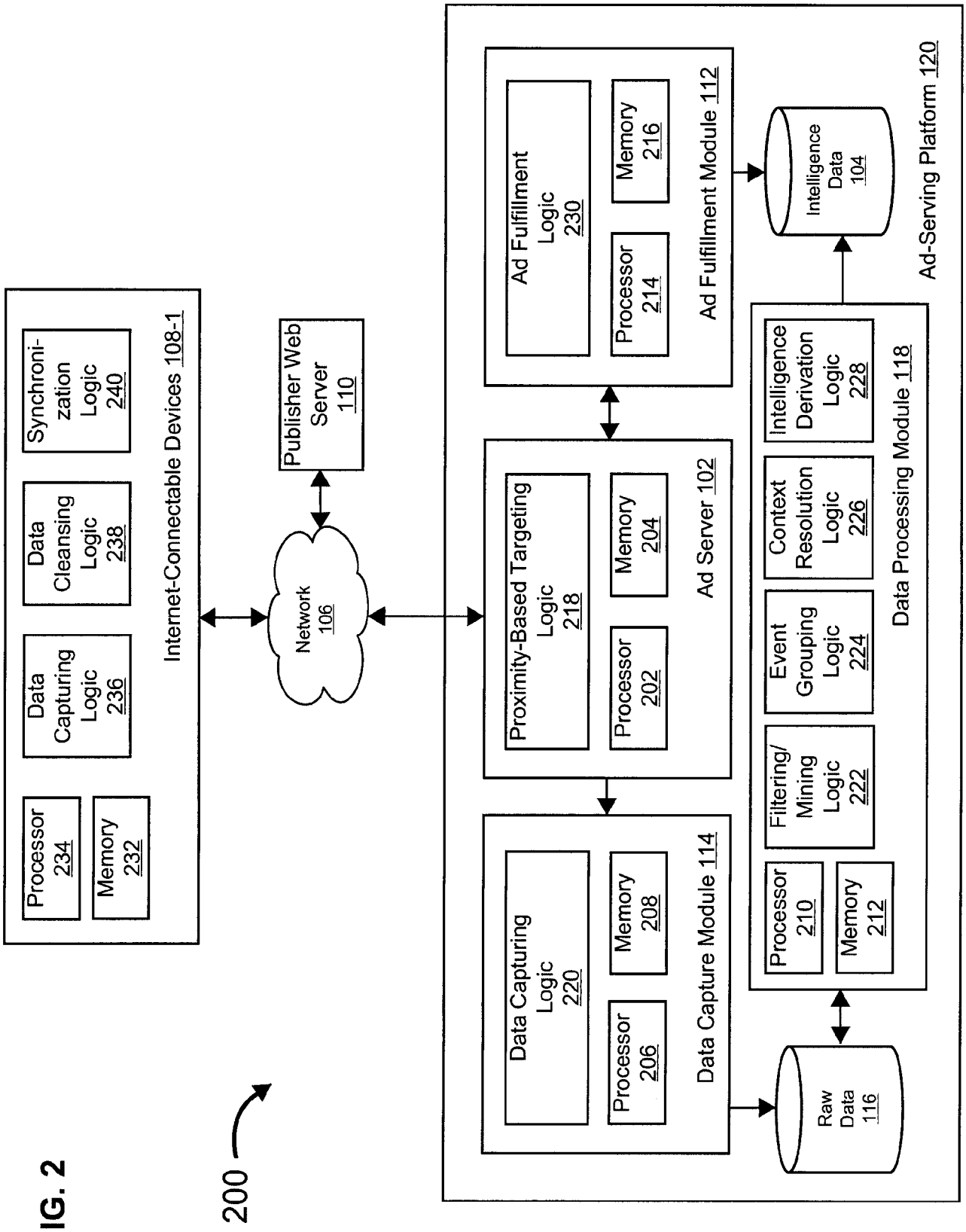

200
Internet-Connectable Devices 108-1
Processor 234
Memory 232
Data Capturing Logic 236
Data Cleansing Logic 238
Synchroni-zation Logic 240
Network 106
Publisher Web Server 110
Ad-Serving Platform 120
Data Processing Module 118
Data Capture Module 114
Data Capturing Logic 220
Processor 206
Memory 208
Ad Server 102
Proximity-Based Targeting Logic 218
Processor 202
Memory 204
Ad Fulfillment Module 112
Ad Fulfillment Logic 230
Processor 214
Memory 216
Raw Data 116
Processor 210
Memory 212
Filtering/ Mining Logic 222
Event Grouping Logic 224
Context Resolution Logic 226
Intelligence Derivation Logic 228
Intelligence Data 104

FIG. 2

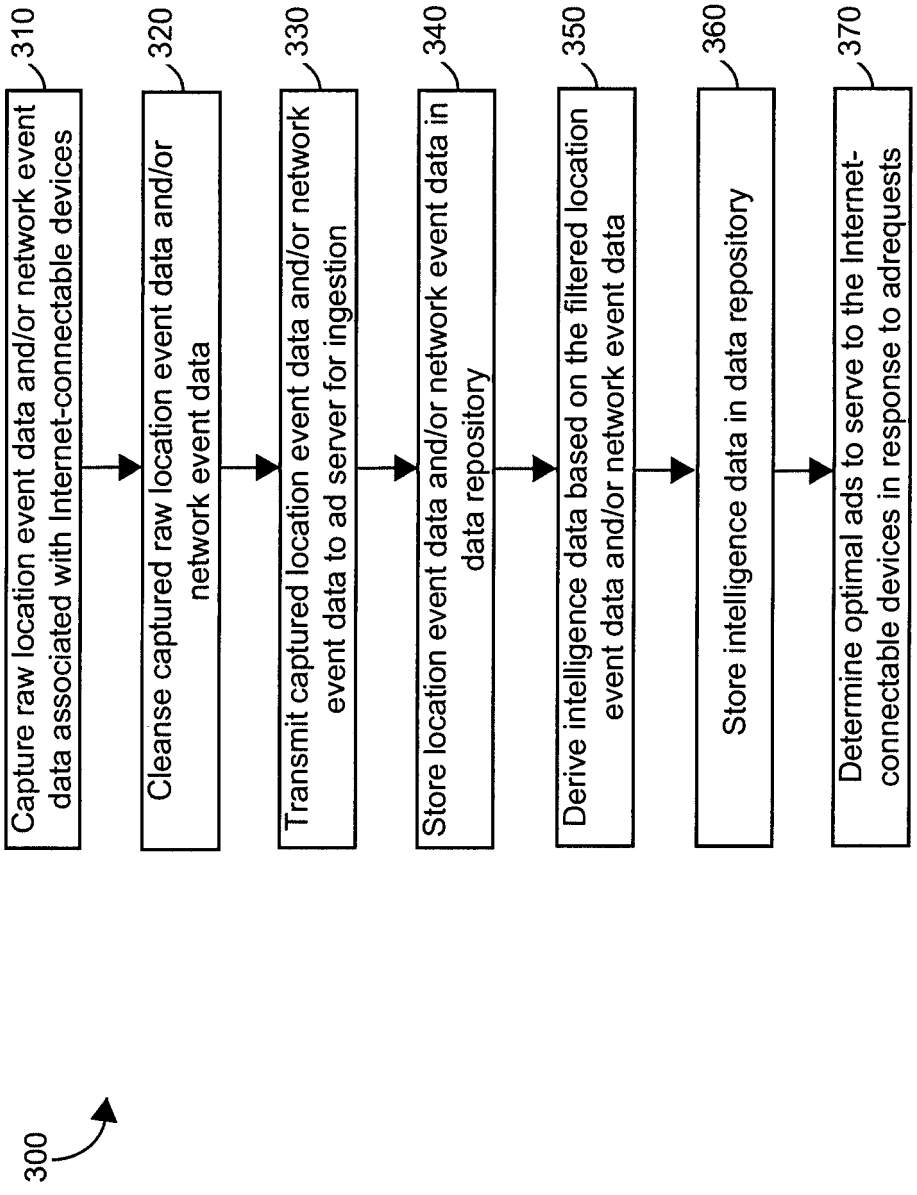

300
310
Capture raw location event data and/or network event data associated with Internet-connectable devices
320
Cleanse captured raw location event data and/or network event data
330
Transmit captured location event data and/or network event data to ad server for ingestion
340
Store location event data and/or network event data in data repository
350
Derive intelligence data based on the filtered location event data and/or network event data
360
Store intelligence data in data repository
370
Determine optimal ads to serve to the Internet-connectable devices in response to adrequests

FIG. 3

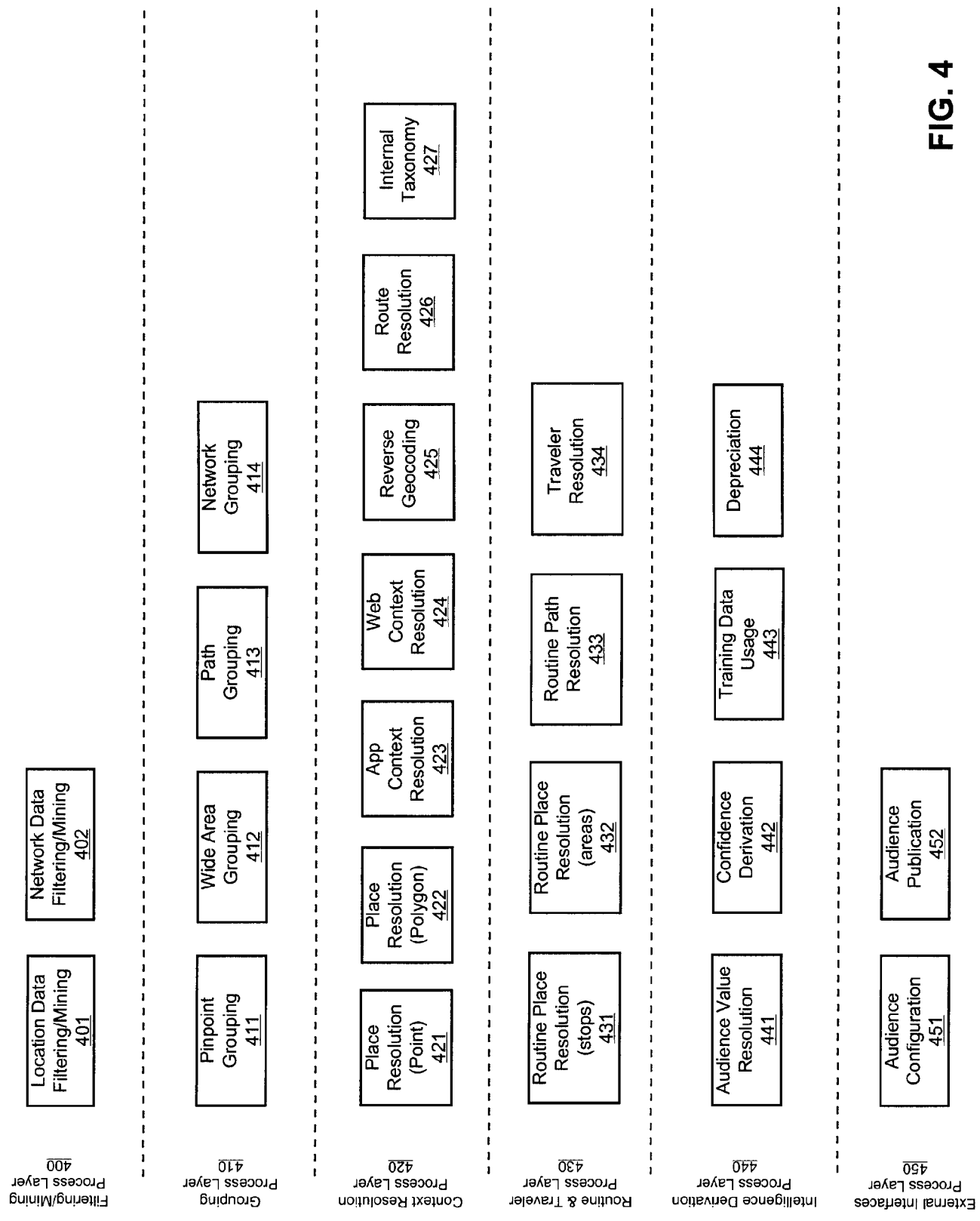

Filtering/Mining Process Layer 400
Location Data Filtering/Mining 401
Network Data Filtering/Mining 402
Grouping Process Layer 410
Pinpoint Grouping 411
Wide Area Grouping 412
Path Grouping 413
Network Grouping 414
Context Resolution Process Layer 420
Place Resolution (Point) 421
Place Resolution (Polygon) 422
App Context Resolution 423
Web Context Resolution 424
Reverse Geocoding 425
Route Resolution 426
Internal Taxonomy 427
Routine & Traveler Process Layer 430
Routine Place Resolution (stops) 431
Routine Place Resolution (areas) 432
Routine Path Resolution 433
Traveler Resolution 434
Intelligence Derivation Process Layer 440
Audience Value Resolution 441
Confidence Derivation 442
Training Data Usage 443
Depreciation 444
External Interfaces Process Layer 450
Audience Configuration 451
Audience Publication 452

FIG. 4

Example Generic Audience Value Rule Model

500

DATA INPUTS & WEIGHTS

Category-Based Parameters
taxonomyID=t1; weight=w3
taxonomyID=t2; weight=w4
taxonomyID=t3; weight=w5

Related Audience Value-Based Parameters
name=av1; weight=w13
name=av2; weight=w14

Interaction-Based Parameters
interactionTypeID=impression; weight=w9
interactionTypeID=click; weight=w10
interactionTypeID=conversion; weight=w11
interactionTypeID=location; weight=w12

METRICS

Probability Metrics
name="stop/place confidence"; mean; standard deviation
name="publisher confidence"; mean; standard deviation
name=av1; mean; standard deviation
name=av2; mean; standard deviation

SCORE & CONFIDENCE VALUES

reference value = (# t1 * w3) + (# t2 * w4) + (# t3 * w5) + (# impession * w9) + (# click * w10) + (# conversion * w11) + (# location * w12) + (av1 * w13) + (av2 * w14)

confidence = cumulative probability ("stop/place confidence"; "publisher confidence"; "av1"; "av2")

FIG. 5

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