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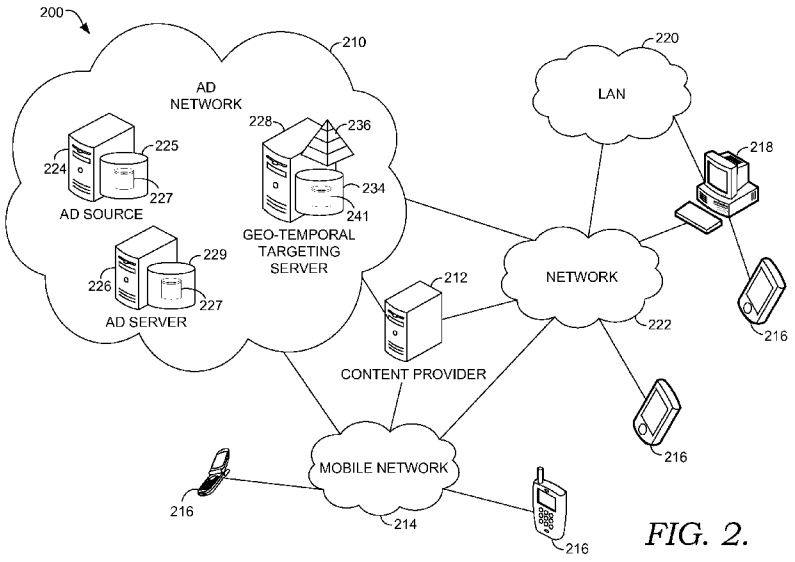


FIG. 2.

(57) Abstract: A method, system, and medium are provided for targeting advertisements to users of mobile devices based on geo-temporal models. Time-stamped location information is collected for a mobile device and a dynamic geo-temporal model is constructed and updated when new data is collected according to a sample design. Using the geo-temporal model, device location and instances of user interaction with the device can be predicted, and advertisements can be provided based on the predicted location. Advertisements can be cached on the mobile device for later presentation, and the sample design can be updated to improve efficiency and accuracy in the modeling system.

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