A METHOD AND AN APPARATUS FOR DETERMINING AN EFFECTIVENESS OF AN ELECTRONIC ADVERTISEMENT

ABSTRACT

According to the first aspect of the invention, a computer-implemented method for determining an effectiveness of an electronic advertisement received at a user device is provided, the method comprising, at a server:

receiving a notification message in response to the electronic advertisement being downloaded at the user device;

generating a unique identifier and a time stamp in response to the download of the electronic advertisement, the unique identifier identifying the user device, and the time stamp identifying a time at which the electronic advertisement is downloaded; and

receiving transaction data relating to a transaction initiated by the user using the downloaded electronic advertisement, the transaction data indicating the electronic advertisement has been used and including the unique identifier and the time stamp;

determining the effectiveness of the electronic advertisement based on the transaction data and a relevance score of the user, the relevance score indicating the relevance of the electronic advertisement to the user.

[FIG. 2]