web pages on which advertisements are placed to understand and predict the behavior of users in a geographical area. There is a growing demand for identifying and classifying users who are most likely to respond to an advertisement campaign, thus having a high return on investment (ROI) instead of merely locating websites with unpredictable and immeasurable potential. The ability to target potential customers achieves cost effective marketing and provides precise understanding of the market for future advertisement campaigns.

In order to achieve optimal audience targeting, problems that arise from modeling and data management and reduction need to be addressed. After a conventional real-time bidding process for an advertisement campaign, data representing users' web consumption needs to be manageable and interpretable. Conventional contextual and behavioral targeting may not provide reliable prediction to identify potential users for advertisement placements. Advertisers need to understand what types of users are likely to buy their product and collect datasets to efficiently predict users' behavior while being able to detect and filter out intelligent bots from the obtained datasets.

SUMMARY

Embodiments of the present invention provide ~~A~~a method and system for audience targeting ~~is disclosed~~. According to one embodiment, a computer-implemented method comprises logging content consumed by a first group of users. The content is categorized into a set of topics. The set of topics are mapped to a plurality of users in a trade zone. Based on profile matching and according to a topic of an advertisement campaign, a second group of users are identified from the plurality of users.

According to a first aspect of the present invention, there is provided a computer-implemented method comprising, logging and storing digital content accessed by a plurality of users, wherein the digital content provided within a network, providing an processing system coupled with the network and receiving said digital content for further processing, generate interest profiles for each of at least a subset of said plurality of users based on the digital content accessed by said users, identify a group of users from said subset of users that have taken at least one predefined action when accessing said digital content; and comparing interest profiles of potential target users with said interest profiles of said group of users to identify from the plurality of users at least one target user likely to take the at least one predefined action.

According to a second aspect of the present invention, there is provided a non-transitory computer readable medium having stored thereon computer-readable instructions,

and a processor coupled to the non-transitory computer readable medium, wherein the processor executes the computer-readable instructions to, log and store digital content accessed by a plurality of users, wherein the digital content is provided within a network, generate interest profiles for each of at least a subset of said plurality of users based on the digital content accessed by said users, identify a group of users from said subset of users that have taken at least one predefined action when accessing said digital content; and compare interest profiles of potential target users with said interest profiles of said group of users to identify from the plurality of users at least one target user likely to take the at least one predefined action.

According to a third aspect of the present invention, there is provided a computer-implemented method comprising, logging content visited by a first group of users, categorizing the content into a set of topics, mapping the set of topics to a plurality of users in a trade zone; and identifying a second group of users from the plurality of users based on profile matching of the second group of users with the first group of users according to a topic of an advertisement campaign.

According to a fourth aspect of the present invention, there is provided a non-transitory computer readable medium having stored thereon computer-readable instructions, and a processor coupled to the non-transitory computer readable medium, wherein the processor executes the computer-readable instructions to, log content consumed by a first group of users, categorize the content into a set of topics, map the set of topics to a plurality of users in a trade zone; and identify a second group of users from the plurality of users based on profile matching of the second group of users with the first group of users according to a topic of an advertisement campaign.

The above and other preferred features, including various novel details of implementation and combination of elements, will now be more particularly described with reference to the accompanying drawings and pointed out in the claims. It will be understood that the particular methods and circuits described herein are shown by way of illustration only and not as limitations. As will be understood by those skilled in the art, the principles and features described herein may be employed in various and numerous embodiments without departing from the scope of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

The accompanying drawings, which are included as part of the present specification, illustrate the presently preferred embodiment and together with the general description given