

ABSTRACT

Aspects concern a server for facilitating providing a cooperative advertisement, the server comprising: a memory configured to store instructions; and a processor for executing the stored instructions and configured to: generate a budget pool of a secondary advertiser for the cooperative advertisement, wherein the budget pool includes one or more criteria for a primary advertiser for the cooperative advertisement with the secondary advertiser; generate one or more indexes for the generated budget pool based on the one or more criteria of the generated budget pool; select, using the one or more indexes, at least one of a plurality of candidate primary advertisers as the primary advertiser allowed to use the budget pool for the cooperate advertisement with the secondary advertiser; and generate the cooperate advertisement for the primary advertiser and the secondary advertiser using the generated budget pool.

FIG. 5