ABSTRACT

SYSTEM AND METHOD TO SERVE ONE OR MORE ADVERTISEMENTS WITH DIFFERENT MEDIA FORMATS TO ONE OR MORE DEVICES

A number of embodiments are described of social e-commerce networking systems and methods. A social e-commerce networking system, having one or more users, where one user with a device, or multiple devices, that logs into a social e-commerce networking system, allows one or more advertisers to serve one or more advertisements, with different messages or different media formats, to one or more mobile or computing devices of a logged user to the social e-commerce networking system, at different points of time, and at different locations. One embodiment is a social e-commerce media networking platform system that is based on a ‘network of social networks’, in which the platform system encompasses multiple targeted social networks, including those of specific interests. These networks may also be targeted emphasizing specific user groups based on their interests, age or location. These networks may then be connected to each other, with allowance of one or more users to register one or more of these networks to be allowed to freely explore, through and with use of the social e-commerce media networking platform system, the contents of these one or more networks and allow a user to interact with one or more users across all networks or one or more networks that a user may choose, and without any additional sign-ups to each of these networks needed by a user.

Most illustrative drawing: Figure 1.