CLAIMS

1. A method for providing advertisement content to a terminal device, comprising:

For each of a plurality of advertisements,

supplying an input including demographic information about a user of the terminal device and information about the advertisement to a processor, the processor implementing a machine learning model trained to output, in response to the input, a value indicating a relevance of the advertisement for the user;

selecting at least one of the plurality of advertisements to include advertising for a service for which it is determined from historical data that the user of the terminal device is not yet a customer of the service;

selecting an advertisement with a highest relevance output among the relevances output by the machine learning model for the plurality of advertisements; and

providing advertisement content of the selected advertisement with the highest relevance output to the terminal device.

2. The method of claim 1, wherein the demographic information about a user includes at least one of an indication of a profession of the user, a household income of the user and an education of the user.

3. The method of claim 1 or 2, wherein the input further includes contextual information about the user including at least one of a location of the user, information about the weather at the user's location and time.

4. The method of any one of claims 1 to 3, comprising selecting the advertisement and providing the advertisement content in response to a request from an application running on the terminal device, wherein the application is an application for using a delivery service and the plurality of advertisements are advertisements for one or more goods deliverable by the delivery service.

5. The method of any one of claims 1 to 4, comprising training the machine-learning model to map inputs including user demographic information and information about

advertisements to information about relevance of the advertisements for respective users.

6. The method of claim 5, comprising training the machine-learning model using training data derived from historical data of the usage of one or more services in response of being provided with advertisements.

7. The method of claim 6, wherein the services include at least one of a person transport service, a food delivery service, a grocery delivery service and a parcel delivery service.

8. The method of any one of claims 1 to 7, wherein the advertisements of the plurality of advertisements are advertisements for restaurants.

9. The method of claim 8, comprising selecting at least one advertisement of the plurality of advertisements to include advertising for a restaurant for which it is determined from historical data that the user of the terminal device is not yet a customer of the restaurant.

10. The method of claim 8, comprising selecting all of the plurality of advertisements to include advertising for a restaurant for which it is determined from historical data that the user of the terminal device is not yet a customer of the restaurant.

11. The method of any one of claim 9 or 10, wherein the historical data includes logging data of a food delivery service.

12. The method of any one of claims 1 to 11, wherein the machine learning model is a neural network.

13. A server computer comprising a radio interface, a memory interface and a processing unit configured to perform the method of any one of claims 1 to 12.

14. A computer program element comprising program instructions, which, when executed by one or more processors, cause the one or more processors to perform the method of any one of claims 1 to 12.

15. A computer-readable medium comprising program instructions, which, when executed by one or more processors, cause the one or more processors to perform the method of any one of claims 1 to 12.