CLAIMS

1. A program configured to cause a processor to:

acquire advertisement information indicating an area for contacting an advertisement;

acquire presence information indicating a facility where a user has been present;

acquire position information indicating coordinates of the user; and

determine whether or not the user has come into contact with the advertisement, based on the presence information, the position information, and the advertisement information,

processing of the determination including:

specifying a movement route between two facilities where the user has been present, based on the position information; and

if at least a part of the movement route is included in the area, determining that the user has come into contact with the advertisement.

2. The program according to claim 1, wherein the movement route is a movement route between two route facilities corresponding to the advertisement.

3. The program according to claim 1 or 2, configured to cause the processor to:

generate a cluster of users each corresponding to the user who is judged to have come into contact with the advertisement; and

generate a sub-cluster of the cluster.

4. The program according to any one of the preceding claims, wherein the user is a user who has completed conversion corresponding to the advertisement.

5. The program according to any one of the preceding claims, wherein the facility is a station.

6. An information processing method performed by a processor, comprising:

acquiring advertisement information indicating an area for coming into contact with an advertisement;

acquiring presence information indicating a facility where a user has been present;

acquiring position information indicating coordinates of the user; and

determining whether or not the user has come into contact with the advertisement, based on the presence information, the position information, and the advertisement information,

processing of the determination including:

specifying a movement route between two facilities where the user has been present, based on the position information; and

if at least a part of the movement route is included in the area, determining that the user has come into contact with the advertisement.

7. An information processing apparatus comprising:

a storage unit configured to store advertisement information indicating an area for coming into contact with an advertisement; and

a controller configured to:

acquire presence information indicating a facility where a user has been present;

acquire position information indicating coordinates of the user; and

determine whether or not the user has come into contact with the advertisement, based on the presence information, the position information, and the advertisement information,

processing of the determination including:

specifying a movement route between two facilities where the user has been present, based on the position information; and

if at least a part of the movement route is included in the area, determining that the user has come into contact with the advertisement.