ABSTRACT

An information processing apparatus, an information processing method, and a program capable of effectively specifying a user who has come into contact with an advertisement are provided.

According to the embodiments, the information processing apparatus includes a storage unit, an acquisition unit, and a determination unit. The storage unit stores advertisement information indicating a location in which one comes into contact with the advertisement. The acquisition unit acquires a user's travel history. The determination unit determines whether the user has come into contact with the advertisement based on the travel history and the advertisement information.