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(54) Title: SYSTEMS AND METHODS FOR TARGETING AD IMPRESSIONS

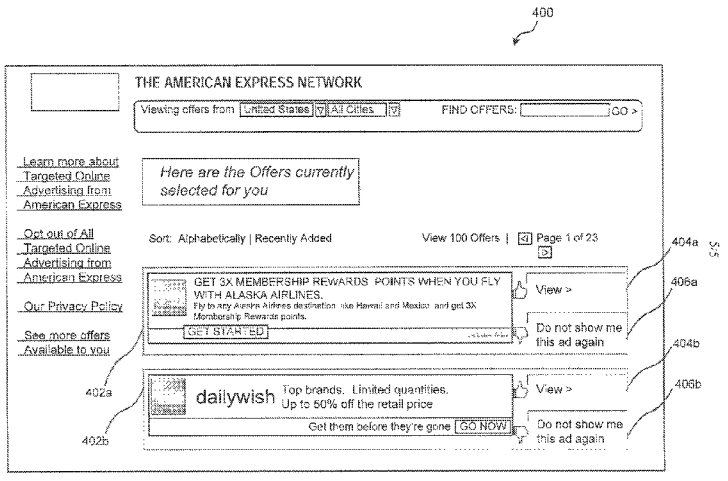


FIG. 4

(57) Abstract: The present disclosure includes a system, method, and article of manufacture for targeting ad impressions. A list of customer records may be transmitted to a service provider system that identifies a matched customer and installs a cookie on a web client associated with the matched customer. The system may further receive a campaign request from a merchant and transmit the campaign request to the service provider system which may add a flag to the cookie based on the campaign request as well as instruct a media buyer system to bid on an ad impression for the matched customer based on the flag. The system may further receive an expenditure associated with the matched customer who received the ad impression and compare the expenditure to an expenditure associated with a customer who did not receive targeted ad impression but fits parameters associated with the campaign request.

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