

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
14 October 2021 (14.10.2021)



(10) International Publication Number
WO 2021/207410 A1

(51) International Patent Classification:
G06Q 30/00 (2012.01)

(21) International Application Number:
PCT/US2021/026254

(22) International Filing Date:
07 April 2021 (07.04.2021)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
63/006,572 07 April 2020 (07.04.2020) US

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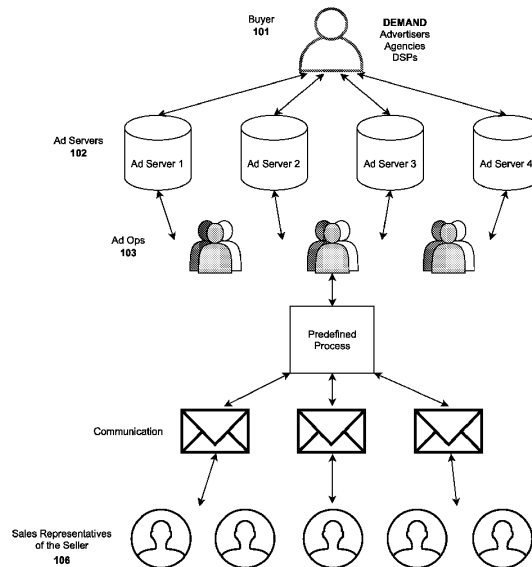
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(81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(54) Title: INTEGRATED SYSTEM ARCHITECTURE AND METHODS FOR MANAGING PROGRAMMATIC DIRECT DIGITAL ADVERTISING CAMPAIGNS

FIG. 1



(57) Abstract: Integrated systems and method for integrated management of advertising campaigns are provided. The system provides a user device with access to a centralized transaction platform server based on authentication information provided by the user device, which is verified by one or more integrated third party systems utilized by the one or more users. The system receives data regarding inventory from the one or more integrated third party systems, wherein the data is received via an application programming interface (API). The system aggregates a collection of available inventory based on the data regarding the inventory from the one or more integrated third party system. The system filters the aggregated collection of available inventory based on one or more categories of the inventory. The system generates, on a graphical user interface, a custom display based on a received criteria that matches the one or more categories of the inventory.

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WO 2021/207410 A1

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

- with international search report (Art. 21(3))
- with amended claims (Art. 19(1))