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[Continued on next page]

(54) Title: SELF SERVE ADVERTISING SYSTEM AND METHOD

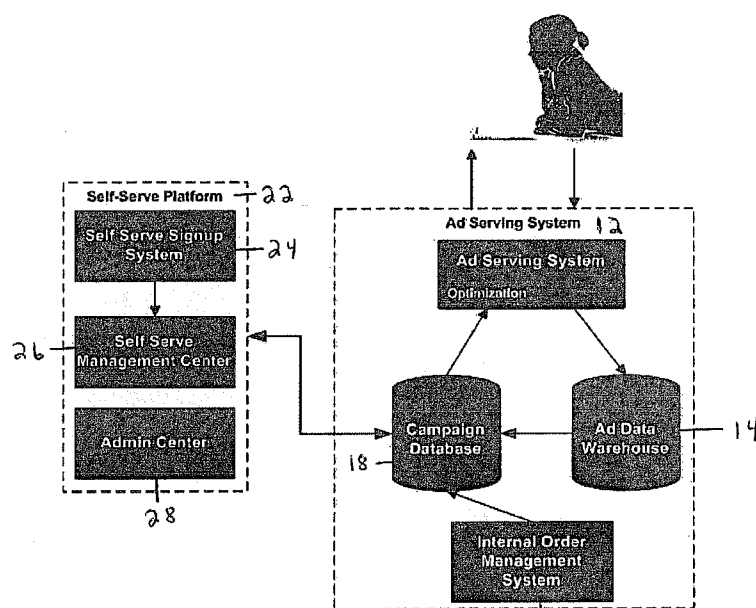


Figure 1: Ad Serving Infrastructure 16

(57) Abstract: A self serve advertising platform and method is provided, including an interface that permits users to sign up, create accounts, create, customize or upload advertisements, create campaigns, including defining campaign objectives and parameters, set budgetary and time constraint limits on the advertising, and analyze the performance of one or more such ad campaigns.



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SELF SERVE ADVERTISING SYSTEM AND METHOD

BACKGROUND

[0001] Advertising online is a driving force for internet web sites. While larger corporations have the ability and the budget to negotiate with advertising sales representatives at any potentially relevant online community (e.g., MySpace), smaller entities (smaller businesses, artists, restaurant owners, etc.) oftentimes do not have the resources to do so or the tools to determine whether contacting a representative at a particular online community would be profitable.

[0002] In an exemplary application, it is useful to recognize that the MySpace community is the largest online community and the sixth largest property on the Web. According to comScore Media Metrix, MySpace attracted over 55 million unique visitors, a reach of 32%, in the month of September 2006.

[0003] According to the US Census Bureau there are 20 million businesses in the US. In light of the above figures, it may be estimated that of those 20 million, at least 1 million have a MySpace profile. This does not even account for the over 4 million bands, over 50 thousand filmmakers, and over 15 thousand comedians with MySpace profiles.

[0004] The marketplace would greatly benefit from an effective system for providing smaller entities tools for advertising.

SUMMARY

[0005] The above-described and other disadvantages of the prior art are overcome and alleviated by the presently described self serve advertising platform and method. The presently described online advertising system advantageously provides users with a mechanism to promote their business and themselves to online communities (e.g., online social networking communities), effectively creating "usertisers." This system does so by providing an easy interface that permits users to sign up, create accounts, create, customize or upload advertisements, create campaigns, including defining campaign objectives and parameters, set budgetary and time constraint limits on the advertising, and analyze the performance of one or more such ad campaigns.

[0006] All of these MySpace users will greatly benefit from a system that allows them to promote their business or themselves to others in their community. Exemplary embodiments of the presently described system permits “usertisers” to easily create their own ads, target a specific audience, and/or control how much they spend.

BRIEF DESCRIPTION OF THE DRAWINGS

[0007] Referring now to the drawings, wherein like elements are numbered alike in the following FIGURE:

[0008] FIGURE 1 is an exemplary systems diagram illustrating the interface relationship between an ad serving system and an exemplary self serve advertising platform in accordance with the invention;

[0009] FIGURE 2 is a more detailed exemplary architecture for the present self serve advertising platform;

[0010] FIGURE 3 is a flowchart illustrating an exemplary signup process;

[0011] FIGURE 4 is an exemplary promotional page for enticing users to signup;

[0012] FIGURE 5 is an exemplary promotional page for enticing users to signup;

[0013] FIGURE 6 is an exemplary promotional page for enticing users to signup;

[0014] FIGURE 7 is an exemplary promotional page for enticing users to signup;

[0015] FIGURE 8 is an exemplary advertisement build or upload interface;

[0016] FIGURE 9 is an exemplary workflow chart for ad building;

[0017] FIGURE 10 is an exemplary template for ad building;

[0018] FIGURE 11 is an exemplary workspace, including a blank template for ad building;

[0019] FIGURE 12 is an exemplary image browser for ad building;

[0020] FIGURE 13 is an exemplary workspace with an image toolbar selected for ad building;

[0021] FIGURE 14 is an exemplary workspace with a text toolbar selected for ad building;

- [0022] FIGURE 15 is an exemplary ad targeting screen;
- [0023] FIGURE 16 is an exemplary campaign budget screen;
- [0024] FIGURE 17 is an exemplary order review and billing screen;
- [0025] FIGURE 18 is an exemplary confirmation screen;
- [0026] FIGURE 19 is an exemplary workflow for an advertisement management center;
- [0027] FIGURE 20 is an exemplary user homepage management center widget;
- [0028] FIGURE 21 is an exemplary management center homepage;
- [0029] FIGURE 22 is an exemplary campaign summary for a campaign manager;
- [0030] FIGURE 23 is an exemplary chart of available actions according to campaign state;
- [0031] FIGURE 24 is an exemplary campaign details page;
- [0032] FIGURE 25 is an exemplary workflow for incorporation of a previously approved ad into a campaign;
- [0033] FIGURE 26 is an exemplary workflow for upload of an ad into a campaign;
- [0034] FIGURE 27 is an exemplary workflow for building an ad into a campaign;
- [0035] FIGURE 28 is an exemplary campaign report screen;
- [0036] FIGURE 29 is an exemplary user billing information screen;
- [0037] FIGURE 30 is an exemplary password verification screen;
- [0038] FIGURE 31 is an exemplary billing edit screen;
- [0039] FIGURE 32 is an exemplary user preferences screen;
- [0040] FIGURE 33 is an exemplary help/FAQ screen;
- [0041] FIGURE 34 is an exemplary help/questions submission screen;
- [0042] FIGURE 35 is an exemplary workflow for administrator review and approval;
- [0043] FIGURE 36 is an exemplary workflow for administrator ad review;
- [0044] FIGURE 37 is an exemplary administrator ad review screen;

- [0045] FIGURE 38 is an exemplary administrator user search screen;
- [0046] FIGURE 39 is an exemplary administrator campaign summary screen;
- [0047] FIGURE 40 is an exemplary administrator campaign details screen;
- [0048] FIGURE 41 is an exemplary administrator billing screen;
- [0049] FIGURE 42 is an exemplary administrator audit trail screen;
- [0050] FIGURE 43 is an exemplary administrator reports screen;
- [0051] FIGURE 44 is an exemplary administrator image review screen;
- [0052] FIGURE 45 is an exemplary administrator image review screen;
- [0053] FIGURE 46 is an exemplary administrator home page screen;
- [0054] FIGURE 47 is an exemplary administrator image review screen;
- [0055] FIGURE 48 is an exemplary administrator image review screen; and
- [0056] FIGURE 49 is an exemplary administrator user profile review screen.

DETAILED DESCRIPTION

[0057] Reference will now be made in detail to exemplary embodiments, examples of which are illustrated by the accompanying drawing. As indicated above, the presently described online advertising systems enables registered website users to buy display advertising on the website.

[0058] In an exemplary embodiment, the system platform includes three main subsystems: a signup process, a management center, and an administrative center.

[0059] In exemplary embodiments, the platform includes one or more of the following core features for creating and managing ad campaigns:

- The ability to build display ads;
- The ability to target users, e.g., demographically and geographically;
- The ability to set a budget and start and end dates;

- The ability to collect billing information and charge based on a regular billing cycle;
- The ability to provide internal and external reports; and
- The ability to provide internal administrative access to user advertiser campaigns.

[0060] The following description will, for the sake of providing a convenient example, describe provision of an online advertising system platform for musical bands on the MySpace social network. However, it should be recognized that the present disclosure encompasses provision of platform advertising resources not just to bands, but more generally to any interested business, group or individual. Also, the present self serve platform is applicable not just to MySpace, and not just to social networks, but to any network. Thus, it should be recognized that any reference to MySpace, social networks, or particular user categories are exemplary only, and is not intended to limit the scope of the invention described herein.

Self Service Platform Overview

[0061] Reference is made to FIGURE 1, which displays the interaction and responsibilities of the various exemplary components described within this document. An advertisement serving system 12 includes an ad data warehouse 14, an internal order management system 16 and a campaign database 18. The ad serving system 12 may also include ad server optimization components 20.

[0062] Exemplary ad delivery steps via the ad serving system follows:

- Page view generates an ad request to the ad server
- Ad server parses the request to extract the following:
 - User cookie
 - Page requesting the ad
 - Location requesting the ad
- Ad server calls GeoIP lookup service with the user IP to determine location of user (if not available from User cookie)

- Ad server determines what ads are available given the user, the ad's budget, and the ad's targeting constraints
- Ad server returns the highest yielding ad available
- Ad server logs the following events for the ad request:
 - Timestamp
 - Page/location requesting ad
 - User info
 - Ad served
 - Click (y/n)

[0063] In order to permit self service for the ad serving system 12, a self serve platform 22 provides an interface between the user (e.g., a band or small business) and the ad serving system 12 without requiring in-person or over the phone interaction between the user and an ad serving agent (who would otherwise set up and run the account and advertising campaign tailored to the user). The exemplary illustrated self serve platform includes a self serve signup system 24, a self serve management center 26 and an admin center 28.

[0064] In exemplary embodiments, the self-serve platform includes customized user interfaces to facilitate the signup, the management, and the administration of self service users. In exemplary embodiments, the system may require that the Users have a relevant working network profile (e.g., for MySpace self-serve, a working Myspace profile). In other exemplary embodiments, the system may have access to user profile information (registration information) and content (pictures). From the above, or otherwise (e.g., utilizing a self-contained database for the self serve platform or permitting uploading of content for use), the User will have the ability to create and manage at least one (and in exemplary embodiments, multiple) active campaigns.

[0065] Where contact is desired with the user, communications to the user may be sent an email address specified by the user (this may or may not be the email address specified in the user's network profile).

[0066] As is noted above, the present system permits a user to create an ad campaign tailored by the user (note that the term user and “usertiser” are used synonymously herein). In exemplary embodiments, the system may require that each created campaign have a unique name (with no HTML in the name) and only one active ad (although ads may be shared across campaigns).

[0067] The system may also be configured to allow the user (and/or recommend to the user) targeting criteria for a campaign, budgeting and timing for the campaign, and start and end dates for the campaign (the system may lock dates into a particular time zone, e.g. PST). In exemplary embodiments, campaigns may be assigned status identifiers (e.g., as follows):

- Active - Campaign with approved Ad that is currently running
- Pending Approval - Campaign with pending Ad approval from MySpace Customer Admin
- User Paused - Active or Pending Approval Campaign that has been paused by the user
- System Paused - Active and/or Pending Campaign paused by system due to insufficient funds or expired credit card
- Admin Paused - Campaign paused by a MySpace Admin from the Admin tool
- In-Complete - Campaign with Ad that has been rejected by MySpace Customer Admin; Campaign that has not been submitted for approval to MySpace Customer Admin; Campaign that does not have all required fields complete
- New - Campaign that has never been saved
- Complete - Completed Active Campaign that finished by calendar end date or by budget allocation being met

[0068] In exemplary embodiments, the presently described self serve advertising system permits users to build their own ad (or upload an ad) via an “Ad Builder” user interface (or ad upload interface). In exemplary embodiments, the system requires that ads created with the Ad Builder may only be created in association with a campaign. Also, the ads may be

constructed to point to the user's network profile. Ads may also be assigned one of the following exemplary state codes:

- Non-Submitted - Ad has not been submitted for approval to MySpace Customer Admin
- Approved - Ad has been approved by MySpace Admin
- Pending - Ad is awaiting approval from MySpace Admin
- Rejected - Ad has been rejected by MySpace Admin and removed

In accordance with the above, the system may be configured to require human review of new ads before they may be implemented. Such review may be required for:

- Active Users - a user that has completed the sign-up process
- New or Modified ads for active campaigns
- Paused campaigns that require ad approval to become active

[0069] The system may also be configured to require re-review of modified ads. An "Ad Library" may be provided to the user to give access to approved ads and/or ads pending approval.

[0070] As is mentioned above, creation and modification of ads may be done through an "Ad Builder" interface. Such system may allow the user to assign a unique name to the ad (at least unique with regard to the user's ads and campaigns). When saving the ad, should a new name be supplied, then the system may provide that the original (or older) ad version be preserved. The Ad Builder may also have access to the user's network profile, including any media (pictures, etc) associated with that profile and/or permit upload of media from a user terminal. The system may also be configured to allow export of the ad from the Ad Builder to a designated location for review or storage, including layered versions and/or a complete flat image of the ad and all the required components needed to rebuild the ad with an XML describing the position of all the components.

[0071] With regard to targeting parameters, the system may be configured to target any category, e.g., group, bias, preference, locale. Reference is made to FIGURE 15, which

illustrates an exemplary targeting screen. In one exemplary embodiment, the system allows the user to configure the following demographic targeting options:

- Males/females
- All ages/age range (minimum age is 14, maximum age set to 65+)

[0072] In another exemplary embodiment, the system allows the user to configure geographic targeting options (The geography information of the user may be determined from their IP address, e.g., via Quova's GeoIP services). Reference is again made to FIGURE 15, which illustrates an exemplary targeting screen. Exemplary geographic options include (a map may also be provided):

- Global
- National
- Regional
- City, State
- Zip Code (with a mileage radius)

[0073] In exemplary embodiments, the system may also allow the user to set budget and timing (The user may enter start and end dates for the campaign) parameters for one or more ad campaigns. FIGURE 16 illustrates an exemplary budget and timing interface screen. The user may input a monetary limit (e.g., \$25 US Dollars) for a particular campaign. Further, the system may be configured to calculate an estimated number of profile views based on that limit (e.g., \$25 may translate to 250 profile views if the campaign is priced at 10 cents per click). The system may also be configured to spend a user's budget evenly through the campaign. In the case of a cost per click (CPC) pricing model, users are charged when their ads receive a click. The user may or may not know the cost per click (but instead may just see an estimation as above based on their budget).

[0074] Various billing models may be utilized. For example, the system may bill the user every 30 days, or when the user reaches their credit limit. The 30 days may start when the first campaign becomes active. Also, an initial standard credit limit may be set at a conservative level (e.g., \$50), which level may be adjusted based on user credit. Also, the

credit limit may be set to raise incrementally each time the user hits their credit limit prior to the end of the 30 days period, e.g.:

- \$50.00 -> \$100.00
- \$100.00 -> \$250.00
- \$250.00 -> \$500.00
- \$500.00-> \$1000.00

[0075] An example of a timeline for the above follows:

- User's initial campaign activates;
- 10 days later, the user reaches the initial credit limit of \$50;
- The user is charged for the amount accrued (which may be slightly above \$50), and a receipt/post alert is sent;
- The user's credit limit is increased to \$100;
- A new billing cycle begins;
- 15 days later, the credit limit of \$100 is reached;
- The user is charged for costs accrued, and a receipt/post alert is sent;
- The user's credit limit is increased to \$250;
- A new billing cycle begins;
- 30 days pass without reaching the \$250 credit limit;
- The user is charged for the costs accrued, and a receipt/post alert is sent;
- A new billing cycle begins.

[0076] The system may be configured to accept credit cards (See FIGURE 17 for an exemplary billing screen), which in the case of an account billed periodically (i.e., no up front payment), should generally be stored in the user's account for periodic billing. A campaign may be suspended if such card is considered or becomes to be considered invalid or unusable.

[0077] The system may also be configured such that certain situations trigger a user alert. For example, an alert may be triggered for:

- Last day of a campaign (for campaign of 3 or more days)
- Completion of a campaign
- Campaign paused
- Administrative campaign stop
- Credit card payment made
- Credit card payment declined
- Credit card about to expire
- Credit card expired
- Campaign's ad has been approved
- Campaign's ad has been rejected
- Campaign's ad is pending approval
- New user signup

[0078] Such alerts may be posted in an "alerts section" of the Management Center 26 and/or be sent as an email to the user. The user may be given the option to opt out of certain alerts (e.g., last day of campaign, etc.). With reference to TABLE 1 below, the following are more exemplary alerts:

Alert Type	Description
Last Day of Campaign	<Campaign Name> is ending today <end date>. - This alert can be managed in preferences - This alert will disappear if user updates campaign end date - This alert will disappear once campaign end date has expired - This alert will disappear once user selects remove
Completion of Campaign	<Campaign Name> has ended. View campaign performance. - Campaign Performance takes user to that campaigns filtered report - This alert can be managed in preferences - This alert will disappear once user selects remove
Campaign Paused	<Campaign Name> has been paused for <xx> amount of days - This alert can be managed in preferences, with specific number of days selected (see preferences use case) - This alert will disappear once user selects remove
Administrative Campaign Stop	We have stopped <Campaign Name>. For more information, please contact <contact info> - This alert will disappear once user selects remove
Credit Card Payment Made	Your credit card ending with <1234> has been charged in the amount of \$<xx.xx> on <month, day and year> - The amount charged will appear - the credit card charged last four digits will appear - the day, month and year the charge was processed will appear - This alert will disappear once user selects remove
Credit Card Declined	Your credit card ending with <1234> has been declined. Please contact your credit card company or update your billing information. - update your billing information takes user to Billing page - the credit card charged last four digits will appear - This alert will disappear once user updates billing info with approved credit card - This alert will disappear once user selects remove
Credit Card about to expire	Your credit card ending with <1234> is about to expire in <xx> days. Please update your billing information. - the credit card charged last four digits will appear - update your billing information takes user to Billing page - the number of days before expiration will appear - the alert will disappear once user updates billing info with approved credit card - This alert will disappear once user selects remove
Credit Card Expired	Your credit card ending with <1234> has expired. Please update your billing information. - update your billing information takes user to Billing page - the credit card charged last four digits will appear

	- This alert will disappear once user updates billing info with approved credit card - This alert will disappear once user selects remove
Campaign's ad has been approved	<Ad Name> advertisement in <Campaign Name> has been approved - the Ad name and campaign name will take user to selected campaign details - This alert will disappear once user selects remove
Campaign's ad has been rejected	<Ad Name> advertisement in <Campaign Name> has been rejected. - the Ad name and campaign name will take user to selected campaign details - This alert will disappear once user selects remove
Campaign's ad is pending approval	<Ad Name> advertisement in <Campaign Name> is pending approval - the Ad name and campaign name will take user to selected campaign details - This alert will disappear once ad has been approved - This alert will disappear once user selects remove
New user signup	- Welcome to your new advertising account - This will alert will appear when a new user signs up for Self Serve - The alert should take the user to the Help Section/FAQ to learn more about how to use the product - The alert will disappear once the user clicks on the alert to view the FAQ or selects remove

[0079] In exemplary embodiments, one or both of the self-serve platform and the ad serving platform are responsible for storing all campaign information, ads, targeting criteria and budget information. Reference is made to FIGURE 2 for a more comprehensive exemplary self service platform architecture. Note is made of the “user feature” permitting creation of ads and campaigns, the review process associated with “Customer Service” and “Review Tools”, the ad serving and targeting components “SDC”, “Akamai”, “Quova” and “Web Services Broker”, and the finance and reporting components.

[0080] Various security features may be implemented with regard to the self service platform, including HTTPS protocol for login, signup, campaign management, etc. Without limiting the specification, the system may also incorporate session timeouts, password resets, etc.

[0081] Reference is now made to FIGURE 3, which illustrates an exemplary sign up process, including network promotional ads intended to drive network users interested in advertising to the self-serve platform (see also FIGURES 4-7), login, ad builder tools (see also FIGURES 8-14), targeting tools (see also FIGURE 15), budget tools (see also FIGURE

16), billing and order review (see also FIGURE 17), and order confirmation (see also FIGURE 18).

[0082] Referring again to FIGURE 9, an exemplary ad builder workflow chart is illustrated. Such chart illustrates a marketing lander page, wherein various benefits, case studies, testimonials, etc. may be provided to a network user to entice the user to sign up. Upon signup (age, identity, etc. may be verified at this stage), the system provides tools for creation of leaderboard display ads, including ad templates, the ability to select and add media, change background colors, font styles and size, etc. Images and text may be edited, e.g., using nudge or move operations, rotate, scale, resize, delete, flip operations, etc.

[0083] Also, a blank template may be provided with a preset number of layers (e.g., limited to 30). The system may also make content (images, etc.) available from the user's network page/profile, and in another exemplary embodiment, maintains the same organizational structure as the network organizational structure. Media may also be uploaded from outside sources.

[0084] The system may allow users to enter customized marketing messages and allow editing of the same (font, color, position, style, etc.). A preview workspace may be provided to assist in the creation and modification of the advertisement, and versions of ads may be available in an ad library for viewing and/or modification (previously created ads may be imported as layered elements to enable such editing).

[0085] Reference is now made to FIGURE 19, which illustrates an exemplary workflow (various management screens) for the management center. In the exemplary embodiment, a management dashboard provides access to Help/FAQ, Preferences, Billing, Reports, Campaign Summary, Campaign Details, and New Campaign. The management center may be accessed via direct access (the URL for the campaign manager and/or self serve platform) or optionally via a network user's profile page (see FIGURE 20).

[0086] The exemplary dashboard provides users with a mechanism of easily navigating (as above) and easily monitoring the performance of the user's campaigns. Thus, the dashboard may provide a list of campaign names, status, start/end dates, starting/remaining budget, ad views, profile visits, ad previews (e.g., by mouse over popups) and report links. The dashboard can show a preset number of campaigns (e.g., 10), with a link to show all, or with

a link for the next 10. The campaigns may be sorted or filtered various ways (e.g., most recent, by title, etc.). The dashboard may also provide various graphical report views, e.g., of ad views, profile visits, cost, etc.). An alerts link or display may also appear.

[0087] A campaign management table may also be provided (see the campaign summary of FIGURE 22) that lists:

- Campaign name
- Status
- Start/End date
- Starting/remaining budget
- Targeting summary
- Ad name/preview
- Pause button
- Report link

Thus, the user may easily view and/or pause campaigns from a simple, but informative table.

[0088] An exemplary campaign details page (see FIGURES 23 and 24) provide the following actions:

- Create/edit campaign name
- Create/edit a campaign's ad
- Select/Edit targeting criteria (demo and geo)
- Select/Edit campaign budget
- Select/Edit campaign start/end dates
- Pause/Restart a campaign
- Submit new/modified campaigns for approval

FIGURE 23 illustrates an exemplary display showing various actions that may be available given a particular campaign state. Ads of a campaign may be created or edited by modifying a current ad (not available for new campaigns), selecting a previously approved ad (see

FIGURE 25), building a new ad (see FIGURE 27) or uploading an ad (see FIGURE 26).

Targeting, budgeting and timing options may also be edited (see FIGURE 24).

[0089] Referring now to FIGURE 28, an exemplary report interface permits the generation of one or more performance reports. In exemplary embodiments, users may define the date range for a report. Such reports may be rolled up across the date range or broken out by day. They may be viewed within the portal, downloaded (e.g., .csv, .tsv, .xls) or emailed.

[0090] With reference to FIGURES 29-31, an exemplary billing interface permits editing of billing information, allows filtered or sortable viewing of billing history (e.g., by transaction type), and permits portal viewing, download, etc. of the reports.

[0091] With reference to FIGURE 32, an exemplary preferences interface allows users to manage and configure their alerts, including configuring alerts a set number of days before a campaign ends and alerts for a set number of days a campaign has been paused. Other settings may also be accessed, e.g., security options, passwords, user names, etc.

[0092] FIGURES 33-34 illustrate an exemplary Help/FAQ interface, providing access to FAQ documents, tutorials, best practice documents, etc. The interface also provides a contact interface for user questions, feedback, etc.

[0093] Referring now to FIGURE 35, an exemplary admin portal interface may be provided. In exemplary embodiments, the admin portal is provided only from a secure admin location and not accessible on the Internet at large. Once logged in, ad admin may view, approve and reject ads pending review or may search through users, activate or deactivate user campaigns, utilize billing tools and conduct audit trails. As illustrated by FIGURES 44-48, the admin portal may also permit more general profile and media review functions (flagging of potentially objectionable images, etc.)

[0094] An exemplary ad review process is illustrated in FIGURE 36, including various methods for submission for review, reclassification of the ad as pending, queuing of the review, manual approval or rejection and subsequent disposition for the ad. An interface for the reviewer (see e.g., FIGURE 37) may allow the reviewer display options, e.g., number of ads per page, all ads associated with a profile, display of the ad name, lists of sister

campaigns associated with the user, change of background color of the review pain, review of campaign details associated with the ad, etc.

[0095] In an exemplary embodiment, a streamlined process for manual review may be implement, e.g., where clicking once on an ad sets the ad's status to approved, clicking twice sets the status to rejected (options for display of reasons may be provided), clicking a third time sets the status to pending, and clicking a fourth time repeats the cycle. One or more possible reasons may be provided for quick selection by the reviewer, e.g., inappropriate ad images, inappropriate ad text, inappropriate profile content, or other (with open text field).

[0096] The system may also quickly link the reviewer to the user's profile so that the reviewer can ensure that the profile matches the ad and that the profile's content is acceptable (with exemplary option to delete the user's profile if warranted). The system may also be configured to allow reviewer's to quickly report user's to the proper authorities if potentially criminal material is within the ad or the profile.

[0097] Referring to FIGURE 38, an exemplary admin portal search interface also may permit the admin the ability to search for users by profile URL, by keyword, by profile name, by email address, by friend ID, etc. If multiple results are returned, the list may be presented as filtered by various relevance factors. Clicking on the user's profile name may take the admin to the campaign summary view of the user (See FIGURE 39). Clicking on any one campaign therein, the admin may view (and modify the status of (e.g., from active to stopped)) the user campaign details view (see FIGURE 40). When stopping the campaign, the system may give the admin a selectable list of reasons for the change (inappropriate ad images, etc.). The system may also provide links to the admin profile review page, the billing screen, the audit trail and the advertiser's view of their performance reports. The system may also provide indication to an admin when the user ad is targeted at underage network users.

[0098] An exemplary admin billing screen is illustrated at FIGURE 41, which screen provides an admin the ability to view the user's active credit card information, billing address information, billing history (e.g., by date range) as well as the ability to refund payments and provide credits or adjustments. The admin may download billing history in a variety of formats.

[0100] An exemplary audit trails screen is illustrated at FIGURE 42, wherein the audit trail screen provides an admin the ability to select date ranges for reports, download reports, etc. of the audit trail.

[0101] An exemplary admin reports screen is illustrated at FIGURE 43, which provides the admin the ability to generate reports as the advertiser would see them within the user's campaign management center.

[0102] It will be apparent to those skilled in the art that, while exemplary embodiments have been shown and described, various modifications and variations can be made to the self serve advertising system and method disclosed herein without departing from the spirit or scope of the invention. Accordingly, it is to be understood that the various embodiments have been described by way of illustration and not limitation.

[0103] What is claimed is:

CLAIMS

1. A self serve advertising platform, comprising:

an advertising server configured to provide advertisements into active internet web pages for viewing by a user accessing said web page; and

a self serve advertising server interface that provides user sign up, account creation, tools and interfaces for creation, customization or upload of advertisements, tools for creation of campaigns, including defining campaign objectives and parameters, and setting of budgetary or time constraint limits on the advertising.
2. A platform in accordance with claim 1, wherein said platform further comprises a signup process subsystem, a management center subsystem, and an administrative center subsystem.
3. A platform in accordance with claim 1, wherein said self serve advertising server interface is configured to permit a user to define a desired target viewer as part of a desired campaign objective or parameter.
4. A platform in accordance with claim 3, wherein said self serve advertising server interface permits a user to target viewers based on demographics, geographics, gender or age.
5. A platform in accordance with claim 1, wherein said self serve advertising server is configured to collect billing information based on defined billing cycles.
6. A platform in accordance with claim 1, wherein said self serve advertising server interface is configured to provide internal and external reports on billing and campaign progress.

7. A platform in accordance with claim 1, wherein said advertising server includes an ad data warehouse, an internal order management system, and a campaign database.
8. A platform in accordance with claim 7, wherein said advertising server further includes ad server optimization components.
9. A platform in accordance with claim 2, wherein said signup process subsystem is configured to access a user's network profile information and content.
10. A platform in accordance with claim 2, wherein said management center subsystem or administrative center subsystem automatically triggers an alert for one or more of the last day of a campaign, the completion of a campaign, pausing of a campaign, an administrative campaign stop, credit card payment made, credit card payment declined, credit card about to expire, credit card expired, approval of a campaign's ad, rejection of a campaign's ad, pending approval of a campaign's ad is pending approval, and a new user signup.
11. A platform in accordance with claim 1, wherein said self serve advertising server interface is configured to provide tools for creation of leaderboard display ads, including ad templates, the ability to select and add or edit media.
12. A platform in accordance with claim 1, wherein said self serve advertising server interface is configured to add media from a user's network profile or content.
13. A platform in accordance with claim 2, wherein said management center subsystem is configured with the user interface to provide to the user one or more of a list of campaign names, status, start and end dates, starting budget and remaining budget, ad views, profile visits, ad previews and report links.

14. A platform in accordance with claim 13, wherein said management center subsystem is configured with the user interface to provide to the user graphical report views of one or more of campaign names, status, start and end dates, starting budget and remaining budget, ad views, profile visits, ad previews and report links.

15. A platform in accordance with claim 2, wherein said administrative center subsystem is configured to provide an administrative portal interface that is configured such that an admin may view, approve and reject advertisements pending review.

16. A platform in accordance with claim 2, wherein said administrative center subsystem is configured to provide an administrative portal interface that is configured such that an admin may search through users, activate or deactivate user campaigns, utilize billing tools or conduct audit trails.

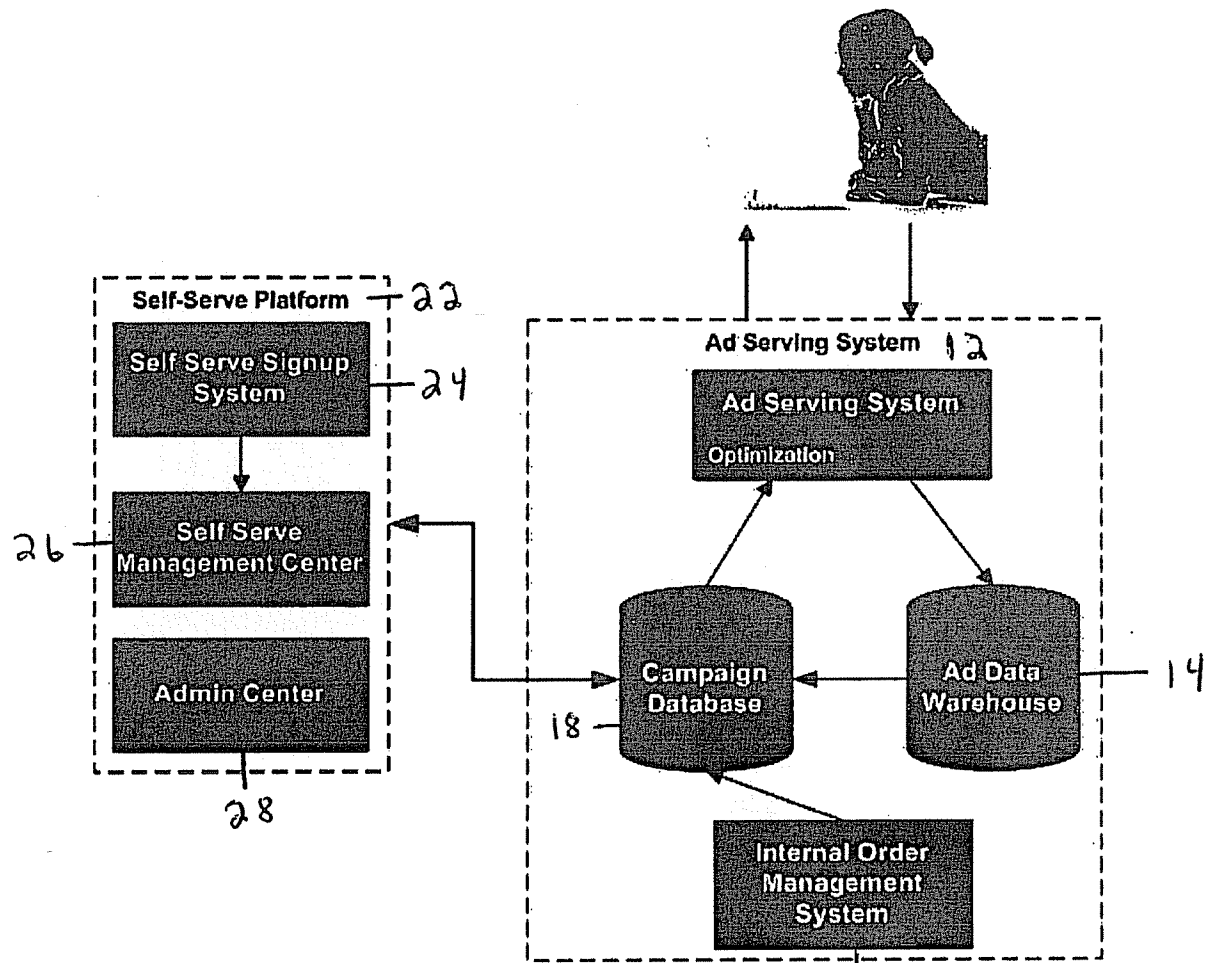


Figure 1: Ad Serving Infrastructure 16

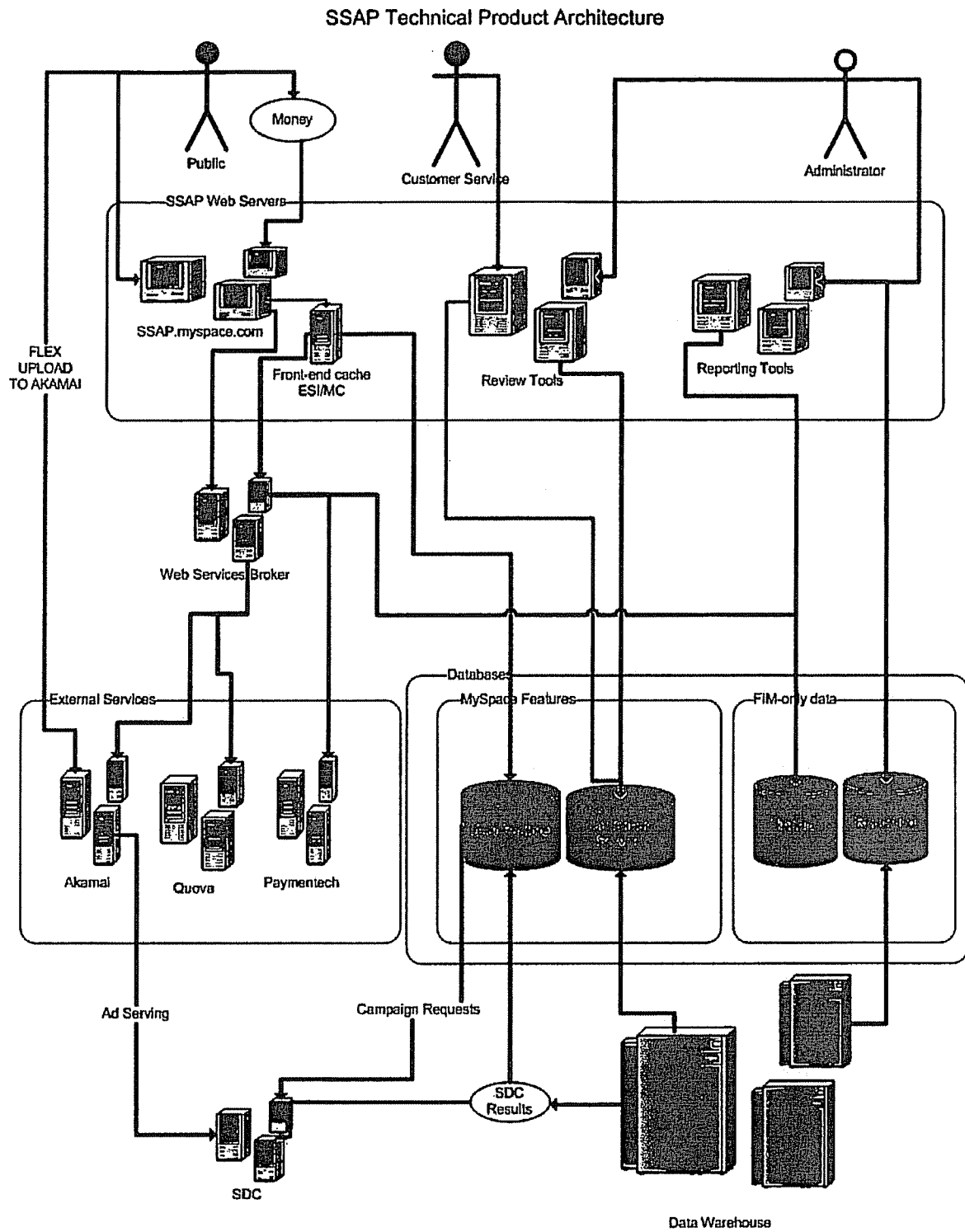


Figure 2: Self Service Platform Architecture

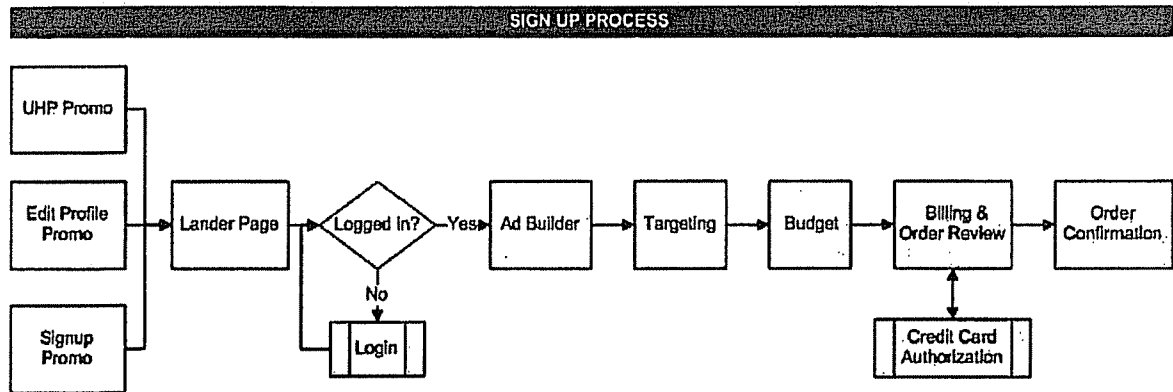


Figure 3: Signup Process

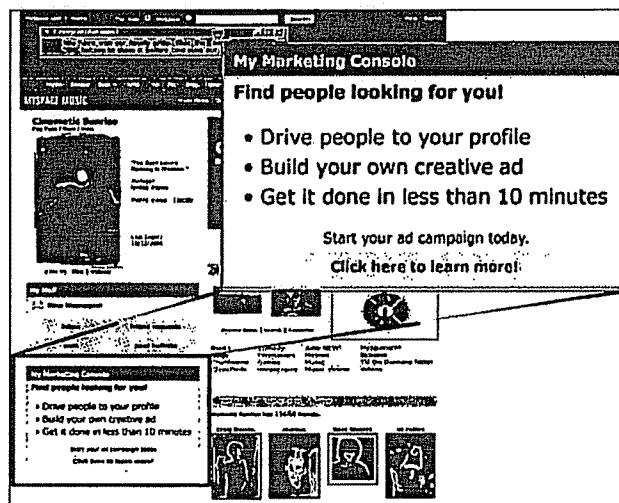


Figure 4: User homepage promo

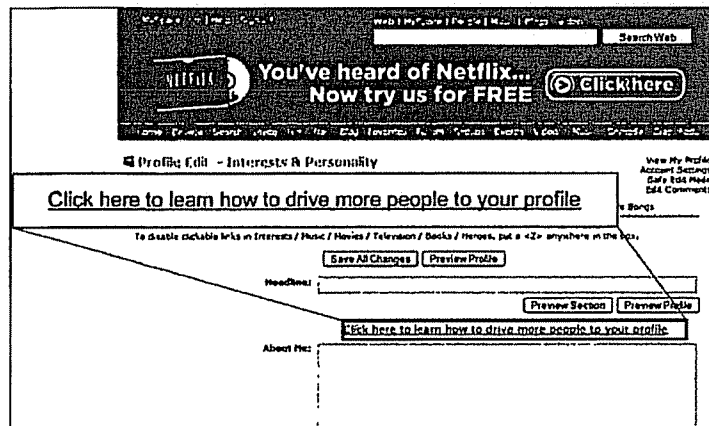


Figure 5: Edit profile promo

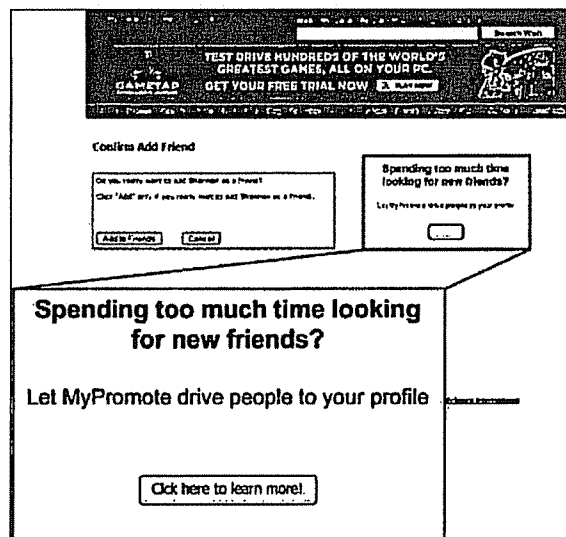


Figure 6: Add friends promo

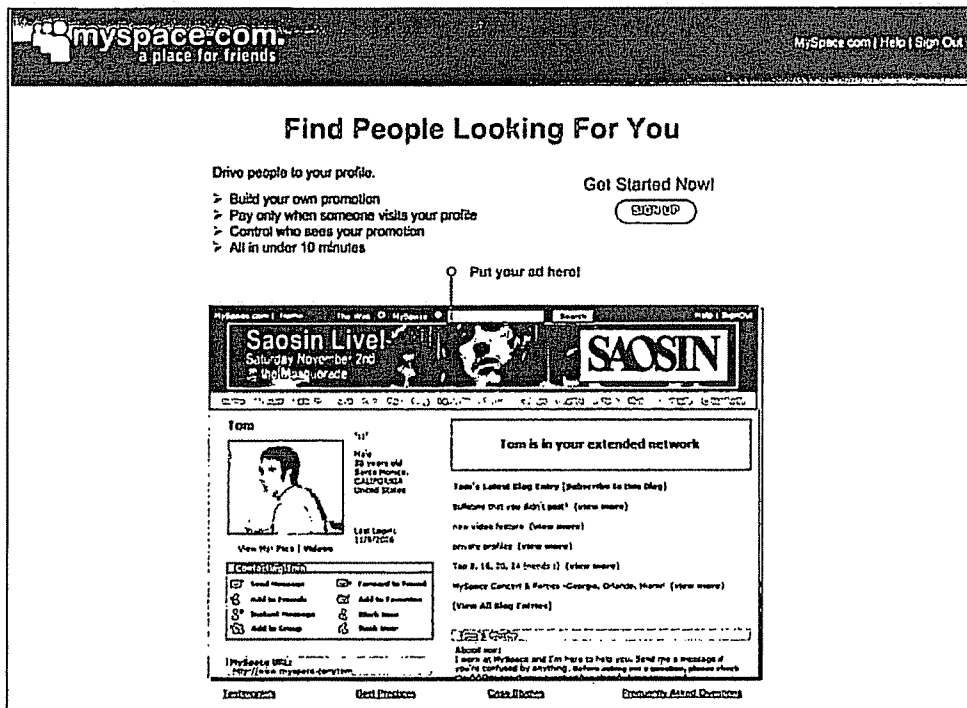


Figure 7: Signup marketing lander screen

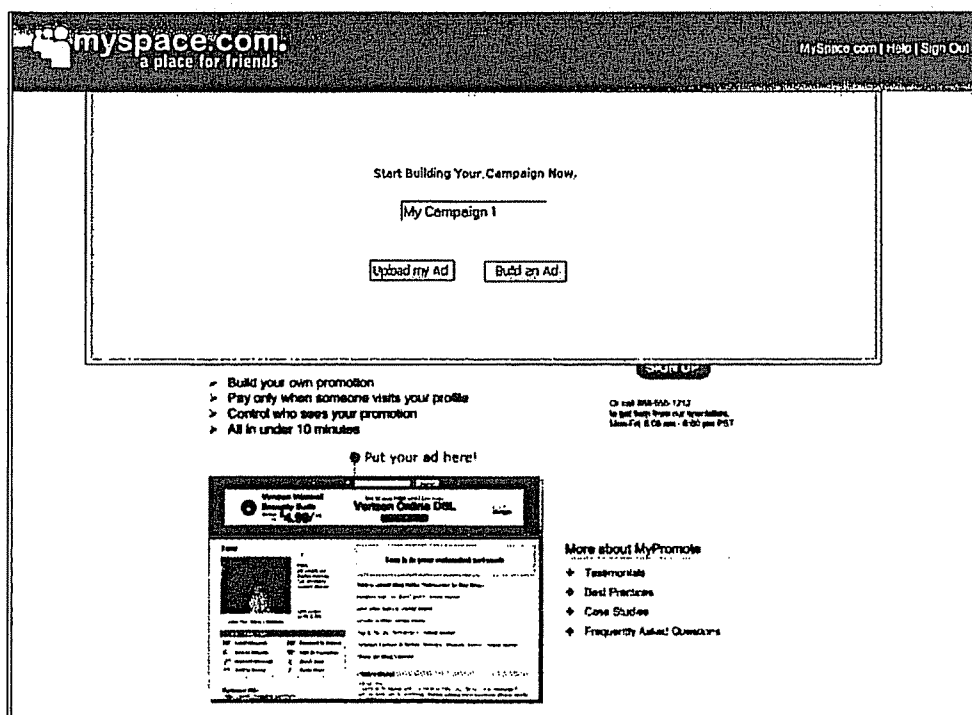


Figure 8: Build or Upload an Ad Dialog

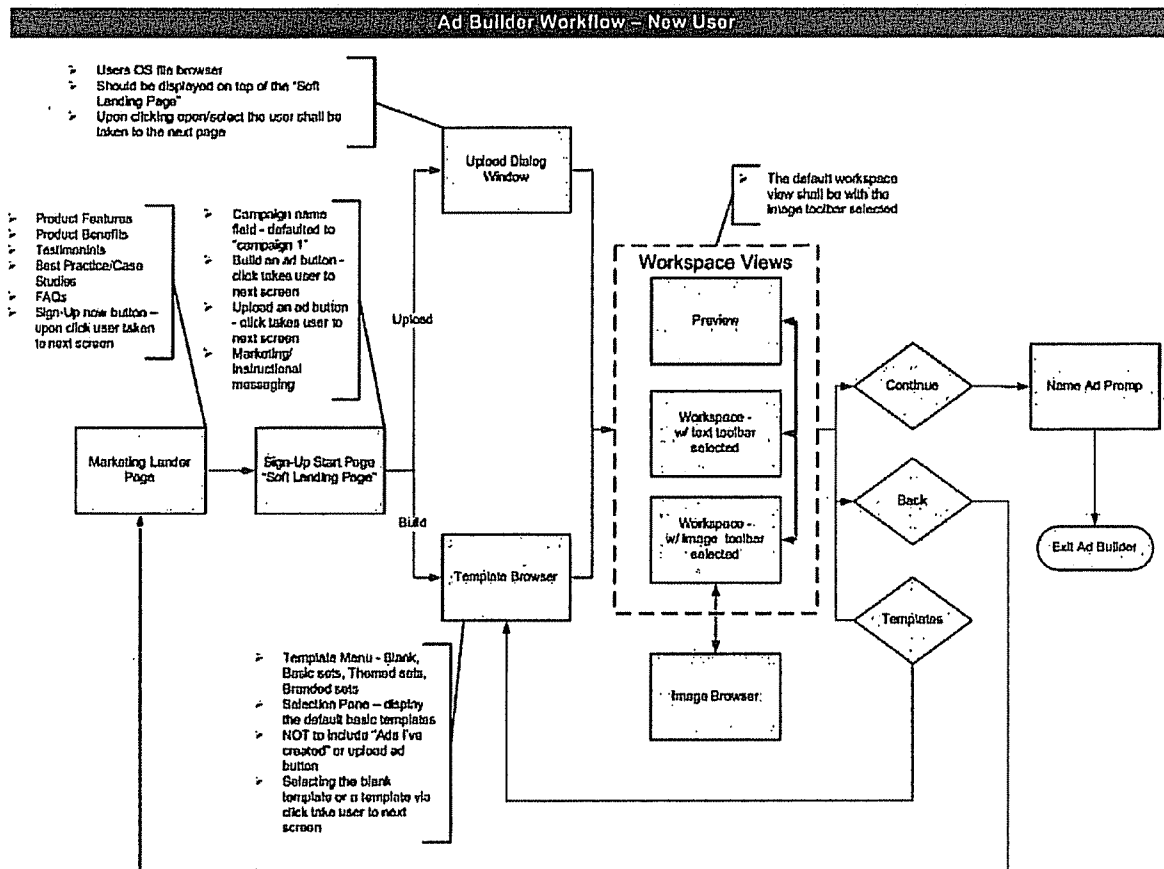


Figure 9: Ad Builder Workflow

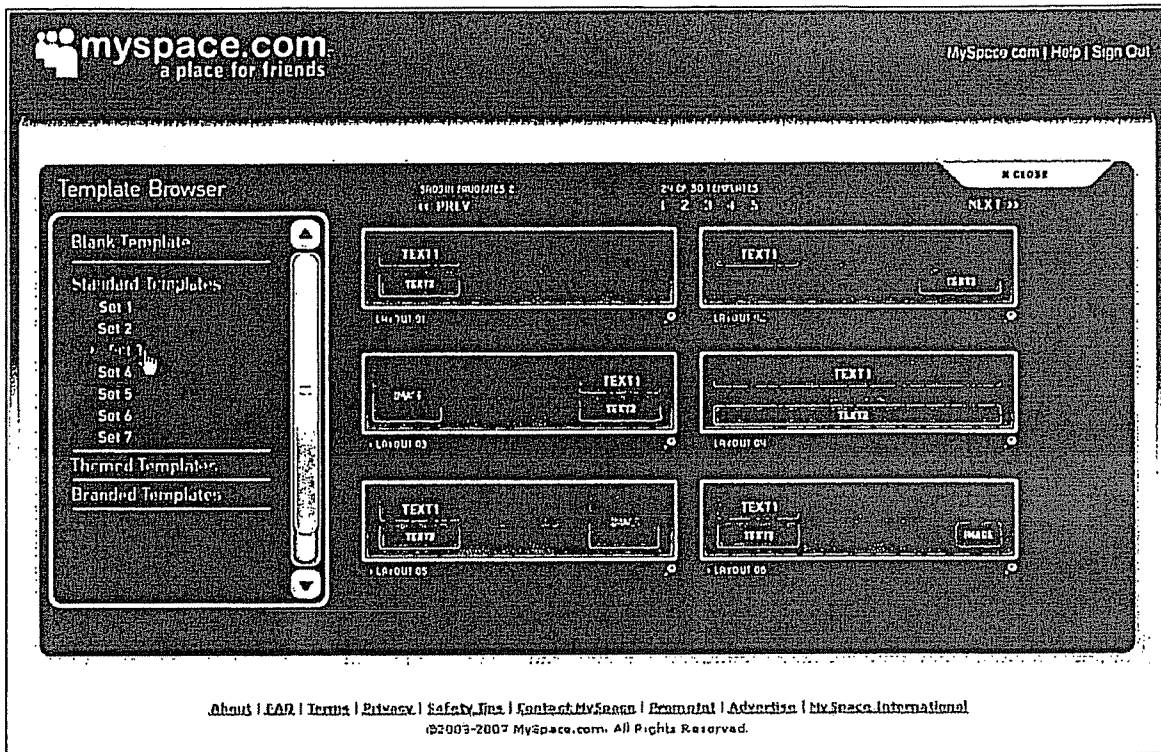


Figure 10: Template Browser

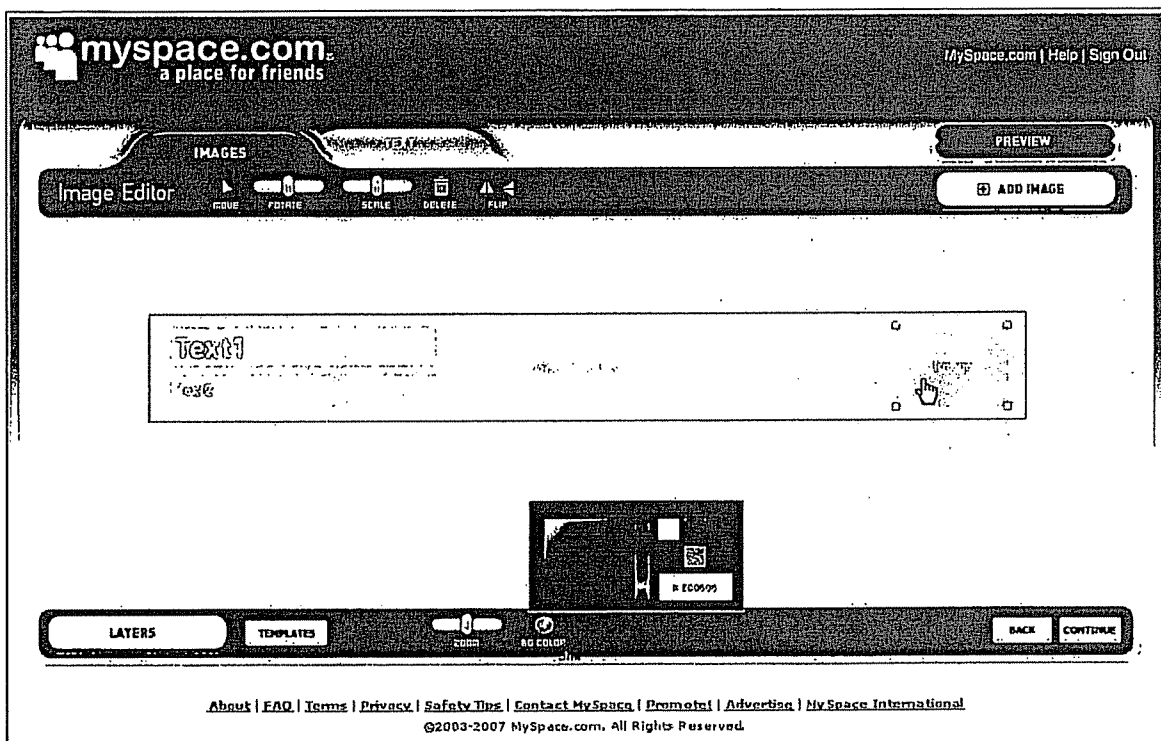


Figure 11: Workspace w/ Blank Template

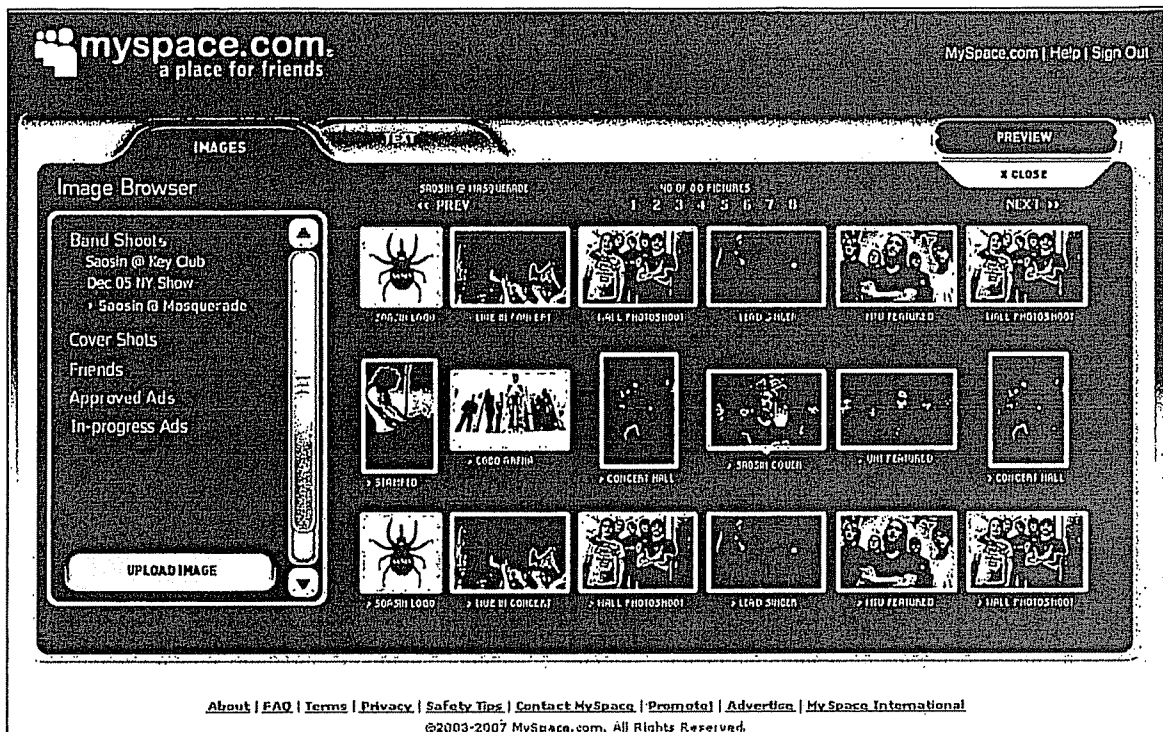


Figure 12: Image Browser

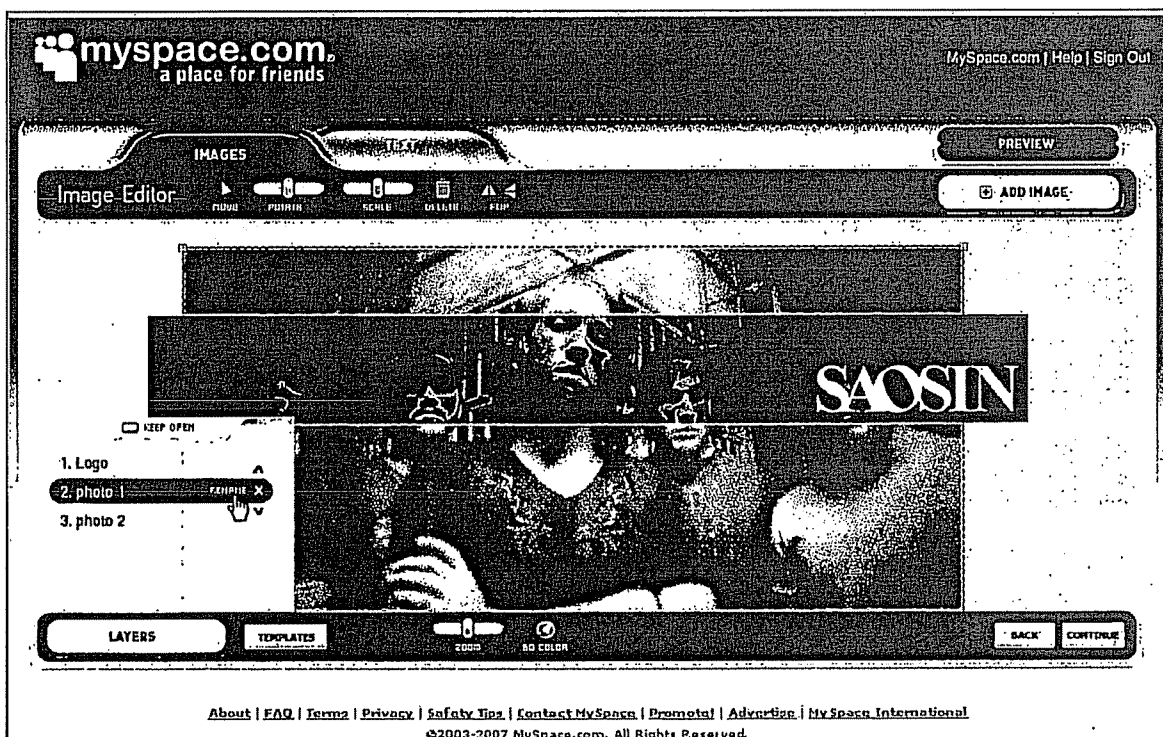


Figure 13: Workspace w/ Image Toolbar Selected

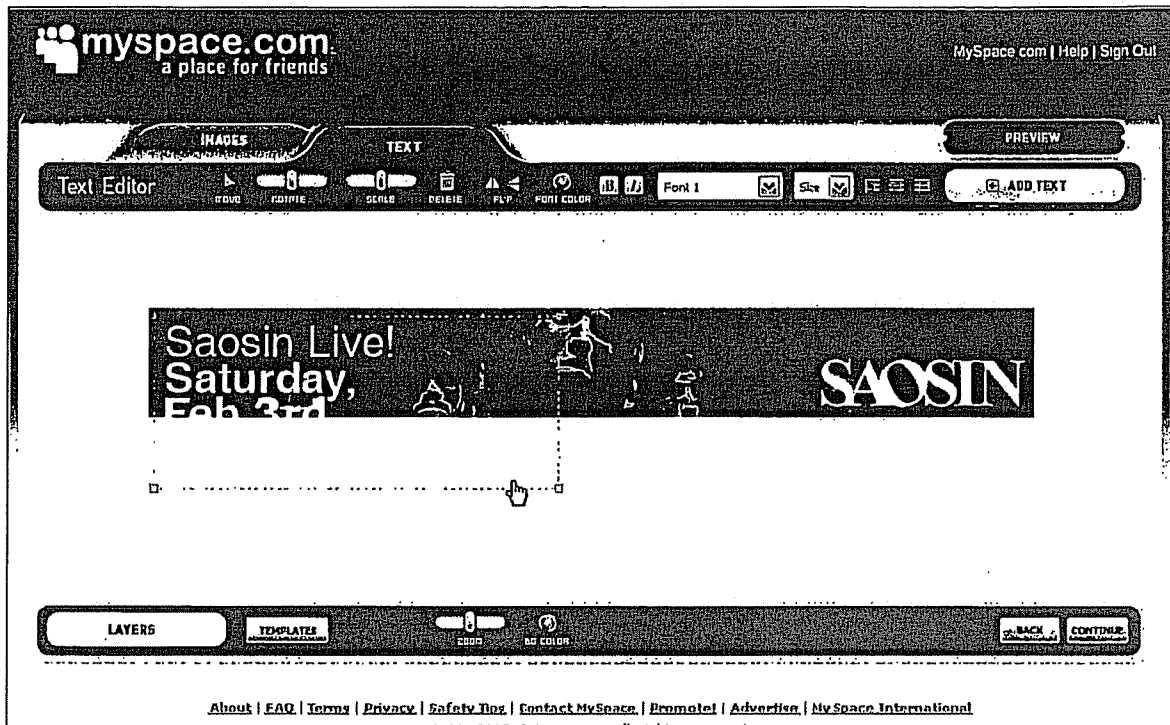


Figure 14: Workspace w/ Text Toolbar Selected

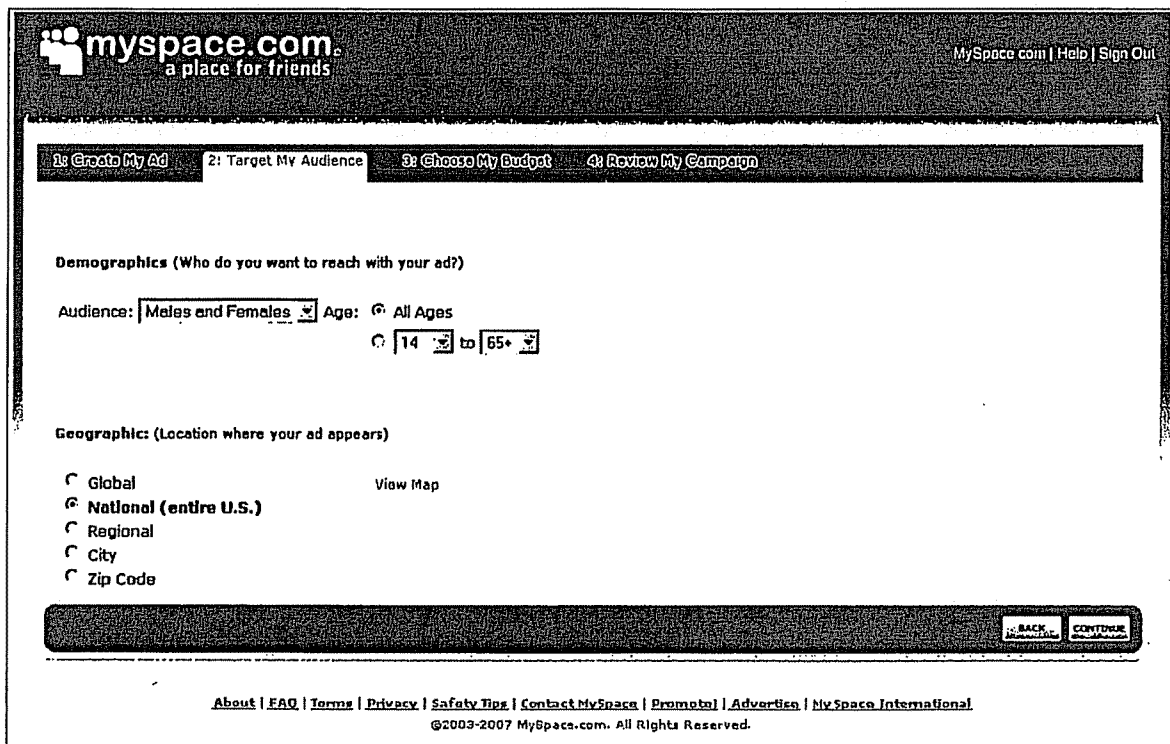


Figure 15: Targeting Screen

 MySpace.com | Help | Sign Out

1: Create My Ad

2: Target My Audience

3: Choose My Budget

4: Review My Campaign

Campaign Budget:

Budget Amount: \$25.00 250 estimated profile visits

Campaign Start: 

Campaign End: 

BACK

CONTINUE

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Figure 16: Budget Screen


MySpace.com | Help | Sign Out

1: Create My Ad 2: Target My Audience 3: Choose My Budget **4: Review My Campaign**

Campaign Name:

Ad edit
Rocknroll show 02/07



Audience edit
Geographic: Males and Females
Demographic: Global

Budget and Schedule edit
Campaign Budget: \$250.00 250 estimated clicks
Start Date: 02/15/2007 End Date: 02/15/2007

My Payment Information



- * Credit Card #:
- * Security Code: What's this?
- * Expiration Date:

Billing Address

- * First Name:
- * Last Name:
- * Address:
- * City:
- * State:
- * Zip Code:

Terms and Conditions
Please be sure to read the Terms and Conditions and accept at the bottom of the page. Your campaign will not be accepted otherwise. printer-friendly

MySpace.com is a social networking service that allows Members to create unique personal profiles online in order to find and communicate with old and new friends. The services offered by MySpace.com ("MySpace.com" or "we") include the MySpace.com website (the "MySpace Website"), the MySpace.com Internet messaging service, and any other features, content, or applications offered from time to time by MySpace.com in connection with the MySpace Website (collectively, the "MySpace Services"). The MySpace Services are hosted in the U.S. MySpace.com is a social networking service that allows Members to create unique personal profiles online in order to find and communicate with old and new friends. The

☐ I have read and agree to the Terms and Conditions.

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Figure 17: Review / Billing Screen

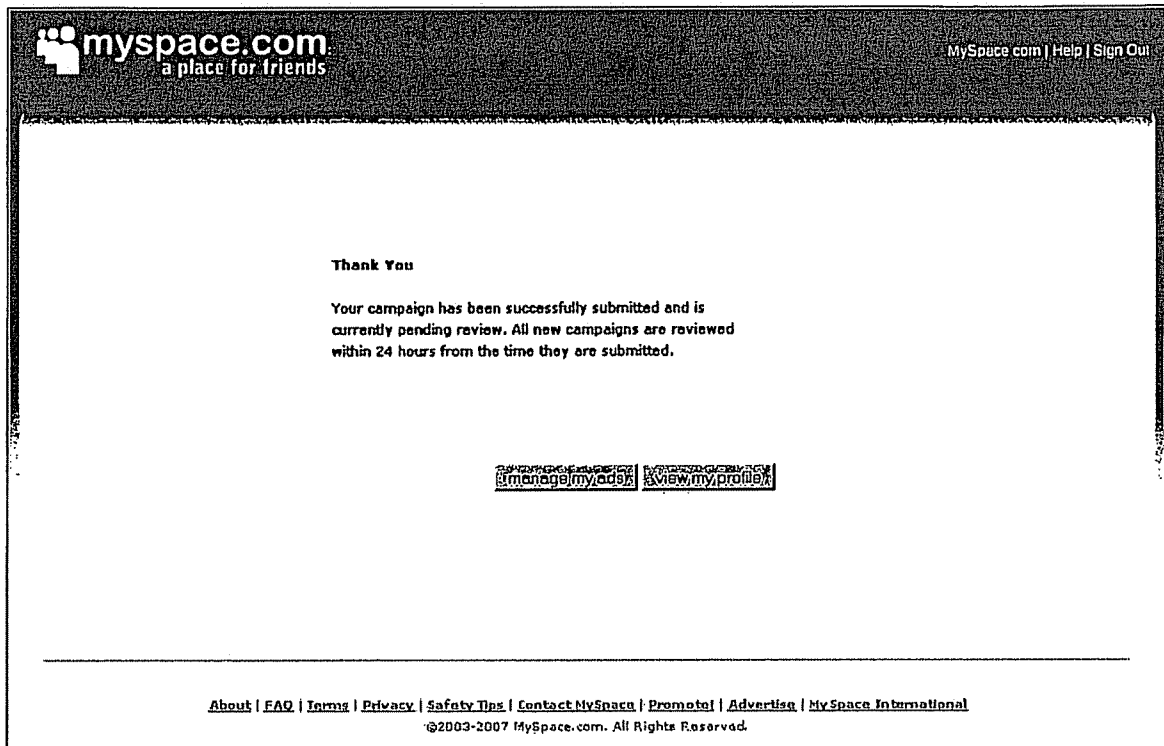


Figure 18: Confirmation Screen

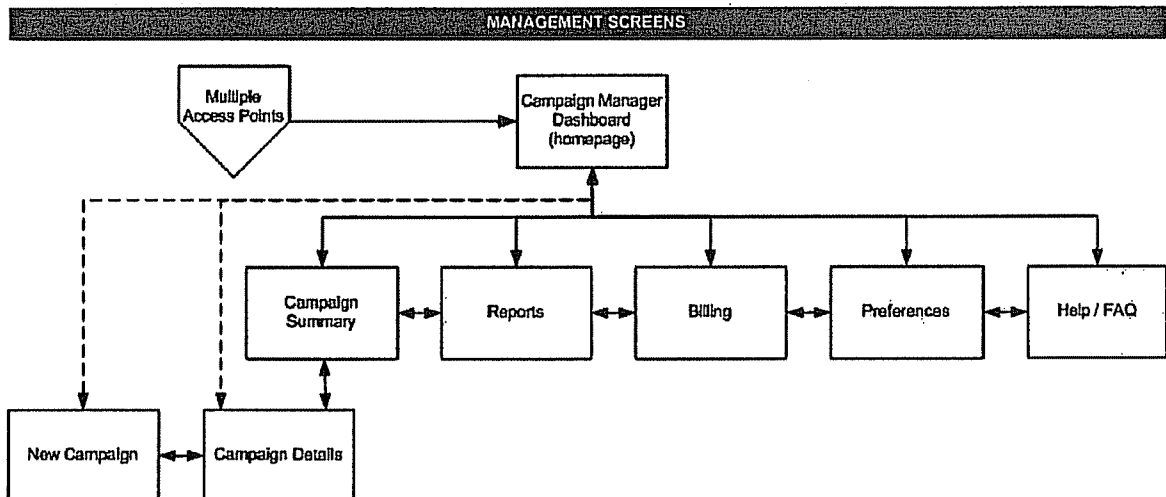


Figure 19: Management Center Workflow

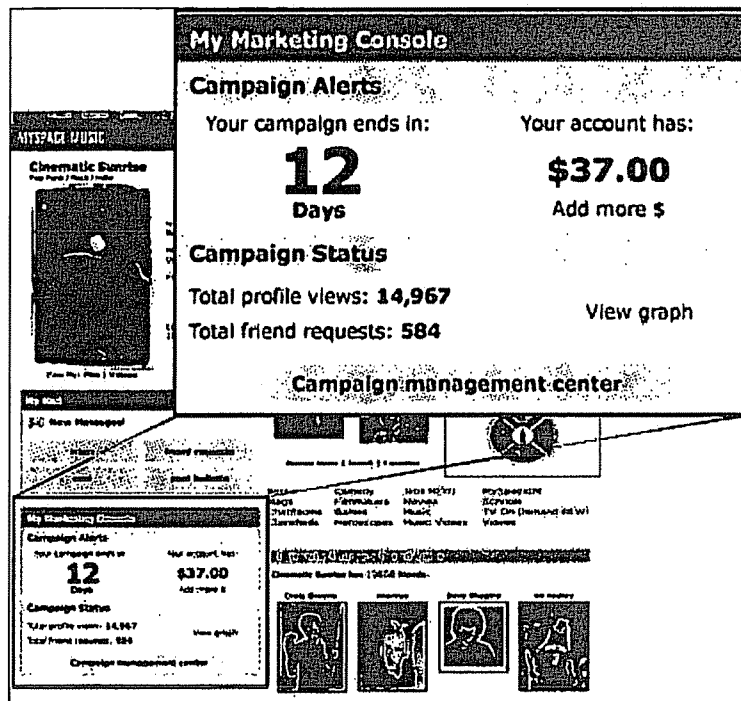


Figure 20: MySpace User Homepage Management Center Widget

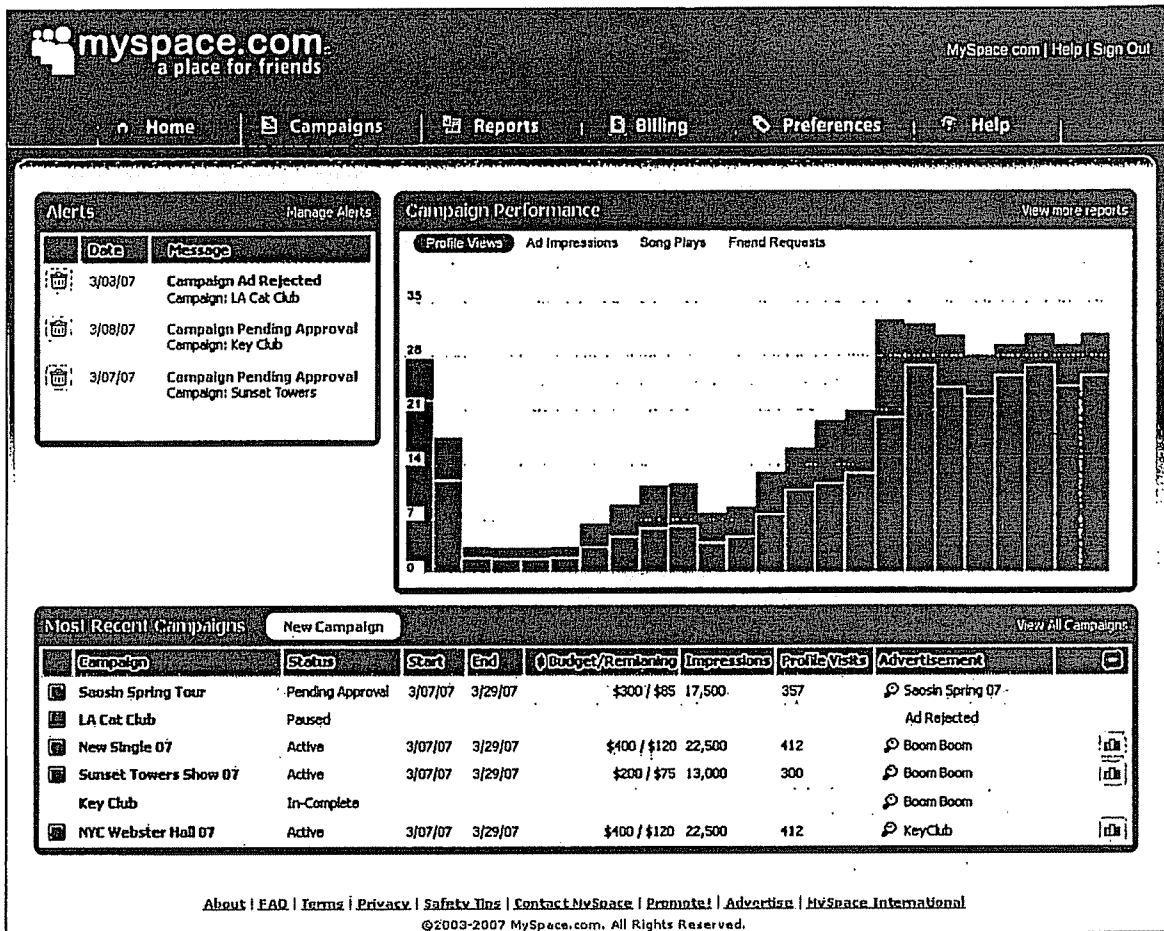


Figure 21: Management Center Homepage

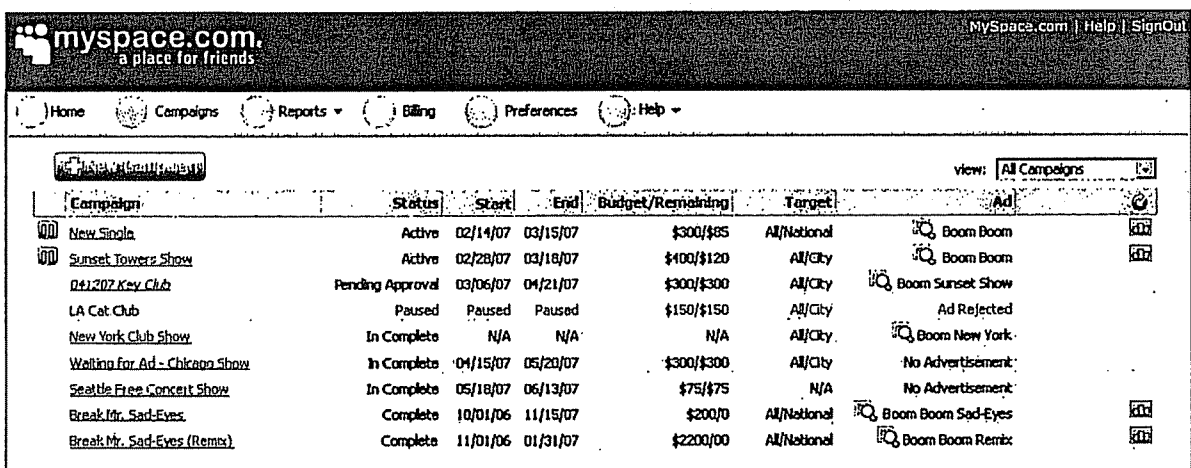


Figure 22: Campaign Manager - Campaign Summary

	edit campaign name	edit ad builder	upload ad	select approved Ad	edit demo	edit geo	edit budget	edit start date	edit end date	pause (stop)	View Report if available	Submit for approval	Save for later	Close
Active	x			x	x	x	x	x	x	x	x	x		x
Pending Approval	x			x	x	x	x	x	x	x	x	x		x
Paused	x	x	x	x	x	x	x	x	x		x	x	x	x
System Paused											x			x
Admin Paused											x			x
In-Complete	x	x	x	x	x	x	x	x	x		x	x	x	x
New	x	x	x	x	x	x	x	x	x			x	x	x
Complete	x										x			x

Figure 23: Available Actions by Campaign State

myspace.com
a place for friends

MySpace.com | Help | Sign Out

Home | Campaigns | Reports | Billing | Preferences | Help

My Campaign 0707 Status: XXXXX

Advertisement Build an Ad Upload an Ad Choose an Approved Ad

Rock-n-roll show 07/07

Saosin Live!
Saturday, Feb 3rd
@ the Masquerade

SAOSIN approved: 03/05/2007

Details

Demographics

Audience: Males and Females Age: All Ages
☐ 14 to ☐ 65+ Cancel Save

Geographics

Los Angeles, New York, Manhattan, Sacramento, San Francisco, Culver City, Sherman Oaks, San Diego, San Bernardino, Pasadena, Altadena, Glendale, Woodland Hills

Campaign Budget & Schedule

Budget Amount: \$25.00 = est. 250 profile visits Campaign Starts: 07/25/2007
Campaign Ends: 08/15/2007

Stop Campaign Close Submit to MySpace

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Figure 24: Campaign Management -Campaign Details

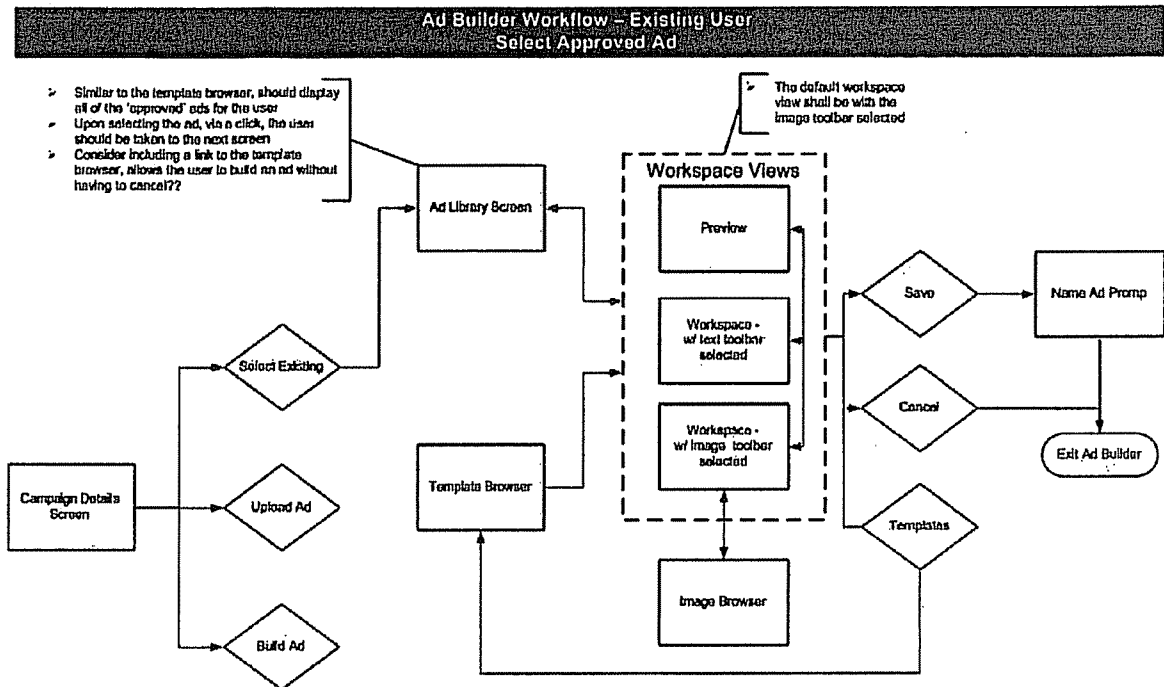


Figure 25: Select an Approved Ad Workflow

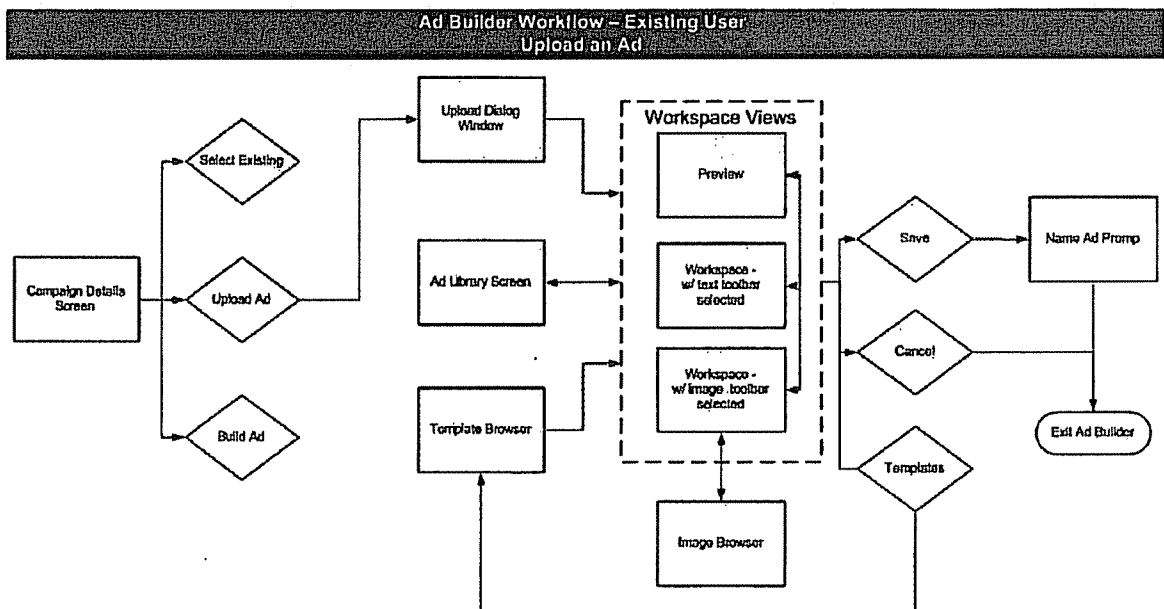


Figure 26: Upload an Ad Workflow

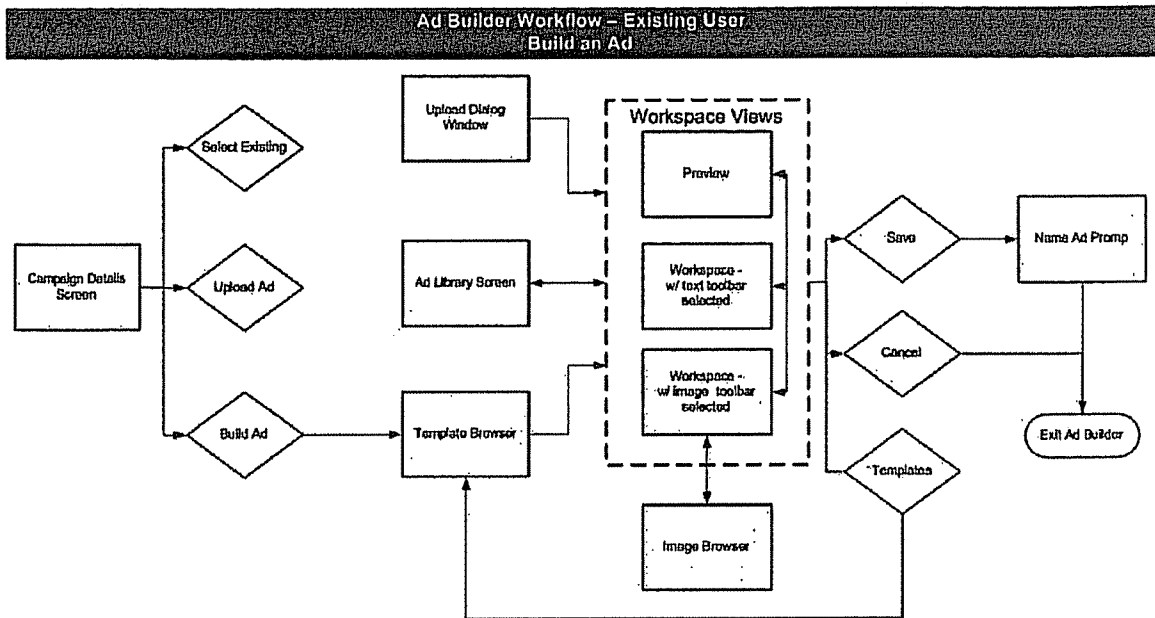
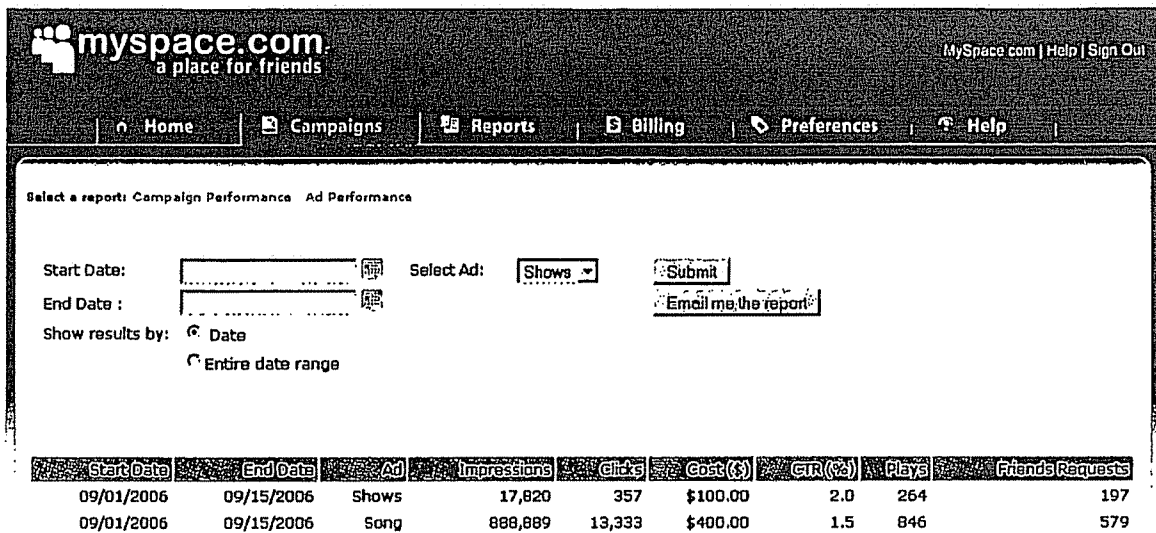


Figure 27: Build an Ad Workflow



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Figure 28: Reports Screens

myspace.com
a place for friends

MySpace.com | Help | Sign Out

Home | Campaigns | Reports | Billing | Preferences | Help

Account Billing Information

Credit Card: Account ending **49

Billing Address: Tyler Snow
407 North Maple
Beverly Hills, Ca 90210

Transaction History

02/15/2007 to 02/15/2007

Download: .csv .tsv .xls

Date	Card	Transaction #	Transaction Type	Amount
03/15/07	**49	1234	Payment	\$100.00
02/15/07	**49	1234	Payment	\$175.00
02/01/07	**49	1234	Payment	\$100.00
01/15/07	**49	1234	Refund	-\$75.00
12/15/06	**49	1234	Payment	\$100.00
11/15/06	**49	1234	Payment	\$175.00
10/15/07	**12	1234	Payment	\$100.00
09/15/07	**12	1234	Payment	\$100.00
08/15/07	**12	1234	Payment	\$175.00

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Figure 29: Billing Info Screen

Account Billing Information

Verify Password

Figure 30: Verify Password

Update Billing Information

My Payment Information

VISA

* credit card #:

* security code: what's this?

expiration date: Month Year

Billing Address

* first name:

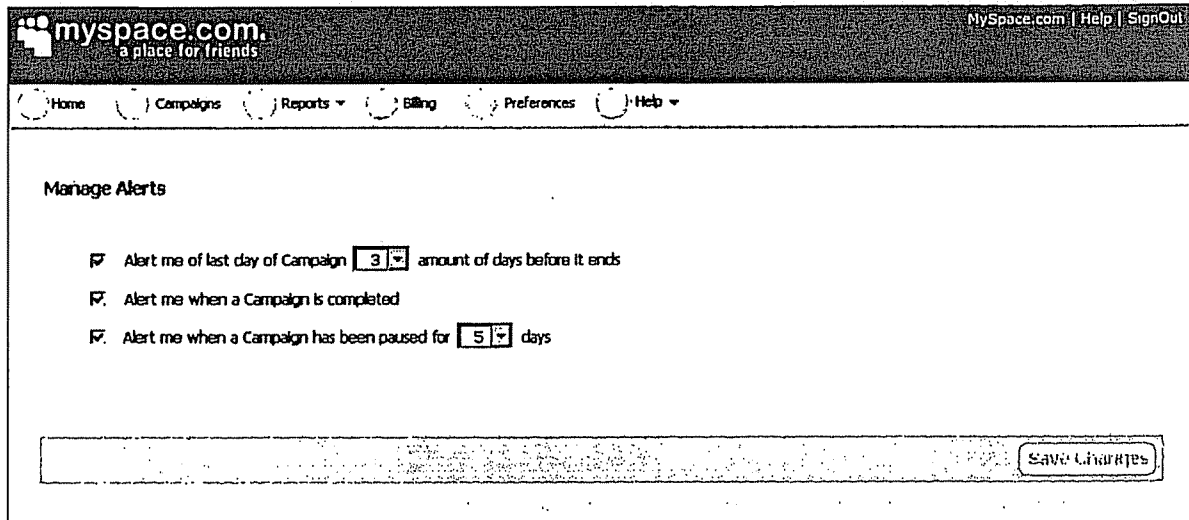
* last name:

* address:

* city:

* state: CA * zip code:

Figure 31: Edit Billing Info



myspace.com. a place for friends MySpace.com | Help | SignOut

Home Campaigns Reports Billing Preferences Help

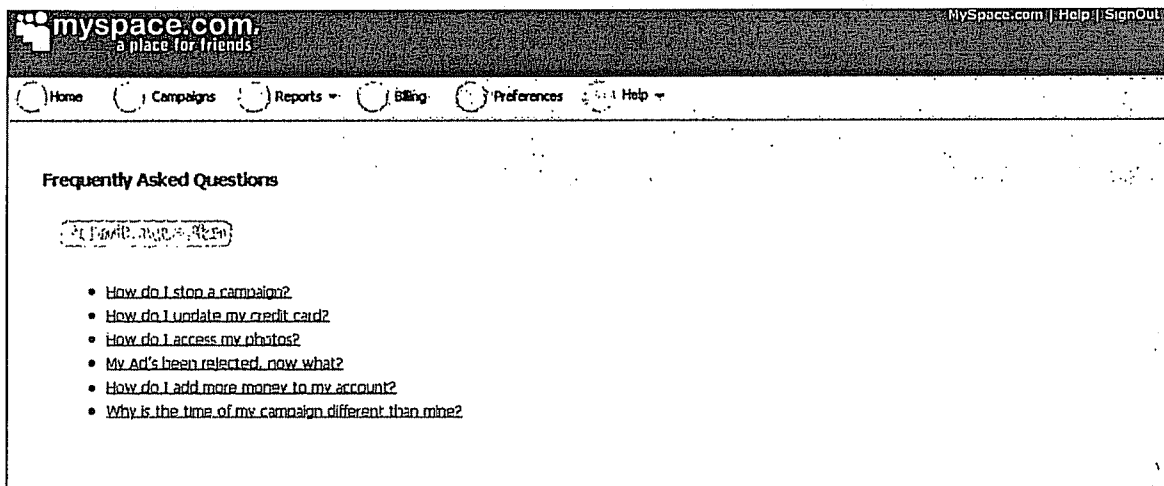
Manage Alerts

☒ Alert me of last day of Campaign amount of days before it ends

☒ Alert me when a Campaign is completed

☒ Alert me when a Campaign has been paused for days

Figure 32: Preferences



myspace.com. a place for friends MySpace.com | Help | SignOut

Home Campaigns Reports Billing Preferences Help

Frequently Asked Questions

[View all questions](#)

- [How do I stop a campaign?](#)
- [How do I update my credit card?](#)
- [How do I access my photos?](#)
- [My Ad's been rejected, now what?](#)
- [How do I add more money to my account?](#)
- [Why is the time of my campaign different than mine?](#)

Figure 33: Help/FAQ Screen

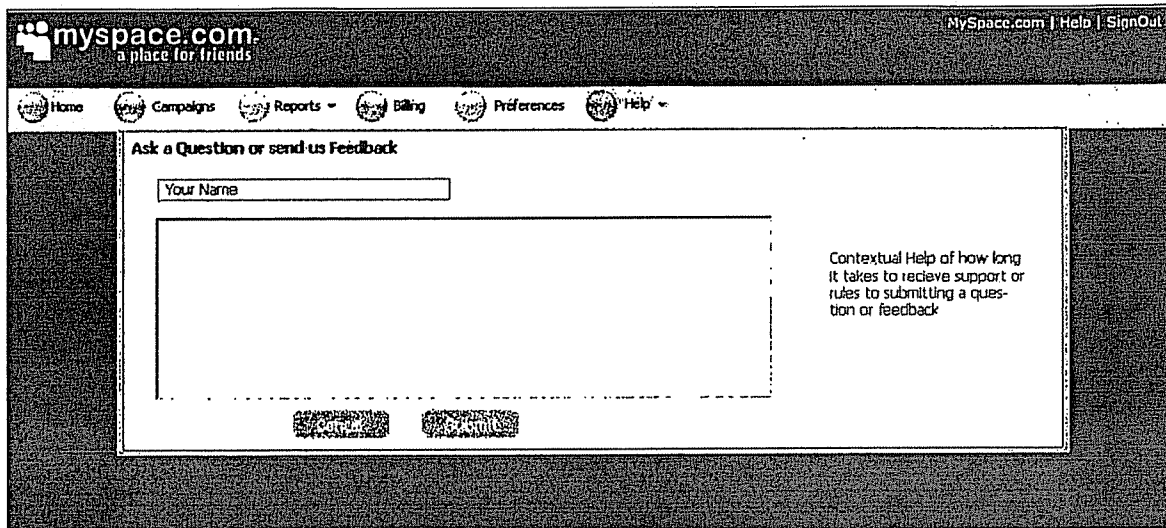


Figure 34: Help/Submit a Question Screen

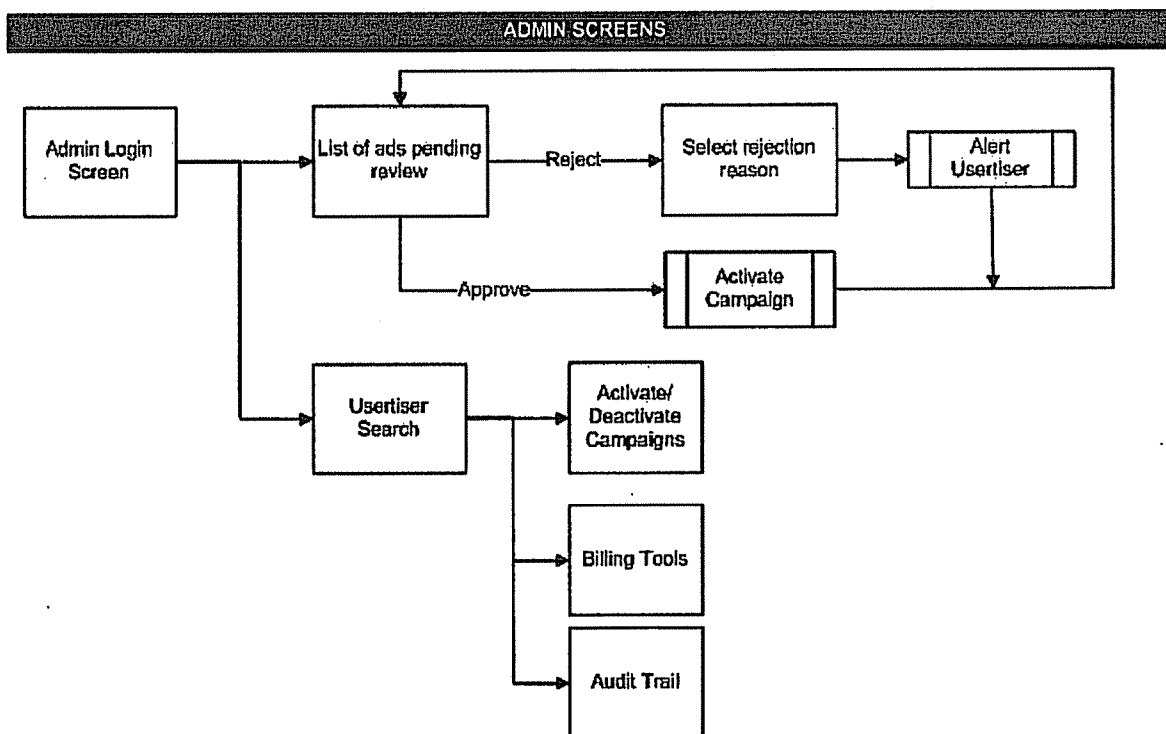


Figure 35: Admin Workflow

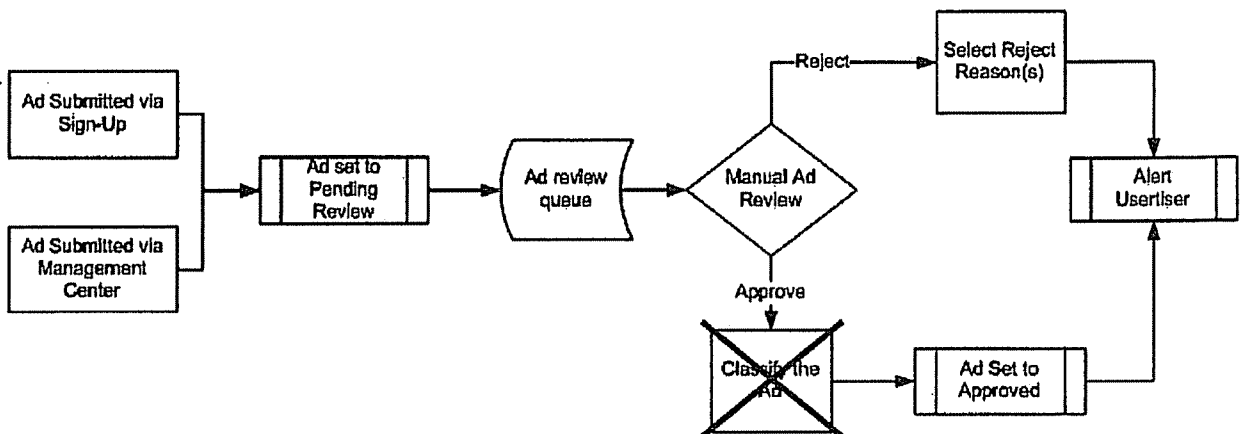


Figure 36: Ad Review Process

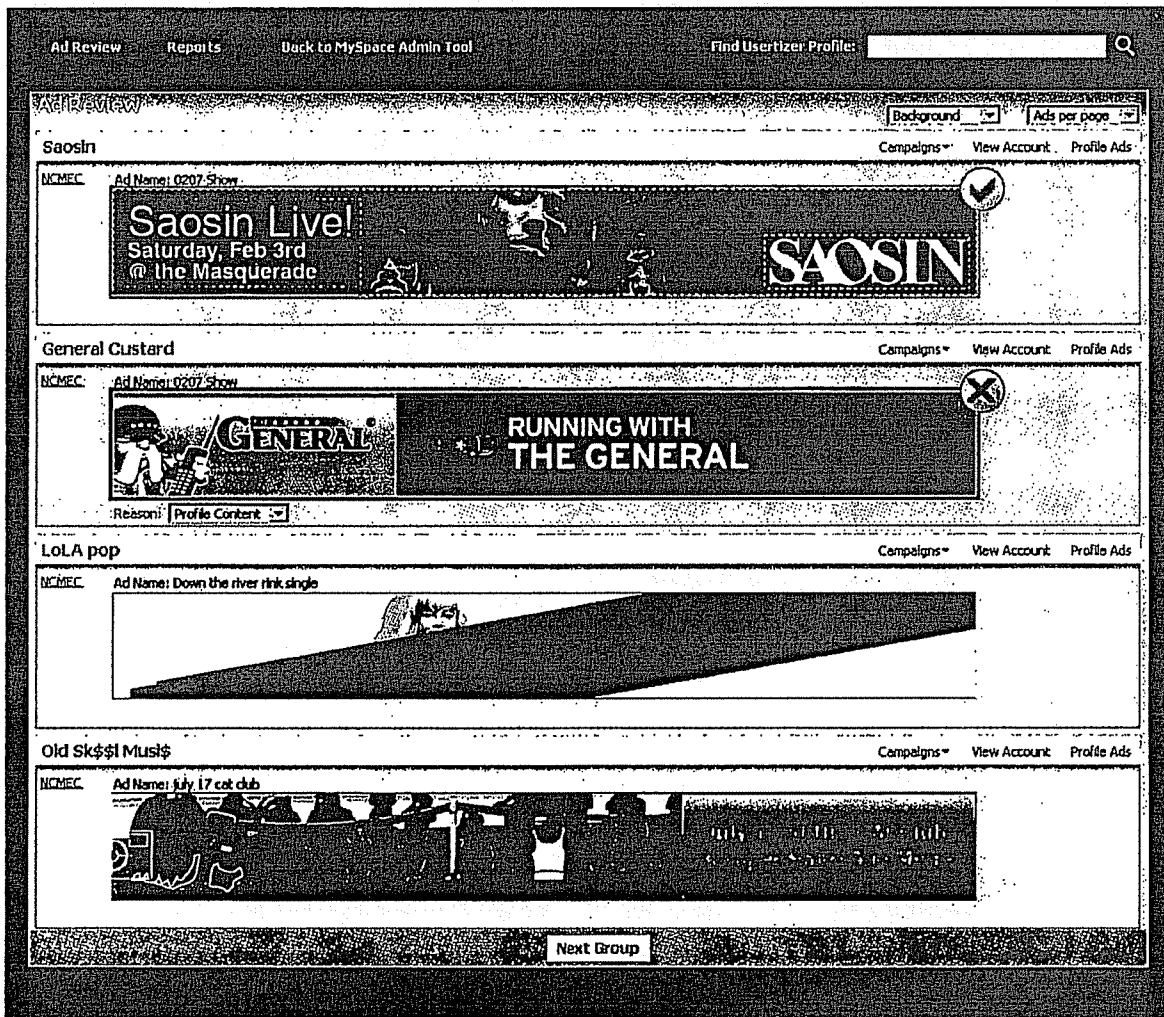


Figure 37: Ad Review Screen

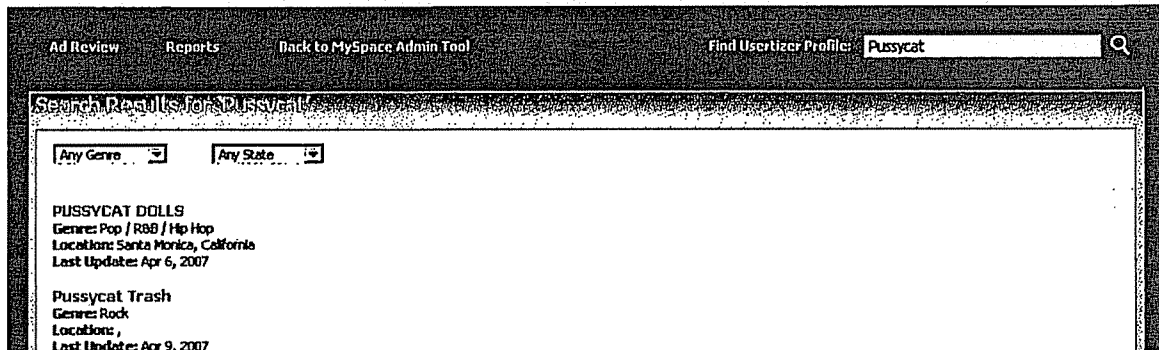


Figure 38: Admin - Search Screen

The screenshot shows the 'Admin - Campaign Summary' screen with a table of campaign data. The table has columns for Campaign, Status, Start, End, Budget/Remaining, Target, and Ad. The data is as follows:

Campaign	Status	Start	End	Budget/Remaining	Target	Ad
Boom Boom	Active	02/14/07	03/15/07	\$300/\$85	All/National	Boom Boom
Boom Boom	Active	02/26/07	03/18/07	\$400/\$120	All/City	Boom Boom
Boom Sunset Show	Pending Approval	03/06/07	04/21/07	\$300/\$300	All/City	Boom Sunset Show
LA Cat Club	Paused	Paused	Paused	\$150/\$150	All/City	Ad Rejected
Boom New York	In Complete	N/A	N/A	N/A	All/City	Boom New York
Waiting for Ad - Chicago Show	In Complete	04/15/07	05/20/07	\$300/\$300	All/City	No Advertisement
Waiting for Ad - Chicago Show	In Complete	05/18/07	06/13/07	\$75/\$75	N/A	No Advertisement
Boom Boom Soda-Eyes	Complete	10/01/06	11/15/07	\$200/0	All/National	Boom Boom Soda-Eyes
Boom Boom Soda-Eyes	Complete	11/01/06	01/31/07	\$2200/00	All/National	Boom Boom Soda-Eyes

Figure 39: Admin - Campaign Summary

Ad Review Reports Back to MySpace Admin Tool Find User/Tag Profile:

User: **ArtistaSaosin** Background: Ads per page:

Campaign Summary Billing Audit User Reports

My Campaign 0707 Status: XXXXX

Advertisement View all Saosin's Ads

Rock n roll show 07/07

Saosin Live!
Saturday, Feb 3rd
@ the Masquerade

SAOSIN

approved: 03/05/2007

Details

Demographics

Audience: Males and Females Age: All Ages

Geographics

Los Angeles, New York, Manhattan, Sacramento, San Francisco, Culver City, Sherman Oaks, San Diego, San Bernardino, Pasadena, Altadena, Glendale, Woodland Hills

Campaign Budget & Schedule

Budget Amount: \$25.00 = est. 250 profile visits Campaign Start: 07/25/2007
Campaign End: 08/15/2007

Figure 40: Admin Campaign Details

Ad Review Reports Back to MySpace Admin Tool Find User/Item Profile:

Payment Information

Credit Card: Visa
XXXX-XXXX-XXXX-1212
Expiration Date: Feb 2007

Billing Address: John Doe
407 North Maple
Beverly Hills, CA 90210

Transaction History

Start date:

End date:

Download: .csv .tsv .xls

Date	Card	Transaction #	Transaction Type	Amount
21-Oct-06	XXXXXXXXXXXX1212	1234	Payment	\$100.00
30-Oct-06	XXXXXXXXXXXX1212	5678	Refund	-\$5.00
9-Nov-06	XXXXXXXXXXXX1212	9012	Payment	\$50.00
			Total	\$145.00

Adjustment

Adjustment Type: ☒ Refund ☐ Goodwill credit

Adjustment Amount:

Select Credit Card:

Select Reason:

Figure 41: Admin Billing Screen

Ad Review Reports Back to MySpace Admin Tool Find User/Item Profile:

Start date:

End date:

Download: .csv .tsv .xls

Date	Action	Change From	Change To	Username

Figure 42: Admin Audit Trail screen

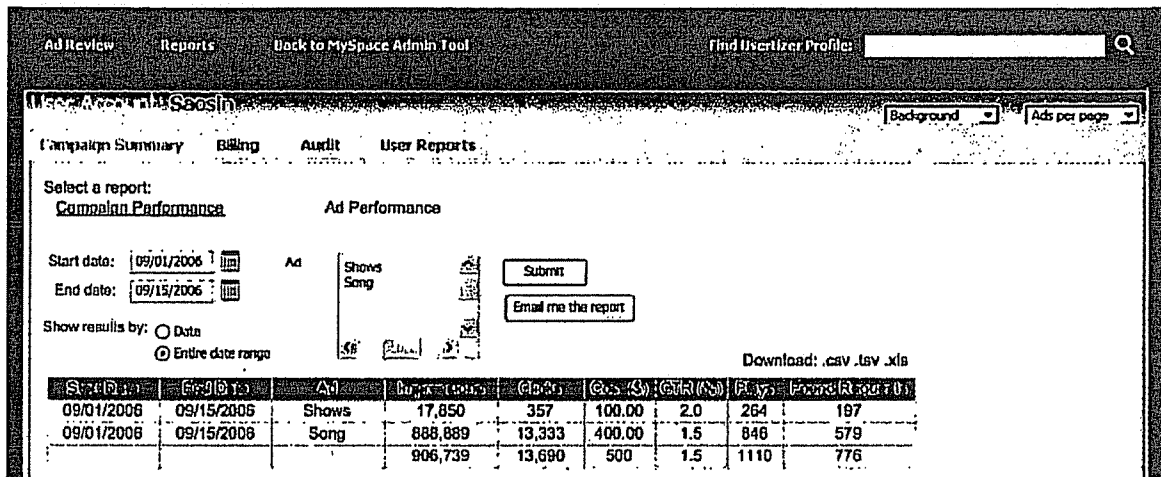


Figure 43: Admin Reports screen

Submit Images For Review

[Image Search](#) | [Groups Image Search](#) | [Video Image Search](#) | [Catch Up Profile Images](#) | [Log Out](#)

Select your Image Review Settings:

Images Per Screen:

Image Pool:

Images Per Row:

Background Color:

Image Size:

Window Number:

Debugging Information

BlueDragon .NET 7.0.0.327

Template /index.cfm

Time stamp 06-Dec-06 10:36 P

Locale English (United States)

User Agent Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; .NET CLR 1.1.4322; .NET CLR 2.0.50727; InfoPath.1)

Remote IP 10.129.56.53

Host Name 10.129.56.53

Figure 44: Tier 1 Image Review Screen #1

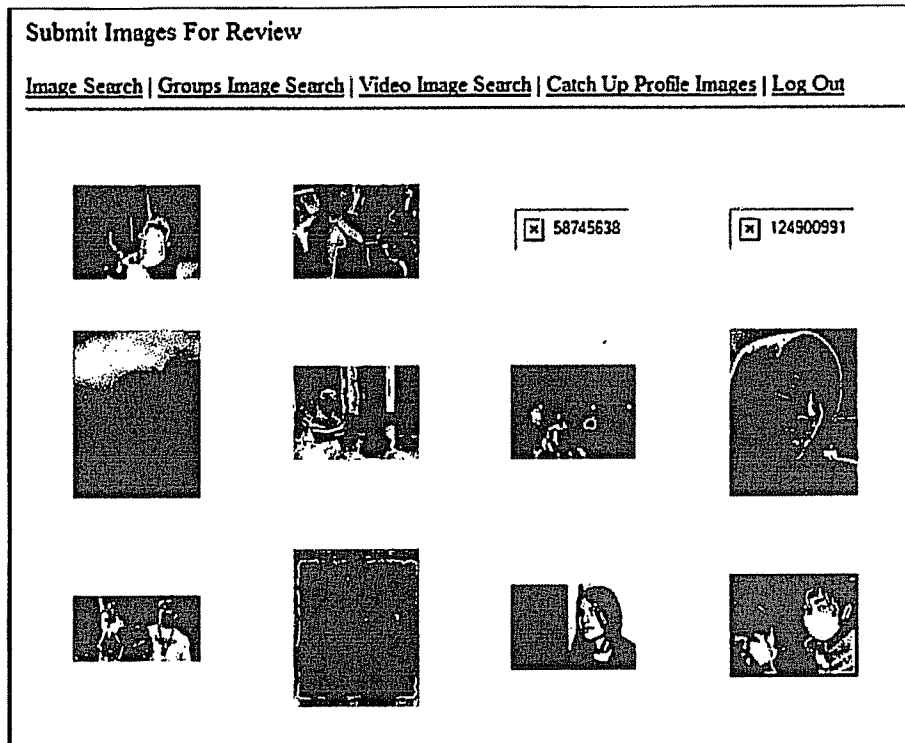


Figure 45: Tier 1 Image Review Screen #2

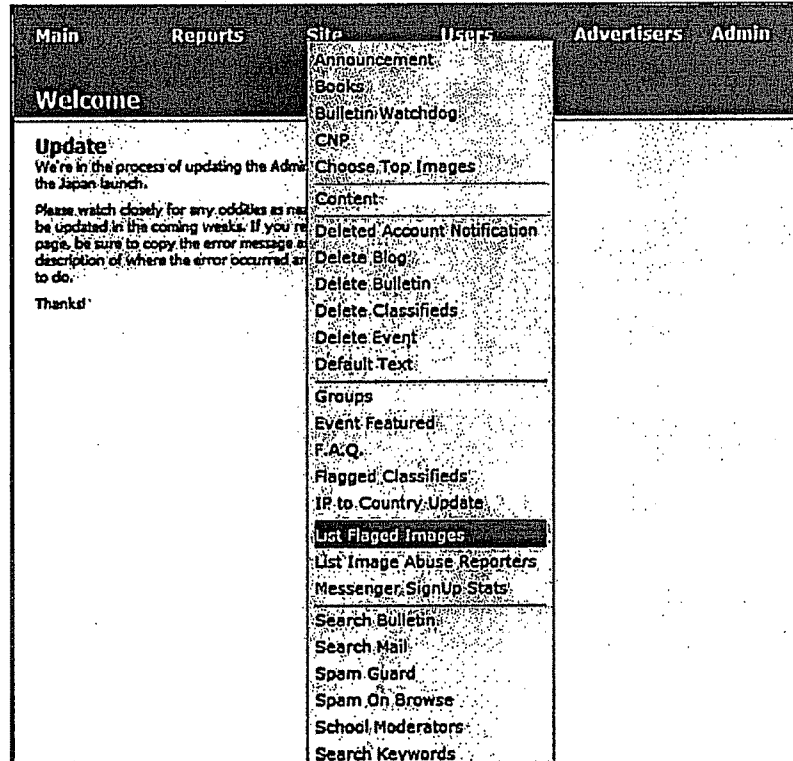


Figure 46: MySpace Admin Home Page

Main	Reports	Site	Users	Advertisers	Admin
Flagged Images					
15 Profile Images remaining to be processed Last Flagged Image Date: November 7, 2006 6:43 AM					
Pull Tier 2 Images for Screening:					
How many Flagged Images? 10					
How many profile Images per row? 4					
Pull Profile Images					
20 Group Images remaining to be processed Last Flagged Group Image Date: October 16, 2006 5:38 PM					
Pull Group Images 10					
155 User Reported Images remaining to be processed Last Flagged Image Date: November 7, 2006 6:43 AM					
Pull User Reported Images 10					

Figure 47: Tier 2 Image Review Screen #1

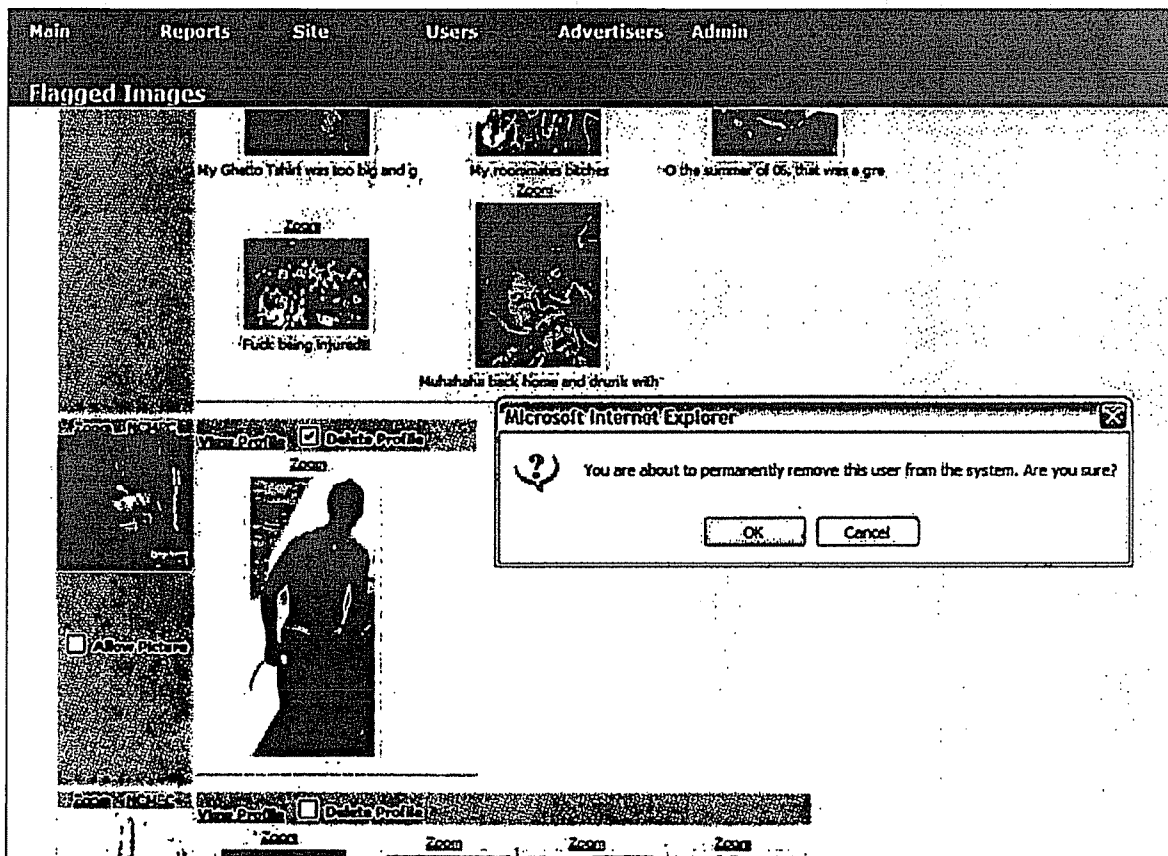


Figure 48: Tier 2 Image Review Screen #2

[Main](#)
[Reports](#)
[Site](#)
[Users](#)
[Advertisers](#)
[Admin](#)
[myspace admin](#)

User Profile

Find: Show: [Interests & Personality](#) [Edit](#) [Cancel](#)

Enter EITHER UserID, Email, or Username and select the profile part to pull.

Profile

Real Name: Joe
 Display Name:
 Username Name: 96572997 [Go to Username Profile](#)
 Last Name: MySpace Test
 UserID: 96572997
 Email: jlung@myspace.com
 Password:
 User Status: [Standard](#)
 Action Notes: [Send Email](#) [TextID](#)
 Last Login: 01-Nov-06 07:01 PM
 Date of Birth: 01-Jan-00
 Notifications: ☒ Do not send me notification emails
 Newsletters: ☐ Do not send me MySpace newsletters
 Enter Age:

[Update](#)
[View Profile](#)
[Reconnect](#)
[Cache](#)
[Delete](#)
[Add Notes](#)

[Update User Aggregate Counts](#)

☐ Send cancellation email (textID 134)
[Go to Verification Settings](#)
 Remove Notes:

This user has 3 friends.

SPAM SECTION

Friends Guard Tool
 Post Count: Flag On Count: Current Rate Per Minute: Total Credits: Total Denied: Total Addressed:

Interest Query

Profile 2.0: Update Profile Settings

COMMENTS

Headline: [Update](#)

Figure 49: MySpace Profile Review