[Abstract]
METHOD, APPARATUS AND COMPUTER PROGRAM FOR PROVIDING ADVERTISEMENT INFORMATION BASED ON IMAGES

The present invention relates to a method of displaying an image-based customized advertisement on a user device. The method includes: specifying and displaying a searchable object when there is the searchable object among images included in a displayed page; transmitting an image query including the object to a service server when receiving a user's search request for a specified object and activating a predetermined advertisement area; and displaying an advertisement image included in the advertisement information in the advertisement area when at least one piece of advertisement information is received from the service server.

[Selected Drawing] FIG. 1