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(54) **Title:** SYSTEMS AND METHODS FOR PRIORITIZED SELECTION OF MEDIA PROPERTIES FOR PROVIDING USER PROFILE INFORMATION USED IN ADVERTISING

(57) **Abstract:** Providing collected profiles by selecting one or more media properties and providing to each selected media property at least one profile attribute in a manner sufficient to enable the selected media property to electronically associate the provided profile attribute with the electronic visitor. Selected media properties can be a subset of one or more identified media properties. The media properties are selected or identified automatically, responsive to receiving current profile information about the visitor, among a multitude of media properties, based on a comparison of current and/or previous profile information received with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each of the media properties. A media property can be selected among those identified based on a media property selection history.

SYSTEMS AND METHODS FOR PRIORITIZED SELECTION OF MEDIA PROPERTIES FOR PROVIDING USER PROFILE INFORMATION USED IN ADVERTISING

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BACKGROUND

[0001] The field of the present invention generally relates to profile-based targeting advertisement placement services, wherein the targeting is based on behavioral, demographic, or other types of profile attributes.

[0002] Aspects of the present invention relate to, or benefits of the present invention can be achieved in connection with, improving monetization of electronic advertisement placement within electronic or network traffic constraints imposed by electronic or network infrastructure, or established by profile suppliers, profile owners, or media properties.

[0003] This subject matter is related to the subject matter of (i) US provisional application Serial No. 60/805,114 filed June 19, 2006, in the name of Roy Shkedi and entitled "Making collected profiles available to media properties identified as interested in profiles such as the ones collected," and (ii) US non-provisional application Serial No. 11/765,433 filed June 19, 2007, in the name of Roy Shkedi and entitled "Providing collected profiles to media properties having specified interests" (published December 20, 2007, as US Pub 2007/0294401 A1. Portions of those applications appear under the heading "providing profiles" below, and their systems and methods can be summarized as follows.

[0004] A user accessing content or engaging in other activities via a telecommunications medium (*e.g.*, via online access, wireless access, or television access) is "tagged" to allow subsequent recognition of that user during subsequent encounters (via the same medium or via a different medium). Typically, it is the user's media access device or online access device (*e.g.*, computer, wireless handset or "smart phone," PDA, television, or set-top box) that is tagged. For example, a computer used to access (*i.e.*, electronically visit) an online site can be tagged by that online site with a cookie. The cookie enables that computer (and a particular user among multiple users of the computer if the users have separate login accounts) to be recognized upon subsequent access of that online site. Instead, or in addition, the online site can redirect the user's computer to access one or more other online sites or ad servers to receive cookies from them, to enable the user's computer to be recognized upon subsequent encounters with those other online sites or ad servers. Each cookie (or other suitable tag) can include or can be linked to varying amounts of information regarding the user's online activity, thereby establishing an electronic association between that information and the tag. "Tagging," "placing a tag," "cookie-ing," "placing a cookie," or similar terminology can denote placement of a new tag or cookie on a device, or recognition or modification of an existing tag or cookie on that device. Over time, an extensive profile of the user can be accumulated, with profile information being stored in the various cookies on the user's computer or being stored on one or more

servers (*e.g.*, one or more of the online sites' servers or ad servers that placed at least one cookie). Any entity that generates profile information for an electronic visitor can be referred to as a profile supplier.

[0005] Visitor profile information can include various attributes such as behavioral information, demographic information, or user-supplied information, some of which can be inferred and some of which must be observed or user-reported. Behavioral attributes can include, for example, information concerning content accessed (*e.g.*, articles read, audio played, or video segments or programs watched), searches performed, or purchases made, via online access, wireless access, television access, or access via another telecommunications medium. Demographic attributes can include age, education level, income level, place of residence (neighborhood, city, state), and other information about the user. User-supplied attributes can often include personally identifiable information (PII; *e.g.*, name, street address, phone number, or email address) or non-personally identifiable information (non-PII; *e.g.*, birth date, employer, job title or job description).

[0006] An entity that (a) collects or generates profile information *(e.g.,* a large search site) or that aggregates profile information from multiple profile suppliers, and (b) distributes profile information to other media properties, can be referred to as a profile owner. Note that a given entity can, but need not, act as both a profile supplier and a profile owner. A profile owner often collects profile information through redirecting of an electronic visitor from a profile supplier site to a profile owner server.

[0007] As profile information about a computer user is collected, it can be distributed by a profile owner to media properties for use in targeting advertisements to that user. A common method of distribution is by redirecting a user to that media property, along with at least a portion of the corresponding profile information or a link to that information. It is typically impractical and unnecessary to distribute all profiles to all media properties. Some media properties may be interested only in profiles that meet certain criteria or in certain attributes of a profile. Some profile suppliers may be interested in supplying profiles to only media providers that meet certain criteria.

[0008] Accordingly, the providing profiles techniques relate, *inter alia*, to systems and methods by which the profile owner selectively provides profiles to media properties. Typically, a media property provides to the profile owner a set of desired characteristics for the profile information to be supplied. For example, an ad network might desire to obtain profile information for only those users who have previously visited financial news sites or who have household income above a given level. An auto manufacturer advertiser might desire to obtain profile information for only those computer users who searched for specific makes or and models of cars. An online fashion site or a fashion TV channel might desire to obtain gender and age profile information to be able to better target ads to their media properties' visitors. An online retailer might desire to provide profile information to only online advertisers but not to competing online retailers. An online bookseller might desire to provide profile information only to publishing sites.

[0009] Any of those entities can provide to the profile owner a set of criteria for the types of profile information to be provided. A profile supplier can provide to the profile owner a list of, or a set of criteria for

selecting, media properties to which its profile information is to be transmitted, or a list of, or criteria for selecting, what portions (*i.e.*, what attributes) of the profile information will be transmitted. Likewise, a media property can provide to the profile owner a list of, or a set of criteria for selecting, profiles from which profile information is desired, or a list of, or criteria for selecting, what information or attributes are desired from those profiles. Examples of such methods are disclosed in co-owned U.S. Patent 6,925,440 (issued on August 2, 2005) and U.S. Patent 7,428,493 (issued September 23, 2008), both issued to Roy Shkedi, entitled "Descriptive-profile mercantile method," having a common specification, and referenced here as the "descriptive profile" patents.

[0010] Selectively providing user profile information according to the providing profiles systems and methods can result in enhanced monetization by a profile supplier or owner of its available profile information, and enhanced monetization by a media property of electronic advertising space (whether the media property owns the ad space, represents an owner of the ad space, has bought the ad space, or controls the ad space on a temporary or permanent basis).

[0011] In another common method of distribution of collected profile information, a profile owner can distribute profile information by so-called "cookie syncing." For example, upon an initial encounter with a user, a profile owner can place a cookie on the user's access device that includes a unique cookie identifier. The profile owner then redirects the user to one or more media properties and provides the cookie identifier (or a pseudonym associated with the cookie identifier by the profile owner but typically not included in the cookie). Those media properties in turn place their own cookies on the user's device (or recognize their own cookies if previously placed). The media property cookie can include the profile owner's cookie identifier or pseudonym, or an identifier of the media property cookie and the identifier or pseudonym of the profile owner cookie can be associated in a database (typically maintained by the media property), in either case establishing a way to achieve an electronic association between the media property cookie (or other suitable tag) and profile information previously, currently, or subsequently linked to the profile owner cookie or other suitable tag (*i.e.*, previous, current, or subsequent profile information, respectively). Upon subsequent encounters with the user, the profile owner collects additional profile information about the user and associates that information with the cookie identifier or pseudonym but need not redirect the user to the media properties that have already associated their cookies (via a previous redirect) with the profile owner's cookie. Instead, the profile owner can periodically (*e.g.*, every several hours or daily) transmit to the media properties by any suitable medium a list or database of cookie identifiers or pseudonyms and associated profile information (all collected profile information, only profile information collected since the previous such transmission, or only profile attributes specifically requested by each media property). Alternatively, the media properties can be given access to the list or database maintained by the profile owner. Each media property can then recognize cookie identifiers or pseudonyms associated with its own cookies, retrieve the associated profile information supplied by the profile owner, and associate that profile information with its own cookies in its database. If the media property later

recognizes a user with a corresponding media property cookie identifier, the associated profile information can be retrieved from the database and used to select targeted advertising, content, or other material likely to be of interest to the user based on his or her profile.

[0012] Terms used herein such as "transmitting," "providing," "distributing," or "sending" profile information or a profile attribute shall be construed as any method, mechanism, or procedure, direct or indirect through an intermediary (such as the user's computer or other online access device), for enabling a media property to access that profile information or attribute, regardless of whether the information or attribute is electronically transferred to the media property, or merely associated with or made available to the media property in a way that enables subsequent access and use of the information or attribute (*e.g.*, by inclusion in a cookie or in a database).

[0013] Even with the selective distribution of profile information discussed in connection with providing profiles or the cookie-syncing methodology described above, there are typically still practical and technical limitations on the amount of profile information that can be distributed and the number of media properties to which it can be distributed. Ideally, upon encountering a particular electronic visitor (for the first time or on a subsequent encounter, in either case typically resulting from an electronic visit by a user to a profile supplier and a resulting electronic redirect of the user to the profile owner), a profile owner would electronically redirect that visitor to many, many media properties interested in that visitor's profile. In practice, more than a handful of redirects can begin to detract from the visitor's experience accessing the redirecting profile supplier site, often by slowing access to content of the redirecting profile supplier site to an unacceptable degree. As a result, many profile owners voluntarily limit the number of redirects for a given encounter with a user. Online sites, other profile suppliers, or media properties may choose to place limits on the number of redirects (from their own pages or by additional redirects) they will allow. Such limitations or similar constraints on electronic or network traffic can adversely affect the potential monetization of ad space or user profile information. In addition, conventional distribution of profile information by a profile owner to media properties, through redirecting a user, has been limited to distributing only profile attributes collected by the profile owner as a result of the user's current electronic visit to a profile supplier.

[0014] It is therefore desirable to develop systems and methods for overcoming these technical constraints, which can accordingly achieve benefits in maximizing monetization of media property ad space and user profile information within constraints imposed on the number of redirects. Those constraints can be voluntary or mandatory, and they can be imposed by limitations of electronic or network infrastructure, or by choice of profile suppliers, profile owners, or media properties.

SUMMARY

[0015] A method for providing collected profiles using one or more computers comprises automatically identifying a set of one or more media properties, automatically selecting a subset of the identified media properties, and automatically providing at least one profile attribute to one or more of the selected media

properties. The set made up of a plurality of media properties out of a multitude of media properties is identified based on a comparison of current or previous profile information received about the user with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude. The set is identified in response to receiving via the Internet current profile information about a user that electronically visited a profile supplier. Each media property of the subset is selected based on a corresponding media property selection history. The provided profile attribute from the current or previous profile information is provided in a manner that enables the selected media property to electronically associate the provided profile attribute with the user. A system comprising one or more computers is structured and connected to perform the method. A computer-readable medium is encoded with a computer program, wherein execution of the computer program by one or more computers causes the one or more computers to perform the method. A computer program is downloaded over the Internet to one or more client computers, wherein execution of the computer program by at least one of the computers causes the executing computers to perform at least a portion of the method.

[0016] Another method for providing collected profiles using one or more computers comprises automatically selecting a set of one or more media properties and automatically providing at least one profile attribute to one or more of the selected media properties. The set made up of a plurality of media properties out of a multitude of media properties is selected based on a comparison of user profile information with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude. The set is selected in response to receiving via the Internet profile information about a user collected as a result of a current electronic visit by the user to a first profile supplier. The compared user profile information includes the profile information collected during the current electronic visit and profile information collected during at least one previous electronic visit by the user to the first profile supplier or a second profile supplier. The provided profile attribute from the user profile information is provided in a manner that enables the selected media property to electronically associate the provided profile attribute with the user. A system comprising one or more computers is structured and connected to perform the method. A computer-readable medium is encoded with a computer program, wherein execution of the computer program by one or more computers causes the one or more computers to perform the method. A computer program is downloaded over the Internet to one or more client computers, wherein execution of the computer program by at least one of the computers causes the executing computers to perform at least a portion of the method.

[0017] Another method for providing collected profiles using one or more computers is performed by a profile owner and comprises automatically selecting one or more media properties for cookie-syncing, automatically providing information to the media properties to establish cookie-syncing, and automatically providing at least one profile attribute to one or more of the selected media properties. One or more media properties are selected that have not previously been provided with cookie-syncing information for the user

or for which a time interval since previously providing such cookie-syncing information exceeds a predetermined time limit. The media properties are selected in response to receiving via the Internet current profile information about a user that electronically visited a profile supplier. Information, related to a profile owner cookie on an online access device used by the user to electronically visit the profile supplier, is provided to one or more of the selected media properties and is sufficient to enable the selected media property to establish cookie-syncing by the selected media property with respect to the user. At least one profile attribute from subsequent, current, or previous profile information about the user is provided together with information related to the profile owner cookie, whereby, as a result of the cookie-syncing, the selected media properties can each electronically associate the corresponding provided profile attribute with the user. A system comprising one or more computers is structured and connected to perform the method. A computer-readable medium is encoded with a computer program, wherein execution of the computer program by one or more computers causes the one or more computers to perform the method. A computer program is downloaded over the Internet to one or more client computers, wherein execution of the computer program by at least one of the computers causes the executing computers to perform at least a portion of the method.

[0018] Another method for providing collected profiles using one or more computers, comprises, responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, automatically, with at least one of the computers, electronically redirecting the user via the Internet to a server of a media property, which electronic redirect includes one or more profile attributes from previous profile information about the user. A system comprising one or more computers is structured and connected to perform the method. A computer-readable medium is encoded with a computer program, wherein execution of the computer program by one or more computers causes the one or more computers to perform the method. A computer program is downloaded over the Internet to one or more client computers, wherein execution of the computer program by at least one of the computers causes the executing computers to perform at least a portion of the method.

[0019] A method for receiving collected profiles using one or more computers comprises receiving from a profile owner via the Internet, with at least one of the computers, an electronic redirect of a user that electronically visited a profile supplier, which electronic redirect is responsive to the profile owner receiving current profile information about the user and includes one or more profile attributes from previous profile information about the user. A system comprising one or more computers is structured and connected to perform the method. A computer-readable medium is encoded with a computer program, wherein execution of the computer program by one or more computers causes the one or more computers to perform the method.

[0020] Other objects and advantages pertaining to profile-based targeting advertisement placement services that can improve monetization of electronic advertisement placement, within constraints on

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electronic or network traffic, may become apparent upon referring to the exemplary embodiments illustrated in the drawings and disclosed in the following written description or appended claims.

DETAILED DESCRIPTION OF EMBODIMENTS

[0021] As in the providing profiles methods detailed below, when an electronic visitor accesses a profile supplier (*e.g.*, an online site), the profile supplier can transmit profile information concerning that visitor (*i.e.*, profile attributes arising from the current or previous encounters between the electronic visitor and the profile supplier) to a profile owner or store the profile information (acting as a profile owner).

[0022] Transmission to a profile owner is often accomplished by electronically redirecting the visitor (along with the profile information) to a server controlled by the profile owner, which places a cookie or other tag on the visitor's computer or other access device. The profile information thus transmitted to the profile owner is referred to as "current" profile information, while profile information previously transmitted to the profile owner (*e.g.*, from previous redirects from the same profile supplier or from one or more other profile suppliers) is referred to as "previous" profile information.

[0023] Upon receipt of the profile information, the profile owner proceeds to identify a set made up of a plurality of media properties out of a multitude of media properties that have requested user profile information. The identification is based on a comparison of the visitor's profile information and profile information indicated as being of interest to the media properties (*e.g.*, types of profiles, specific profiles, types of profiles attributes, or specific profile attributes). The visitor's profile information compared can include the current profile information as well as previous profile information (if any) arising from previous encounters between the electronic visitor and one or more profile suppliers. Conventional identification or selection of media properties typically is based only on the current profile information. One or more individualized requests are received from each corresponding media property (typically in advance) that indicate that media property's interest in types of profiles, specific profiles, types of profiles attributes, or specific profile attributes. Those interests typically differ among the multitude of media properties, and those differences are reflected in the individualized requests. Requests for profiles or attributes can be received from a media property as a single transmission or as multiple, partial transmissions, and typically those requests can be subsequently added to or altered by the media property. The transmission of requests from media properties can be achieved in any suitable way, including transmission via computer network, email, facsimile, phone, or hard copy. In addition, the identification of media properties can be further limited by restrictions imposed by a profile supplier, a media property, or the profile owner. For example, a profile supplier might wish specifically to prevent any profile information it supplies from being provided to a media property that is a competitor. In another example, a profile owner might wish to avoid providing profile information to media properties that historically have exhibited poor revenue or profit generation from provided profiles. In another example, a media property might request that the profile owner not provide profile information from specific profile suppliers or types of profile suppliers whose supplied profile information has yielded unsatisfactory results in the past.

[0024] In one example, if the profile information indicates that the visitor has searched for airline tickets to southern California at a travel website offering airline tickets, media properties identified can include those that have specifically requested profile information pertaining to users interested in travel to southern California, *e.g.*, ad networks selling travel-related ads, online sites that desire to tailor their online content to their electronic visitors and that have online content related to southern California, online advertisers that desire to deliver targeted ads to a target audience (*e.g.*, airlines flying to southern California or southern California hotels), ad exchanges that desire to offer travel data to advertisers buying targeted ads via the exchange (regardless of the medium of the ads), or media-buying firms that desire to profit from arbitraging ad space (*e.g.*, by buying low-value ad space and selling it to various advertisers for a higher price as targeted ad space).

[0025] In another example, if the visitor's profile information indicates the user has searched for an online florist, media properties identified can include, *e.g.*, social network sites desiring to sell targeted ads to a specific online florist, *e.g.*, 1800flowers.com. In another example, if the visitor's profile information indicates user interest in a particular type of product, an identified media property can be a general interest online site (*e.g.*, an online news site) that has an agreement with a specific advertiser (*e.g.*, a vendor of the product) to display ads for that advertiser to site visitors known to have interest in the advertiser's product.

[0026] Ideally, the profile owner could provide the visitor's profile information to an unlimited number of media properties among the set thus identified, thereby maximizing the potential advertising revenue or profit realized by the profile supplier, profile owner, or media property. Profile information (*i.e.*, one or more profile attributes) can be provided to a media property in any suitable way (*e.g.*, by including the provided attributes in an electronic redirect to the media property or by including the provided attributes in a database provided to or accessible by the media property). In addition to transmitting the profile information to the media property, the electronic visitor typically is electronically tagged in some way to enable the media property to recognize the visitor when encountered later. Tagging is typically accomplished by the profile owner electronically redirecting the visitor to a server controlled by the media property, which places a new cookie or other suitable tag on the visitor's computer or uses an existing cookie or tag on the user's computer. The new profile information can be stored in the media property cookie itself or in a database (maintained by the profile owner, media property, or other entity) where a corresponding cookie identifier (or pseudonym) is used as a record locator. In either case, an electronic association is established between the media property tag and the profile information. Alternatively or in addition, the media property can arrange tagging of one or more other access devices of the visitor. Any such tagging by a media property (*i.e.*, placement, recognition, or modification of a tag) can be performed by the media property itself, or on behalf of or in concert with the media property by another entity, *e.g.*, a media property can tag a television set-top box by directing or requesting a television service provider to tag the set-top box. Similarly, any reading or recognition of a tag by a media property can be performed by the media property itself, or on behalf of or in concert with the media property by another entity.

[0027] Conventionally, in methods wherein profile attributes are provided to a media property by including those attributes in an electronic redirect, only current profile attributes are provided, *i.e.*, the redirect from the profile owner only includes one or more profile attributes collected by the profile owner as a result of the user's current electronic visit to a profile supplier. However, it would also be desirable to provide, by electronically redirecting from a profile owner to a media property following a current electronic visit to a profile supplier, profile attributes that were collected by the profile owner during one or more previous electronic visits to one or more profile suppliers (including the same profile supplier or different profile suppliers). In an implementation according to the present disclosure, an electronic redirect from a profile owner to a media property can include one or more profile attributes collected by the profile owner as a result of one or more previous electronic visits by the user to one or more profile suppliers (including the same profile supplier or different profile suppliers). The provided attributes from such previous profile information can be included in the redirect instead of or in addition to one or more profile attributes from current profile information. Inclusion of attributes from the previous profile information enables the previous profile information to be provided to a larger number of media properties than might be possible using conventional methods, wherein those attributes are only provided by an electronic redirect from the profile owner following the electronic visit that caused their collection by the profile owner. Inclusion of previous profile information in a redirect from a current profile supplier visit can be implemented independently or in conjunction with other methods disclosed herein.

[0028] There are practical limitations to the number of media properties that can have readable tags (*e.g.*, cookies) placed or modified on a given visitor's computer in response to a given transmission of profile information from the profile supplier. For example, using currently available hardware and software, redirecting a visitor's computer to more than a handful of media property servers typically degrades the visitor's access to the profile supplier site to an unacceptable degree. Too many redirects, from the profile supplier site or (more typically) from the profile owner's server, often slows access to desired content or overburdens network hardware or software. In many instances, profile owners voluntarily limit the number of redirects from their servers to other media properties to avoid degrading a site visitor's access to the profile supplier's site. Profile suppliers (*e.g.*, online sites) can impose limits on the number of redirects that are permitted (either redirects from the online site or redirects from a redirect server). At present a common voluntary limitation is five total redirects per access of an online site, but that number can vary among online sites and profile owners and may change with evolving hardware and software capability.

[0029] Given the limitations on the number of redirects, the profile owner can only provide profile information to, and arrange electronic association between that profile information and media property tags for, a limited subset of the identified media properties per encounter with the electronic visitor. Systems and methods are disclosed herein (i) for providing profile information, over multiple encounters with a given user, to a larger number of identified media properties than can be provided with such information during a single encounter, or (ii) for selecting, among the identified media properties, those that can result in

realization of greater advertising revenues or profits for the profile supplier, profile owner, or media property.

[0030] In one implementation, the profile owner maintains a record for each of many users, for each of which the profile owner has collected profile information, of which media property has received access to which profile attributes collected about each user. Such a record (or portion thereof) is an example of a media property selection history for a user. In another implementation, the profile owner maintains a record for each media property of whether the media property has received any profile information about each of many users for which the profile owner has collected profile information, or which profile information about which of those users has been received by each media property. Such a record (or portion thereof) is an example of a media property selection history for a media property. In either example (or in other implementations), each record can be included in one or more tags on the user's computer or other access device or can be recorded in a database (wherein a tag identifier can be used as a record locator). Records for a given user or for a given media property can be distributed among multiple locations, including the user's computer or one or more central databases maintained by the profile owner or one or more media properties. Regardless of the specific implementation, it can be typically desirable also to record in a media property selection history the time and date when profile information for a user was collected or provided to a media property. If a given media property has not yet received any profile information for a given user (or for any user), that fact can comprise the corresponding media property selection history; such a lack of history can be indicated in the record by a null entry for that combination of media property and user, or by a lack of any entry for that combination. Because a profile owner server typically is associated with (e.g., via redirects) numerous profile supplier servers, there is a reasonably high probability that a given profile owner server will encounter any given one of many users on multiple occasions as each user electronically visits a profile supplier and is redirected to the profile owner. Each such encounter typically supplies at least one additional piece of profile information (i.e., at least one additional profile attribute) and provides an additional opportunity to transmit profile information to one or more media properties and enable those media properties to tag the visitor.

[0031] Upon a first encounter with a given visitor, the profile owner tags the visitor itself (e.g., "cookies" the visitor) and arranges for tags readable by several selected media property servers to be electronically associated with the visitor (e.g., by redirecting the visitor to the media properties' servers to be associated with their cookies). Assuming a limit of five total redirects, the visitor can be redirected to a subset comprising four identified media property servers. The limit of five redirects is arbitrary and is assumed in the following discussion; any other suitable numerical limit can be employed, which can be constant or can vary depending on parameters such as measured network speed or the speed of a user's particular computer system. Corresponding profile information pertinent to each of the four selected media properties can be contained by or linked to each of the cookies (i.e., electronically associated). The first subset of four media properties can be selected based on any desired criterion (contractual obligations, guaranteed or

potential revenue or profit generated, alphabetically, visitor traffic volume, and so on) or combination of criteria, or even randomly, from among those media properties identified as being interested in the given visitor profile or attributes thereof. The profile owner records the identities of the first four media properties to which the electronic visitor was redirected and the corresponding profile information or attributes provided to them.

[0032] Upon a second or subsequent encounter with the electronic visitor, the profile owner can add to the profile information, redirect the visitor to a subset of four selected media properties, and provide to each of those media properties corresponding profile information or attributes of interest. The four selected media properties can differ from any of those previously selected, or can include one or more media properties selected upon previous encounters. Profile attributes provided to each media property (i) can be limited to those added during the most recent encounter between the profile owner and the visitor, or (ii) can be selected from among profile attributes acquired over one or more previous encounters between the profile owner and the visitor (and in some instances might not include any profile attributes added during the most recent encounter). The four selected media properties can cookie the visitor (or add to or modify a previously placed cookie, or associate additional profile attributes to a database entry for a corresponding recognized cookie identifier), and the profile owner records the media property identities and the corresponding profile information provided to them. This procedure can be repeated on each subsequent encounter of the electronic visitor by the profile owner, and eventually a large number (dozens or even hundreds) of media properties can read tags linked to the electronic visitor and access varying amounts of profile information pertaining to that visitor. A delay can occur between collection of a profile attribute by a profile owner and supplying that profile attribute to an interested media property, when profile attributes from previous visitor encounters are provided to the media property.

[0033] The selection of a subset of media properties upon each subsequent electronic encounter between a given user and the profile owner can be based on the media property selection histories in any suitable or desirable way. For example, if a given media property has not previously been provided profile information for a given user, then the media property can be selected on that basis. Conversely, a media property whose selection history indicates it has been selected previously for a given user might specifically not be chosen. In some examples a media property selection history includes a list of which profile attributes have already been provided to the media property for a given user. If so, then that media property can be selected based on one or more profile attributes it has previously requested that have been collected for the given user but have not been previously provided to the media property. Conversely, a media property might specifically not be selected based on which profile information it has already received for the given user.

[0034] If there are only a limited number of media properties interested in the profile attributes of a particular electronic visitor, the above procedure can be employed to cycle through the list of interested media properties more than once. In other words, if after a given number of encounters with the profile

owner all interested media properties have had an opportunity to tag the visitor, on the next encounter the visitor can be redirected to some of those media properties for a second time (presumably along with additional profile information). The second "pass" can be done in the same order as the first, or in a different order determined according to the same or different criteria. The process can continue as long as the visitor continues to be recognized upon subsequent encounters with the profile owner server, with the profile owner upon each encounter referring to its stored listing of which media properties have been given which profile information, how long ago, and then choosing the next media properties accordingly. Upon each subsequent redirect to a media property, the profile owner can provide all profile attributes of interest to that media property (even if already provided with a previous redirect). Alternatively, the profile owner (i) can track which profile attributes have already been provided to which media properties, and (ii) after receiving additional profile information and upon a subsequent redirect to a given media property, can provide only those additional profile attributes of interest not already provided to that media property (*i.e.*, a differential profile).

[0035] The process described above can continue indefinitely, as long as the electronic visitor continues to be recognized upon subsequent encounters with the profile owner server. If the tags are deleted by the visitor, the process must necessarily stop, because there is no longer any way to recognize the electronic visitor as being associated with the profile information, which would typically be disregarded or discarded. The process can be terminated and the recorded profile information discarded or disregarded after a predetermined time interval following the most recent visitor encounter with the profile owner server. The predetermined time interval can be any desired length. For example, a time interval can be chosen so that if the visitor has not been encountered, it is likely that the visitor has deleted the tags associated with the profile owner or media properties. Suitable time intervals might be one week, one month, several months, or other longer or shorter intervals. The time interval can vary among different electronic visitors based on observed prior encounters with the profile owner server. For example, if a given visitor is encountered by the profile owner server at least once a day for several days in a row and then is not encountered for several days in a row, it might reasonably be inferred that the visitor has deleted the tags, and the corresponding profile information can be disregarded or discarded. If another visitor is encountered on average only once a week, then waiting several weeks before disregarding or discarding the corresponding profile information might be appropriate.

[0036] The distribution of specific profile attributes can be terminated based on the nature of the profile information or the interested media properties. Certain profile information might be relevant for only a limited period of time. For example, it has often been observed that many examples of behavioral profile information (such as a search for a specific product or service) are valuable for targeted-advertising purposes only for about two weeks after the observed behavior. For example, if a visitor has not searched for a given product within the last two weeks, then he or she becomes of no interest to a media property desiring to target ads to shoppers interested in that product. Accordingly, there would be no benefit to the

profile owner or the media properties from providing that behavioral profile attribute more than two weeks after its collection, and the attribute could be deleted from the profile after that time has passed. In another example, if media properties were initially identified based on the visitor's interest in an event on a specific date, once that date passes, that profile information may not be relevant and can be disregarded or discarded.

[0037] The implementation described above enables many or even all of the identified media properties to tag the electronic visitor. Other implementations can be employed wherein additional criteria are employed to select among the identified media properties, and such implementations can result in some identified media properties being selected by the profile owner to tag the electronic visitor often or even always, while others are selected rarely or not at all. A software decision engine can be implemented to select among the identified media properties based on any suitable criteria, *e.g.*, to increase or maximize advertising revenue or profits generated by the selection.

[0038] In various implementations involving a decision engine, a media property can be selected based on an estimate of revenue or profit expected to result from its selection. Examples of related methods are disclosed in co-owned US non-provisional application Serial No. 11/763,286 filed June 14, 2007, in the name of Roy Shkedi and entitled "Media properties selection method and system based on expected profit from profile-based ad delivery" (published January 10, 2008, as US Pub 2008/0010155 A1); that application discloses techniques of selecting media properties based on expected profit and thus are called herein "expected profit selection techniques." In contrast to systems and methods disclosed herein, that application discloses selection of a media property for presentation of an advertisement based on the profit (if any) expected to be realized from presentation of that advertisement on that media property. However, that application does not disclose providing profile information to media properties, or any basis for selecting media properties to receive that profile information.

[0039] In one example, the profile owner might have arrangements with certain media properties wherein the media property pays the profile owner for each redirected visitor having desired profile attributes, regardless of subsequent use of that profile by the media property (*i.e.*, upfront payment). The profile owner might have arrangements with other media properties wherein the media property pays the profile owner based on subsequent use of the profile information (*i.e.*, usage-based payment).

[0040] For a given visitor and profile attribute, a comparison can be made between an upfront payment from one media property and an estimated usage-based payment from another media property. The usage-based payment can be estimated based on estimates or data for the reach and frequency of the media property (defined below) and an expected lifetime of the profile attribute (*e.g.*, about two weeks for some behavioral attributes as described above; different attributes can have differing lifetimes). Such a comparison can be done ahead of time or can be done in real time when a profile attribute is collected.

[0041] In one implementation of the up-front payment example, some or all the media properties can set a bid price (which they could amend at any time) identifying how much they are willing to pay to receive a

profile attribute regardless of subsequent use of that profile by the media property, and the profile owner's system will automatically take into account the prices bid for each attribute when calculating the expected advertising revenues or profits from each media property. The highest-bidding media properties would receive their desired profile attributes.

[0042] In either an enhancement of the previous implementation or in other possible implementations, the profile owner's server multiplies the price a media property is willing to pay for a profile, profile attribute, or profile type (whether as an up-front payment, as a usage-based payment, or as the potential revenues or profit from providing profile information to the media property) by a "quality factor" intended to represent other parameters of importance to the profile owner. Such other parameters could be derived from, for example, the total advertising budgets spent by a media property with the profile owner, the importance of the media property (for example, a media property using the profile owner's profiles for the first time but with potential to become a large customer could receive a priority), or ad viewers' satisfaction levels with the media property's ads (satisfied ad viewers would not opt-out from having their data collected and distributed by the media owner for example). Instead of checking the potential revenue or profit from the distribution of a profile, profile attribute, or profile attributes, the profile-owner's server checks a number composed of the potential revenue or profit from possible immediate distribution of a profile multiplied by the quality score. The quality score weighting, in some cases, might cause a first media property to be selected to receive its desired profile even if it provides less revenue or profit to the profile owner from the immediate profile distribution than a second media property.

[0043] In another implementation involving a decision engine, a media property can be selected based on an estimate of the odds of the media property encountering the electronic visitor as well as the expected frequency of the encounters. If, for example, a usage-based revenue arrangement between a profile owner and a media property determines revenue paid to the profile owner based on the number of times the media property uses the visitor profile information (*i.e.*, the number of times the media property encounters a previously redirected visitor and uses profile information received from the profile owner to deliver a targeted ad), then the profile owner can simply select among the identified media properties those likely to have the highest product of reach (*i.e.*, the fraction of all users encountered per unit time), frequency (*i.e.*, the average number of encounters with a particular visitor per unit time), and price per use (which can vary among media properties or according to the number or type of attributes provided from the profile). For example, a first media property requesting only a few profile attributes may nevertheless be selected over a second media property requesting many profile attributes, based on a higher estimated frequency and reach of the first media property.

[0044] In another implementation involving a decision engine, a media property can be selected based on a complex estimation of revenue generated based on an estimated lifespan of the visitor's profile information or tags, an estimated duration of the relevance of the visitor profile information, estimated frequency with which the media property might expect to encounter a given visitor, estimated reach of the

media property (*i.e.*, what fraction of the population of all possible visitors typically visits the media property), and/or estimated revenue generated per visitor encounter with the media property server. Such an estimate or calculation might in some circumstance be too complex or time-consuming, but if sufficient time and computing resources are available, then such an estimate or calculation can be undertaken. Several examples might serve to illustrate this implementation.

[0045] The profile owner can estimate an expected lifetime for the overall visitor profile, including any cookies or other tags that might have been stored that are associated with the profile. That estimate can be an industry-wide average of all profile lifetimes or an average lifetime for visitors having similar profile attributes, or the estimate can be inferred from a particular visitor's previously observed behavior recorded by the profile owner. That profile lifetime can be compared to the average frequency with which a given media property typically encounters a given visitor (any visitor or one having similar profile attributes), and a probability can be calculated that the profiled visitor will encounter the media property server within the expected lifespan of the profile. That probability can be multiplied by the revenue generated per encounter (which varies among media properties and according to the type of profile information) to arrive at an expected revenue generated by selecting that media property. Similar calculations can be performed for the multiple identified media properties, and those media properties producing higher expected generated revenue can be selected for a redirect.

[0046] Instead of or in addition to using the expected lifetime of the overall profile, the relevant lifespan of pertinent portions of the profile can be used. That lifespan can be shorter than the overall profile lifetime. For example, a given electronic visitor might be observed to have not erased cookies for over a month. That same visitor's profile includes a search for "flowers" conducted one week ago. Because it has been observed that most visitors that purchase flowers do so within only three days of searching for "flowers," then that profile attribute can be disregarded when selecting a media property for redirecting a visitor. In another example, multiple profile attributes can be present that have different effective lifetimes (*e.g.*, interest in a concert next week versus the profiled visitor's gender). An identified media property can be selected first based on the profile attribute having the shorter lifespan (*e.g.*, a media property is selected today based on interest in the concert, on the assumption that there will be later opportunities to select a media property based on gender). Another parameter that could be considered is the number of encounters between a given electronic visitor and the profile owner's server expected to occur within the time interval after the current encounter and before the profile owner tag is expected to be erased. Based on the expected number of encounters and the expected time interval, in some implementations, iterative calculations can be employed to compare estimated revenues or profits generated from various scenarios wherein different media properties are selected to receive profile attributes upon different expected future encounters.

[0047] To speed up complex calculations of expected revenue or profit based on profile/attribute lifespan or media property reach/frequency, the bulk of the calculations can be done in advance of a given

encounter between the electronic visitor and the profile owner, and an ordered list of media properties can be generated for redirecting the visitor upon the next encounter. Upon each subsequent encounter between the visitor and the profile owner, the top-listed media properties can be selected for redirecting or otherwise arranging for association of profile attributes with the selected media properties tags, and a new calculation using the new profile information can be done to prepare for the next encounter with the visitor. Alternatively, an incremental (and presumably faster) calculation can be done to refine the revenue estimates based on the new profile information added by the most recent redirecting profile supplier, and the top-listed media properties on the refined list can be selected for redirecting or otherwise tagging the visitor. In another implementation, an advance calculation of estimated revenue or profit can also include one or more predicted profile attributes likely to be collected upon the next encounter with the electronic visitor. Several different revenue or profit estimates can be generated, each assuming different additional profile attribute or attributes. When the next encounter with the visitor occurs, if the collected profile attribute or attributes are among the predicted candidates, then media properties can be selected based on the corresponding calculation of projected revenue or profit.

[0048] In performing a calculation of estimated revenue or profit that might be generated by redirecting an electronic visitor to a particular media property, revenue amounts paid to the profile suppliers (by the profile owner or by the media properties) can be included in the calculation.

[0049] In several of the implementations described above, a small media property typically would receive fewer redirects than a large media property due to the lower revenues or profits it would be expected to generate for the profile owner due to its smaller reach and frequency. The decision engine might be likely to select the smaller media property when a large number of attributes of interest to the small media property have been accumulated for a given computer user, thereby causing the expected revenues or profits from the smaller media property to match or exceed the revenues or profits expected from a large media property based on only one or two new attributes collected since the visitor was last redirected to it.

[0050] In implementations wherein cookies of the profile owner and the media properties are synced (typically by reference to a profile owner cookie identifier, as described above), the above described methods would enable cookie syncing with a larger number of media properties. By recording to which media properties an electronic visitor has already been redirected (to provide information to the media property sufficient to establish cookie-syncing), upon each subsequent encounter with the electronic visitor, the profile owner can redirect to, and therefore cookie-sync with, additional media properties. It is typically desirable also to record the time and date of each redirect (to take into account cookie deletion, for example when a profile owner cookie is present while some media properties cookies might have been deleted). In this way, substantially more media properties can be synced to a single profile owner cookie than would be without tracking and recording of already-synced media properties. In one example of a cookie-sync implementation, media properties can be selected for redirect and cookie-syncing based on their requests for specific profiles, attributes, or kinds thereof, as well as whether and when they were

previously selected. Alternatively, media properties can be selected for redirect and cookie-syncing by the profile owner only on the basis of whether or when they were previously selected. Selection of specific profiles, attributes, or kinds thereof to be transmitted to a given media property is then based on comparison of the collected profile attributes and the media property's request.

[0051] Providing Profiles: The following portion of the disclosure generally relates to profile-based behavioral targeting advertisement placement services and electronic advertisement placement.

[0052] DoubleClick's "Boomerang" is a service for advertisers that places a cookie on computers of visitors to an advertiser's site for the purpose of finding those visitors on other sites where DoubleClick is the ad server. When the same visitors are found on those other sites, additional advertiser's ads are served to them by the DoubleClick ad sever or by the advertiser's ad server following a redirect from the DoubleClick ad server.

[0053] The only server that can read a cookie on a user's computer is a server operating under the same domain as the server that placed the cookie on a user's computer to begin with. In other words, a cookie placed by a server operating under one domain cannot be read by another server working under a separate domain. That is why the advertiser cannot expect to place a cookie of its own (e.g., ford.com cookie) on a visitor to its site and then later expect the DoubleClick ad server (doubleclick.com) to be able to recognize the visitor when that visitor is visiting sites where DoubleClick serves ads by reading the ford.com cookies. Only a server operating under the DoubleClick domain can read a cookie placed by a server operating under the DoubleClick domain. So, DoubleClick needs to place a doubleclick.com cookie on visitors to the ford.com site for DoubleClick to later find those visitors within other sites, i.e., where the DoubleClick ad server is used to serve ads.

[0054] For a site to have its ad served by an ASP-hosted ad server, such as the one operated by DoubleClick, the site needs to redirect visitors from the site to the DoubleClick ad server, to fetch the ad from the server. Following the redirect from the site, the visitor accesses the DoubleClick ad server. Because the DoubleClick server is operating under the DoubleClick domain, it can read the DoubleClick cookie or cookies and then recognize that it encountered the same visitor in the past. In this example, the DoubleClick ad server recognizes the visitor as someone who visited the ford.com site.

[0055] AlmondNet, Tacoda, RevenueScience, and other companies (herein "BT companies"; "BT" stands for behavioral targeting) specialize in targeting ads based on observed behavior of sites' visitors. To record a visitor's observed behavior, a BT company places a cookie (or cookies) on the computers of visitors to specific sections of a publisher's website or on the computers of visitors of the publisher who conducted a specific action such as search, click content, click an ad, make a phone call, request information, acquire a product, etc.

[0056] The placement of cookies allows those publishers or the BT company itself to sell ads to advertisers. Those ads will be presented to the profiled visitors when they are found later on the same site or on other sites. Such sites can be either a site where the BT company's software is used or a site where

the BT company has bought media. The BT company may buy the media on behalf of itself or on behalf of the publisher, who is interested in delivering ads to its audience outside the publisher's site.

[0057] Although a BT company (AlmondNet, Tacoda, RevenueScience, etc.) acts as an agent that places cookies on the computers of publisher's visitors for the purpose of delivering targeted ads to the publisher's visitors on other sites, the publisher can work without an agent and place cookies or tags on the computers of the publisher's own visitors for the purpose of delivering ads to those visitors on other sites where the publisher buys ad space. Such a publisher, acting without an agent, is also included in the definition of a BT company.

[0058] A publisher may also be a "profile supplier" when it transfers profile information, such as behavioral information, demographic information, etc., to a BT company. Therefore, a publisher that is a BT company may also be its own profile supplier. Furthermore, although the name "BT company" implies the targeting of ads is based on collected behavioral profiles, a BT company may also collect other kinds of profile information, such as demographic information or user-provided information, and target ads to those visitors wherever found based on the collected profile information.

[0059] Another kind of a BT company is a company that has software installed on a person's computer, such as toolbar software, desktop search software, weather software, or any kind of software that is used by the computer's user. Such software also monitors the computer user's visits to different publishers' sites and media properties and collects profile information about the computer user for the purpose of delivering ads to the user within ad space of sites and media properties that the user visits based on the collected profiles.

[0060] A BT company using software installed on a user's computer does not need the cooperation of a visited media property to collect information about the visitor's visit because that software monitors whatever the user is doing on his or her computer. A BT company that has software installed on a user's computer is therefore its own profile supplier. Such software can place a cookie or another kind of tag on the user's computer. Because the software is installed on the user's computer, it can write cookies readable by any domain. That means that the BT company can place a tag or cookie of a second media property, if the BT company would like the second media property to recognize the visitor when the visitor visits that second media property site, by simply having the software place a cookie operating under the domain of the second property on the visitor's computer. The software may also report the collected profiles to a central server of the BT company.

[0061] The central server may also tag the visitor or arrange for the visitor to be tagged by operators of other media properties. A BT company can place a cookie on a site's section when a visitor's computer visits that section, if a code of the company was integrated into the page of that section by the site that owns the page. The code (e.g., HTML or Java) redirects to the BT company's server all visitors to the page. Also, if the BT company is the publisher itself, the publisher will simply "cookie" (by itself) all visitors that either read a specific content, search, click, ask for information, make a phone call, etc.

[0062] The BT company's server, which either gave the site a unique code for a page, received from the page its URL, or received access to the page's content that could be analyzed by the BT company's server, etc., identifies the content read by the page's visitor, the keyword searched for by the user, an ad clicked on the page, a content item clicked on the page, a phone call that was made that was initiated from the page, information that was requested, or a product was acquired, etc. The content read by the page visitor could be identified by the BT company's server whether the content was reported by the site or whether the content was identified following the analysis of the page. The server then places a cookie on the user's computer indicating what content was read by the visitor on the page, what keyword was searched for by the user, or what ad was clicked on the page, etc. The placed cookie indicates that information (1) in the cookie per se, (2) in a central database operated by the server where the cookie ID is used as a record finder, or (3) both in the cookie and in the database.

[0063] Although the above description relates to cookies, a cookie is only one example of a possible tag. A tag generally is a unique identifier used to mark a person electronically visiting a media property, such as a web site, TV channel, radio show, or the like, using a computer, a mobile device, a TV set, a TV set top box, or any other device.

[0064] The tag is used for the purpose of delivering additional ads to a visitor to one media property when that visitor is found later on other media properties, based on the visitor's profile collected on the first media property. The profile could be the observed behavior of the visitor on the media property, demographic information collected on the media property, profile information provided by the visitor to the media property, etc. The profile could be made available to the other media properties.

[0065] Because the purpose of the tag is to enable the delivery of additional ads on other media properties visited by the visitor, and because the delivery of an ad requires only control of the ad space and not necessarily control of the entire media property visited by the visitor, a media property (in the present context) can also be defined as any equipment that controls an ad space viewed by a visitor, including a web site, an ad network's site (where the ad network represents the ad space of different sites), a TV program, some of the ad space within TV programs or TV channels (represented by a cable company), a TV network, or any ad space for which an entity is allowed to sell an advertisement and deliver it within the ad space; whether the ad space is owned by that entity, or whether the entity pays the owner of the ad space when using its ad space to deliver an ad sold by the entity. Ad space can be on a web site, in a TV program, in a text message, in a radio show, in any broadcasted material, in any streaming video or audio, etc. An ad space can be a fixed position on a page, or the ad space can be made available by a web site to an ad network (for example) only when the web site did not sell all of the site's ad inventory and therefore wishes to make some of the inventory available to the ad network.

[0066] In the case of a media property controlling an ad space viewed by a visitor, a specific ad space on a page might be controlled only temporarily. For example, in the case of the web site that did not sell all the ad impressions available to be delivered within an ad space on a page and therefore makes the unsold ad

space available to the ad network to fill, the ad network will have temporary control of the ad space, i.e., when that ad space is given to it by the web site. Once the site redirects the ad space on the page to the ad network (so the ad network could fill the ad space with an ad sold by the ad network), the ad network controls the ad space and has access to the visitor viewing the ad space that was redirected to the ad network by the site, and therefore the ad network's equipment is considered a media property, as it controls an ad space viewed by a visitor.

[0067] The tag can be placed on the device used by the user to access the first media property where the user's profile was collected (in case of observed behavior, that behavior can be reading a specific content, searching, clicking an ad or content, making a phone call, asking for product information, acquiring a product, or taking any other kind of action). A tag placed on the device (1) could be read only by a server operating under the same domain as the server that placed the tag on the device to begin with as in the case of a cookie for example, (2) could be placed on the device when the user visited the first media property, and then the tag can be read by any second media property visited by the visitor, or (3) could be encrypted and, while accessed by any second media property visited by the visitor, the tag could be deciphered only by second media property computers that received the deciphering code from the first media property. In case of a tag placed by software installed on a user's computer, the tag could be whatever the software wants it to be, including a cookie of any domain.

[0068] A tag does not have to be placed on the user's device. A tag can also be used in a central database of a BT company or a central database of any second media property visited by the visitor, where the tag could be a unique identifier either of the device or of the user. In the case where the tag identifies the device, the tag might denote an IP address, a phone number, a device's manufacturer serial number, etc. A cookie placed on the device can also uniquely identify the device and the cookie therefore can be used as a tag in a central database. In the case where the tag identifies the user, the tag might denote the username and password used to access a media property, a user's name and address, a user's e-mail, a user's social security number, or any other personal identifiable information.

[0069] As mentioned, the observed behavior of a visitor to a first media property is referred to as profile information about a specific visitor. A visitor's profile might be enhanced by the visitors' observed behavior on other media properties or by other profile information collected on other media properties.

[0070] A visitor's profile can be represented by a unique tag, or the profile can be stored with the tag, whether the tag is placed on the device, on a central database, or both. For example, the profile can be stored within a cookie (tag) on a visitor's device, or the profile can be stored in a central database where the tag connected to the profile is used as a unique identifier of the visitor's device or of the visitor personally. The profile can also be saved on both the device and a central database.

[0071] Some 50% to 80% of the ad space on the Internet is considered difficult to monetize, as it is located next to content that tends to be more generalized, such as general news, web based e-mails, instant messages, music or files downloading sites, and software. Advertisers are not willing to pay a high

price for delivering an ad to visitors of such sites, as they do not know how many of those sites' visitors are potential clients for their products and services. By contrast, advertisers prefer the placement of ads on dedicated content sites, such as a travel site. For example, an airline is willing to pay a high price per ad on a travel site, as it knows that the ad will be delivered to people who are currently searching for flying tickets. The same is true for TV, where a significant proportion of the ad space is within TV programs where the audience is heterogeneous. It is also true for radio shows and other kind of media.

[0072] Using profiles for the delivery of targeted ads within the above-described low-value ad space can turn the low-value ad space into high-value ad space by delivering ads to users that are based on previously collected profiles of the users, rather than ads that are related to the content on the page they are viewing. For example, a car-insurance-related ad, delivered to a person who yesterday searched for "car insurance" within the ad space of a general news page the person is currently reading, will be much more relevant to the person than an ad related to the general news he or she is reading.

[0073] The BT companies are described above as collecting profiles and later delivering ads to the profiled visitors when found on other sites. The ads delivered by the BT company to the profiled visitors are either sold by the BT company, which pays royalties to the profile suppliers that provided it with profiles whenever ads presented to their audience generate revenues, or paid for by a publisher that is interested in delivering ads to its own audience outside its site and is paying the BT company to find its audience on other sites. As described, the publisher might be the BT company itself.

[0074] In addition, where the collected profiles are mainly used to deliver targeted ads within low-value ad space that is acquired from low-value ad space owners, and the ads are delivered by the BT company, there is also the opportunity to make the collected profiles available to low-value ad space owners, because, instead of selling their low-value ad space to the profile owners, such ad space owners would prefer to monetize their low-value ad space better by themselves, by using the collected profiles to sell targeted ads, delivered to the profiled visitors when found within such low-value ad space.

[0075] A low-value ad space owner could be any media property owner, whether it owns a web site, a TV program, a radio show, or any other media property. Also, "low-value" ad space is a relative term. Because ad space prices are usually a function of the content next to the ad space, if a profile-based ad garners a higher price for the ad space owner than an ad based on the adjacent content, then the ad space value is considered "low value" (i.e., in relative terms, relative to the price the ad space will garner if used for delivery of a profile-based ad).

[0076] As described, for example, in the above-referenced "descriptive profile" patents, (A) profile owners (i.e., who either own the profiles or have the right to resell the profiles on behalf of another profile owner) can provide a databank with access to visitors and their profiles, and (B) either (i) the databank enhances its existing profile on a visitor with a profile owner's profile information about the visitor or (ii) a profile owner enhances the profile it has on a visitor with the databank's profile information about the visitor, where the

profile information is given in return for royalties paid for every later usage of the profile information for the delivery of targeted ads to the visitor based on the profile (for example).

[0077] Although the descriptive profile patents provides a media property with additional information about its visitors, several possible challenges arise:

[0078] 1. If a media property (if acting as a profile owner) wants to enhance the profiles available to it about its visitors and thus contacts a databank and provides it with access to the profiles, the media property might be wasting resources: First, the databank might have no profiles about the media property's visitors. For example, if the databank has no profile about a visitor, the media property would have provided the databank access to the visitor merely to learn that fact. Second, the profiles that the databank does have might be of no use to the media property because its sales force does not sell ads in the category in which the profiles belong. For example, if the databank has a profile about the visitor and it is a health-related profile, but the media property's sales force does not sell ads in the health category, the profile available from the databank about that visitor is of no use to the media property.

[0079] 2. The media property (if acting as a databank) may be given access by a profile owner to many visitors to that profile owner's site for whose profiles the media property has no need, because the media property has no way of monetizing profiles of those kinds. For example, if a media property's sales force specializes in selling ads in the travel and financial services categories, there is no use in providing them with health, auto, and shopping-related profiles. In cases where a large profile owner makes profiles available to a media property, unless the media property has a very large sales force that specializes in selling ads in many different advertising categories, there is a significant probability that the media property will have no use for most of the profiles received.

[0080] 3. A media property that receives profiles under the system of the descriptive profile patents is committing itself to pay for every usage of a received profile. Because many of the ads (or, depending on the way the profile is transferred, all of the ads) are delivered by the media property after receipt of the profile, it is a challenge for the media property to track usage of the profiles. First, it is not clear which of the visitors (for whom the media owner received profiles) actually visited the media property later on their own accord as opposed to visiting via a redirect, for example from a databank or a profile owner to the media property without the visitor asking for such visit or being aware of it. In the case of a redirect from a databank's server or a profile owner's server, a visitor's browser would simply fetch a 1x1 transparent pixel from the media property's server following the redirect. Second, because it is not clear how many of the profiled visitors will appear later within the ad space of the media property, some tracking of the usage of the profiles by the media property must be established. The problem becomes even more complex when the media property receives the profiles from a databank, because the databank itself aggregates profiles from other profile owners and makes those profiles available to media properties, and it is not clear which of the delivered profiled visitors will visit the media property on their own accord (whether for the first time or not). In that circumstance, it is not clear how the databank will know which profile suppliers to

compensate for usage of their profiles. The problem is especially complex when the databank has several profile suppliers providing it with profiles in the same category (for example, the databank may have 20 different travel sites, all allowing the databank to tag their visitors as "travel" visitors) and the databank gives to a media property all of the profiles from those profile suppliers within that category.

[0081] Although BT companies can collect profiles and deliver ads to the profiled visitors within low-value ad space that they buy from media properties, it would be helpful to have a way to provide collected profiles to media properties that will better monetize their low-value ad space by selling ads based on the profiles and delivering the ads within their ad space to the profiled visitors when those visitors visit the media properties and making a payment for the profiles to the profile owners who provided the profiles.

[0082] It is possible to implement a more efficient method of profile-based behavioral targeting advertisement placement services, including an automatic system operated by a profile owner company (in this section, called a "PO company") for identifying media properties interested in having a collected profile made available to them. Such an automatic system, in some aspects, makes the identification by recognizing a collected profile as one that a media property has previously requested or one that is within a category that a media property has previously requested. Thereafter, the PO company arranges for the visitor to be tagged with a tag readable by the media property that requested such a profile.

[0083] Using information received from the media property, the PO company then records usage of the profile by the media property. When the PO company also acts as a databank, the PO company determines which profile supplier will be credited for the media property's usage of the profile (i.e., the one that provided the databank with the profile that was used) and records the credit.

[0084] In one implementation, when a media property uses a profile, the media property transfers the visitor, along with the profile it is using, to the PO company's system, to let the PO company know which kind of profile was used. The media property might transfer the profile along with the visitor only when the media property receives from the PO company more than one kind of profile, because it is unnecessary if the media property receives only one kind of profile.

[0085] Because BT companies collect profiles, any BT company (defined above) could act as a PO company and make profiles available to media properties, whether the PO company owns profiles directly or acts as a databank representing other profile owners. Such other profile owners provide the databank with their profiles in return for (i) royalties paid to them whenever the profiles are used, or (ii) a payment. Any profile supplier (defined above) can also be a PO company.

[0086] Figure 1 is a flow diagram of an exemplary embodiment of a method for transferring collected profiles to media properties having specified interests.

[0087] Figure 2 is a schematic of an exemplary embodiment of entities and associated data flow useful with a method of transferring collected profiles to media properties having specified interests.

[0088] Collected profiles can be made available by accepting information about desired profiles or profile categories from a media property, identifying an electronic visitor as fitting into the profile category, and

arranging for that visitor to be tagged. Preferred additional aspects of disclosed embodiments include automatically electronically recording electronic visits by tagged visitors to a media property, determining which profile supplier will be credited for the recorded electronic visit, and crediting that profile supplier.

[0089] The method includes the following basic steps:

[0090] 1. A PO company's database 12 records (Fig. 1, 1000) the profiles, or the kind of profiles, a media property (e.g., Fig. 2, MP1) is looking for. The profile could be a behavioral profile, a demographic profile, or any other possible profile. For example, a media property (MP1) could ask for visitors who have searched for "car insurance" on a search engine, visitors who were interested in "travel" (MP1(A)), or visitors who were interested in "autos" (MP1(B)), etc. A media property can communicate to the PO company the profiles for which it is looking via e-mail, electronically, via mail, over the phone, or in any other way.

[0091] 2. A profile supplier (e.g., Fig. 2, PS1) redirects (Fig. 1, 2000) a visitor 20 to a PO company 10 along with the visitor's profile (Pr1). In case the profile supplier is also the PO company (see visitor 25), this step either does not take place or takes place internally, for example via an internal redirect from one server (see 11) to another server 10 operating under the same domain that belongs to the publisher/PO company. In case the PO company has software on a user's computer that enables it to monitor the user's visits to media properties without the cooperation of the media properties, this step either does not take place or takes place internally, e.g., by the software on the user's computer communicating the collected profile to the PO company's central server.

[0092] 3. The PO company's server 10 recognizes (3000) the content read by the user, the category to which the content read by the user belongs, the keyword searched for by the user, an ad clicked by the user, or any other action conducted on the page/site by the user (such as click on an item of content or an ad, purchase of a product, request for more information, etc.) during the site visit. The recognizing might be as simple as pulling a keyword for which the visitor searched from a URL used by the profile supplier to redirect the visitor 10 to the PO company, for example. Alternatively, the recognizing might be as simple as recognizing the kind of content read by the visitor by recognizing the URL used by the profile supplier to redirect the visitor to the PO company because the URL is one that the PO company identified to the profile supplier for use when redirecting visitors who read a specific kind of content. Recognizing of content may also be done through a semantic analysis of content of a page read by the visitor.

[0093] 4. The PO company's server 10 optionally can categorize (4000) specific content read by the user or an action conducted by a user. In some implementations, this step will not take place. An example action might be a search for a keyword. To illustrate, suppose a person searched for an airline ticket to Florida on a travel site. When the PO company receives that information, in addition to recording the search for the flight to Florida in the visitor's profile (whether the profile is stored in the cookie or tag, the PO company's central database 13, or both of those places), the PO company's server 10 may further categorize the person under the "Travel" category and in the "Search for Flights" subcategory of "Travel." In

another example, a visitor would be categorized as "searching for an airline ticket" by virtue of having searched for an airline ticket at least three different times within a week, on one media property or several media properties. In that example, if the visitor were to have searched for an airline ticket fewer than three times within a week, the PO company's server 10 will not categorize the visitor as "searching for an airline ticket," because the visitor would be considered as less serious about the purchase according to the definition in use by the PO company.

[0094] 5. The PO company's server 10 identifies (5000) the media properties (e.g., MP1 and MP2) that have asked to receive a visitor having a profile such as the one recognized in step 3 or categorized in step 4 (e.g., a profile of kind "A" in Fig. 2). Thereafter, the PO company arranges (6000) for the visitor (e.g., 20) to be tagged with a tag readable by the identified media property (e.g., MP1 or MP2), which can use the tag to recognize the visitor's profile.

[0095] 6. Using information 40 received from the media property, the PO company then records (7000) usage of the profile (e.g., Pr(A)) by the media property (e.g., MP2). When the PO company also acts as a databank, the PO company determines which profile supplier (PS1, PS2, ... PSn) will be credited for the media property's (e.g., MP2's) usage of the profile and records the credit (e.g., in data store 13).

[0096] The PO company's arranging placement of the tag (see step 5 above) can be achieved in different ways:

[0097] A. The PO company can redirect (e.g., Pr(X), Pr(Y) in Fig. 2, in cases where media property MPn has expressed interest in those profiles) a visitor to the identified media property with a request to have the identified media property tag the visitor with the media property's own tag, which obviously is readable by the selected media property (such a tag could be a cookie on the visitor's storage device). The tag in this case could be placed by the identified media property following a redirect by the PO company to a specific URL given to the PO company by the media property. The media property would have given the PO company, in this example, different URLs for different kind of profiles, and the PO company would choose the URL for redirecting the visitor to the media property based on the kind of profile recognized.

[0098] B. The PO company can itself place a tag (e.g., TagC denoting profile "C" in Fig. 2) that will be readable by the identified media property.

[0099] C. The PO company can place an encoded tag that, although accessible by any media property, can be read only by a selected media property to which the PO company gave a deciphering code.

[0100] D. In cases when the PO company has software installed on a user's computer, the BT company can arrange for the software to place a tag readable by the identified media property (such a tag could be a cookie operating under the selected media property domain).

[0101] E. The PO company can arrange for the identified media property to place a tag in the identified media property's central database, in which case the tag can uniquely identify (1) the device that the visitor will use to access the identified media (IP address, set-top box ID, mobile phone number, manufacturer

serial number, cookie readable by the identified media property, etc.), or (2) the user as a person (personal identifiable information).

[0102] The identified media property can use its tag to recognize the profile of the visitor either (1) by virtue of each profile having a unique tag (e.g., TagC denoting profile "C" in Fig. 2), or (2) by virtue of the profile that was received from the PO company having been stored (a) with the tag, (b) in the tag (which can occur with a cookie), (c) in a central database (where the tag is used as the link between the visitor and profile), or (d) in all of those places.

[0103] In another possible implementation (not shown), aside from the PO company arranging placement of the tag readable by the identified media property, the PO company sends the profile and a copy of the tag separately to the identified media property, which will store the tag and the profile in its central database, and when the identified media property recognizes the tag on a visitor's computer, for example, it pulls the visitor's profile from its database.

[0104] The PO company can make a profile available to a media property using the same methods that profile suppliers use to give their profiles to PO companies.

[0105] When an identified media property (e.g., MP2 in Fig. 2) recognizes (at time t2) a tagged visitor (tagged previously, at time t1) within its ad space, the media property will serve an ad 30 to the visitor (e.g., visitor 20) based on the profile provided by the PO company 10. Usually, a profile-based ad will be delivered by the media property when it will generate a higher price for the ad space than other ads available to the media property for placement within the ad space.

[0106] The media properties (a profile supplier and an identified media property) can be of the same kind of media (e.g., two web sites on the Internet) or of different media (e.g., first media property, where the profile is collected, can be a web site on the Internet, and the second media property, to which the profile is given by the PO company, can be a TV channel on TV or a text message system on a mobile phone, etc.). In the case where the second media property operates within a different media than the first media property, the tagging of the visitor with a tag readable by the second media property (which is arranged by the PO company) might include finding the device used by the visitor to access the second media property (the identified media property) by using personal identifiable information about the visitor. As there may be no connection between the device used by the visitor to access the first media property (computer, for example) and the device used by the visitor to access the second (identified) media property (TV, for example) besides the commonality of the user (visitor), personally identifiable information about the visitor could be used to allow the second media property to learn which device the visitor uses to access the second media property and tag the visitor. The second media property could tag the device used by the visitor to access the second media property by placing a tag on the device itself or in a central database of the second media property, for example.

[0107] The process of the PO company enabling an identified media property to place a cookie on a visitor's computer for the purpose of finding the visitor later within the ad space of the identified media

property is similar to the way DoubleClick's Boomerang system places cookies on visitors to an advertiser site for the purpose of finding those visitors later on other sites where Doubleclick serves ads. That process – where identified media properties place cookies on visitors' computers redirected to them by PO companies – is sometimes referred to as "cookie matching."

[0108] For example, following a redirect (not shown) from a server 10 of a PO company #1, weather.com might place a weather.com cookie on a visitor's computer 20 marking the visitor as interested in "travel" (profile category "A") and indicating that the profile originated with PO company #1. Later, if and when the weather.com ad server (MP2) recognizes that the same visitor 20 had happened to visit weather.com's site (weather.com can recognize the visitor by reading its own weather.com cookie), the weather.com ad server (MP2) can choose to deliver a travel-related ad 30 to the visitor 20 within the weather.com ad space. The weather.com ad server's decision whether or not to deliver the travel-related ad will usually depend on the price the ad is expected to bring when compared with the price for other ads available for weather.com to display within the same weather.com ad space.

[0109] In step 6, the information received by the PO company might be received from the media property electronically 40, via e-mail, in a file on a CD sent by mail, or in any other form. That said, because the goal is to make profiles available to media properties on a large scale, it would be beneficial to demand the least complex approach from media properties. After all, the more complex the tracking system that the media properties must implement to track their usage of profiles, the more difficult it will be for them to use profiles that they do not own.

[0110] One implementation – where the media property is required to give only minimal effort to track its usage of profiles – is merely asking a media property to provide the PO company server 10, every time that the media property (MP2) serves an ad based on a profile from the PO company, with access to the visitor 20 viewing an ad 30 based on the PO company's profile (e.g., in TagC). Such access, in that implementation, could be achieved by simply having the media property integrate into every profile-based ad it delivers a 1x1 pixel that will redirect (also denoted by 40 in Fig. 2) the visitor 20, when viewing the ad 30 (at time t2), to the PO company server 10. Such a 1x1 pixel can point to a URL given to the media property by the PO company that is unique to a certain kind or category of profiles (so the PO company could recognize not only the fact that the media property used a profile but also the kind of profile used). The advantage of this implementation is that the PO company is the one that records the profile usage, and the media property does not have to do anything further to keep or transfer records.

[0111] In the same implementation, in cases where the PO company has transferred more than one kind of profiles to a media property (for example, profiles "A" indicating interest in travel and profiles "B" indicating interest in autos), the media property can send the PO company, along with the access to the visitor viewing an ad, an indication of which profile the media property used to deliver the ad currently being viewed by the visitor. In that implementation, a travel profile will be indicated by the media property's use of a first URL to redirect the visitor to the PO company server, an auto profile will be indicated by the

media property's use of a second URL to redirect the visitor to the PO company server, etc. (The different URLs for different kind of profiles would be ones given to the media property by the PO company.)

[0112] Because different kind of profiles might have different rates (a travel profile might fetch $2 CPM, auto profiles might fetch $5 CPM, etc.), it is important to know which of the profiles the media property used. Also, if the PO company is acting as a databank, it might have different ways in which it compensates profile suppliers for their collected profiles.

[0113] Based on its profile collection and compensation policy, the PO company can decide which profile suppliers to credit for the delivery of a profile-based ad by a media property. For example, the PO company might decide that, for behavioral profiles, time is important, so only the last profile supplier to report a behavioral profile of a visitor (before an ad based on that profile is served to the visitor) will be compensated but any other profile suppliers that provided the same kind of profile information about the same visitor earlier will not be compensated.

[0114] The following example illustrates the above-described embodiment. Suppose a visitor 20 searches for airline tickets on three different sites (PS1, PS2, and PSn), and all three sites delivered the visitor 20 to the PO company server 10 along with the information that the visitor searched for an airline ticket. Suppose further that the PO company has recognized that the Yahoo! site (MP2 is Yahoo! this time) is interested in receiving travel ("A") profiles and therefore has redirected (not shown) the visitor 20 to Yahoo! on three different occasions along with the information that the visitor searched for an airline ticket; that is, each time the PO company server 10 itself received access to the visitor 20 following a redirect from a profile supplier (PS1, PS2, or PSn), it immediately redirected the visitor to Yahoo!, because it recognized the visitor 20 as interested in "travel" (in this example, according to a definition that recognizes a visitor as interested in "travel" after only one search for an airline ticket).

[0115] Later (time t2), when the visitor 20 chooses to visit yahoo.com (MP2) on his or her own accord, Yahoo! recognizes the profiled visitor 20 and delivers a travel-related ad 30 to the visitor 20; however, Yahoo! has that opportunity only after Yahoo! has received the profile about the visitor 20 from the PO company three times. If Yahoo! has integrated into the travel ad 30 delivered to the visitor 20 a 1x1 pixel redirecting the visitor 20 to the PO company, the visitor's browser, when fetching the ad from the Yahoo! ad server (MP2), also approaches the PO company server 10. The PO company server 10 learns, from the URL that the visitor's browser is using to access it, that Yahoo! (MP2) has served a travel-related ad 30 to the visitor 20.

[0116] Based on that information, the PO company records (in data store 13) a charge of two tenths of a cent to Yahoo! (in this example, $2 CPM, or $2 per 1,000, is the rate the PO company charges for travel-related ("A") ads delivered based on travel profiles provided by the PO company to a media property).

[0117] The PO company stores, as part of the visitor's profile, data indicating which profile suppliers provided profiles about the visitor and the date and time the profiles were supplied. The PO company stores the profile (1) in the tag (a cookie, for example), (2) along the tag, (3) in a central database (e.g.,

13), in which case the tag is used as a link between the visitor's computer and the profile information in the database, or (4) in all of those places.

[0118] Note that the PO company's tag is different from the identified media property's tag. The PO company's tag is used to uniquely identify a visitor about which the PO company has a profile, where the profile itself includes the profile suppliers that provided the profile, the dates and times they have done so, and possibly other information, all part of the visitor's profile definition. The identified media property's tag is used by the media property to recognize the profile of the visitor.

[0119] The PO company uses its own tag to access the visitor profile and learn which profile supplier (PS1, PS2, or PSn) was the last one to supply the travel-related ("A") profile (the visitor's search for airline tickets), which Yahoo! (MP2) used to deliver the ad. The PO company then records (also, e.g., in 13) a credit of one tenth of a cent (half of the charge to Yahoo!) to that profile supplier. In this example, a revenue share of 50%-50% between the profile supplier and the PO company is used. If the PO company had agreed with the profile supplier on a 40% revenue share, the profile supplier would have been given a credit of eight hundredths of a cent ($2/1000*40%), or if the profile supplier was promised $0.001 for every use of its profile, the PO company would have recorded a credit of $0.001 to the profile supplier.

[0120] In a second illustration, the PO company might decide that a visitor should be considered interested in "travel" only if the visitor searches for airline tickets three different times within a week, on the same site or different sites. In that case, only when the visitor is recognized as interested in "travel" according to that definition will the PO company make the visitor's "travel" profile available to media properties (MP2) interested in "travel" ("A") profiles. In this example, if a first profile supplier PS1 delivers the visitor 20 and the information (Pr1) that the visitor 20 is searching for airline tickets on Sunday, a second profile supplier PS2 delivers the visitor 20 to the PO company 10 on Monday along with the information (Pr2) that the visitor 20 is searching for airline tickets, and the first profile supplier PS1 again delivers the visitor 20 to the PO company 10 on Wednesday along with the information (not shown) that the visitor 20 is searching for airline tickets, then only at that time on Wednesday will the PO company's server 10 recognize the visitor 20 as a "travel" ("A") visitor and redirect (not shown) the visitor's computer 20 to Yahoo! (MP2).

[0121] In that second illustration, when Yahoo! (MP2) serves a travel-related ad 30 to the visitor 20 and redirects (40) the visitor 20 to the PO company 10, the PO company might credit (in 13) the first profile supplier PS1 with two thirtieths of a cent ($2/1000*50%*2/3) and the second profile supplier PS2 with one thirtieth of a cent ($2/1000*50%*1/3). In other words, in that illustration, (a) Yahoo! agreed to pay $2 for every thousand travel-related ads delivered based on profiles provided by the PO company, (b) the PO company promised to give profile suppliers half of the revenues the PO company generates from ads delivered by media properties based on the profiles it makes available to them, and (c) the visitor was recognized as interested in "travel" thanks to two visits (out of the three visits to travel sites that defined the visitor as interested in "travel") made to the first profile supplier's site and one visit to the second profile

supplier's site. Therefore, the first profile supplier is entitled to two thirds of the amount due to the profile suppliers altogether, and the one visit made by the visitor to the second profile supplier's site entitles the second profile supplier to one third of the amount due to the profile suppliers altogether.

[0122] Alternatively, the PO company – when making a profile available to a media property by arranging for placement of a tag readable by the identified media property – can add a unique ID to the profile (or to the tag in cases where the tag is used by the media property to recognize the visitor's profile) and ask the media property to report the ID back to the PO company whenever the media property uses the transferred profile. The PO company can use the unique ID to record in its database the profile suppliers that will be entitled to a credit when the media property delivers ads based on the transferred profile. The media property could report 40 to the PO company (at the end of the month, for example) the number of ads it has served, for each unique ID. Because each unique ID represents a kind of profile, the PO company will know what rate it should charge the media property for usage of the profile, and because the unique ID also tells the PO company which profile suppliers should be entitled to a credit for the usage of a profile, the PO company can also credit the deserving profile suppliers.

[0123] The media property might pay the PO company for every ad impression delivered based on the received profile or only when an action takes place that is connected to the ad (perhaps occurring on the advertiser's site immediately following a click on the ad or perhaps occurring a few days after viewing the ad or clicking the ad), such as a click on the ad, a registration on the advertiser's site, a request for information, a product acquisition, or the making of a phone call.

[0124] Different implementations might be chosen depending on the relative sizes of a profile owner (in terms of number of profiled visitors; note that the profile owner may also be a databank) and a media property (in terms of number of visitors). In cases where the media property has many visitors and is considered to have an extensive reach ("reach" is a figure used to express the percentage of the population using a media that visits the media property; for example, Valueclick, a web-based ad network of sites reaches 80% of the US web population), a profile owner might transfer to the media property all visitors within the categories requested by the media property, because the probability of finding a profiled visitor within the media property's ad space is high (in the case of Valueclick, the probability is 80%).

[0125] In cases where the media property's reach is not very significant, but the profile owner has a relatively large number of profiles, the media property may choose to make its visitors accessible to the profile owner to check whether the profile owner can enhance the profiles of some of its visitors, in the ad categories of interest to the media property, instead of having the profile owner send all of its visitors in the categories of interest, because, as a result of the media property's low reach, only a small percentage of visitors sent to the media property by the profile owner will later choose to visit the low-reach media property.

[0126] Tagging and computer variations: In the various implementations disclosed herein, tags are placed or recognized to enable electronic association of profile attributes provided to media properties with a user,

after that user has electronically visited a profile supplier. In many instances, the tags are placed or recognized on the same online access device that was used to visit the profile supplier site. In other instances, tags can also or instead be placed or recognized on other user devices, e.g., a different online access device or a television set-top box. Methods for associating the user's online access device with another online access device or with a television set-top box are disclosed in (i) US non-provisional application Serial No. 11/736,544 filed April 17, 2007, in the name of Roy Shkedi and entitled "Targeted television advertisements based on online behavior" and (ii) US non-provisional application Serial No. 11/968,117 filed December 31, 2007, in the names of Roy Shkedi and Ronen Shlomo and entitled "Targeted online advertisements based on viewing or interacting with television advertisements."

[0127]The methods disclosed herein are typically performed using software of any suitable type running on one or more computers, one or more of which are connected to the Internet. The software can be self-contained on a single computer, duplicated on multiple computers, or distributed with differing portions or modules on different computers. The software can be executed by one or more servers under control of the profile owner, or the software (or a portion thereof) can be executed by an online access device used by the electronic visitor (e.g., a desktop or portable computer; a wireless handset, "smart phone," or other wireless device; a personal digital assistant (PDA) or other handheld device; a television or set-top box). Software running on the visitor's online access device can include, e.g., JavaTM client software or so-called adware. A method for providing collected profiles can include downloading such software to an electronic visitor's online access device to perform there one or more of the methods disclosed herein.

[0128]The profile information described can be included as a portion of the tags or cookies placed on a visitor's device, or the tags or cookies can merely include an identifier associated with the visitor's profile that is stored elsewhere (e.g., on a profile owner server, profile supplier server, or media property server). The profile information need not be stored in a single location or under the control of a single entity, nor does control or use of the profile information need to be performed at a single location or under control of a single entity.

[0129]The systems and methods disclosed herein can be implemented as general or special purpose computers or servers or other programmable hardware devices programmed through software, or as hardware or equipment "programmed" through hard wiring, or a combination of the two. A "computer" (e.g., a "server" or an online access device) can comprise a single machine or processor or can comprise multiple interacting machines or processors (located at a single location or at multiple locations remote from one another). A computer-readable medium can be encoded with a computer program, so that execution of that program by one or more computers causes the one or more computers to perform one or more of the methods disclosed herein. Suitable media can include temporary or permanent storage or replaceable media, such as network-based or Internet-based or otherwise distributed storage of software modules that operate together, RAM, ROM, CD-ROM, CD-R, CD-R/W, DVD-ROM, DVD±R, DVD±R/W,

hard drives, thumb drives, flash memory, optical media, magnetic media, semiconductor media, or any future storage alternatives.

[0130] It is intended that equivalents of the disclosed exemplary embodiments and methods shall fall within the scope of the present disclosure or appended claims. It is intended that the disclosed exemplary embodiments and methods, and equivalents thereof, may be modified while remaining within the scope of the present disclosure or appended claims.

[0131] For purposes of the present disclosure and appended claims, the conjunction "or" is to be construed inclusively (e.g., "a dog or a cat" would be interpreted as "a dog, or a cat, or both"; e.g., "a dog, a cat, or a mouse" would be interpreted as "a dog, or a cat, or a mouse, or any two, or all three"), unless: (i) it is explicitly stated otherwise, e.g., by use of "either...or", "only one of...", or similar language; or (ii) two or more of the listed alternatives are mutually exclusive within the particular context, in which case "or" would encompass only those combinations involving non-mutually-exclusive alternatives. For purposes of the present disclosure or appended claims, the words "comprising," "including," "having," and variants thereof shall be construed as open-ended terminology, with the same meaning as if the phrase "at least" were appended after each instance thereof.

CLAIMS

What is claimed is:

1. A method for providing collected profiles using one or more computers, the method comprising:

    (a) responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, automatically identifying, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of current or previous profile information received about the user with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude;

    (b) automatically selecting, with at least one of the computers, a subset of one or more media properties out of those identified in part (a), wherein each media property of the subset is selected based on a corresponding media property selection history; and

    (c) automatically providing, with at least one of the computers, to one or more of the selected media properties one or more profile attributes from the current or previous profile information in a manner that enables the selected media property to electronically associate the provided profile attribute with the user.

2. The method of Claim 1 wherein the one or more computers include at least one server connected to the Internet.

3. The method of Claim 1 wherein the one or more computers include an online access device used by the user to electronically visit the profile supplier.

4. The method of Claim 1 wherein media properties are selected in part (b) up to a predetermined limit on the number of media properties to be selected responsive to each reception of current profile information.

5. The method of Claim 1 wherein the media property selection history in part (b) is based on whether the corresponding selected media property was selected previously for the user or on a time interval since previous selection, if any, of that media property for the user.

6. The method of Claim 1 wherein the media property selection history in part (b) is based on which one or more profile attributes were provided previously to the corresponding selected media property for the user.

7. The method of Claim 6 wherein media properties selected in part (b) include one or more identified media properties for which the current or previous profile information about the user includes one or more profile attributes requested in part (a) that have not been previously provided to the selected media property.

8. The method of Claim 1 wherein the selecting in part (b) is further based on calculated advertising revenue or profit potentially realizable as a result of providing to the selected media property one or more profile attributes from the current or previous profile information.

9.   The method of Claim 1 wherein the selecting in part (b) is based on multiplication of calculated advertising revenue or profit, potentially realizable as a result of providing to the selected media property one or more profile attributes from the current or previous profile information, by a media property quality factor.

10.   The method of Claim 1 wherein the providing in part (c) comprises providing access by the selected media property to the one or more profile attributes and to information associated with a tag readable by the media property that is sufficient to enable the media property to electronically associate the one or more profile attributes with the user.

11.   The method of Claim 1 wherein the providing in part (c) comprises electronically redirecting the user to a server of the selected media property, thereby enabling the selected media property to place or recognize a tag readable by the selected media property.

12.   The method of Claim 11 wherein the redirecting of the user to the media property server provides information sufficient to enable the selected media property to electronically associate the one or more profile attributes with the tag readable by the selected media property.

13.   The method of Claim 12 wherein the information provided by redirecting includes the one or more profile attributes.

14.   The method of Claim 1 wherein the providing in part (c) comprises providing to the media property information and access to an online access device used by the user to electronically visit the profile supplier, which information and access are sufficient to enable the media property (i) to place or recognize a tag on the online access device and (ii) to electronically associate the tag or an identifier thereof with the one or more provided profile attributes, which tag is readable by the selected media property.

15.   The method of Claim 1 wherein the providing in part (c) comprises providing to the media property information sufficient to enable the media property (i) to place or recognize a tag on an access device other than an online access device used by the user to electronically visit the profile supplier and (ii) to electronically associate the tag or an identifier thereof with the one or more provided profile attributes, which tag is readable by the selected media property.

16.   The method of Claim 1 wherein the providing in part (c) comprises providing to the media property information sufficient to enable the media property (i) to place or recognize a tag on a television set-top box used by the user to receive television service and (ii) to electronically associate the tag or an identifier thereof with the one or more provided profile attributes, which tag is readable by the selected media property.

17.   The method of Claim 1 wherein the providing in part (c) comprises creating or updating a database record linking the one or more profile attributes and the user.

18.   The method of Claim 1 further comprising selecting out of the current or previous profile information the one or more profile attributes provided in part (c).

19.   The method of Claim 18 wherein one or more profile attributes provided in part (c) are selected based on whether the profile attribute was provided previously to the selected media property for the user or on a time interval since the profile attribute was provided previously to the selected media property for the user.

20.   The method of Claim 18 wherein one or more profile attributes provided in part (c) are selected based on calculated advertising revenue or profit potentially realizable from the media property for providing the profile attribute to the selected media property for the user.

21.   The method of Claim 18 wherein one or more profile attributes provided in part (c) are selected out of profile attributes not previously provided to the selected media property for the user.

22.   The method of Claim 1 further comprising receiving with at least one of the computers the individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude.

23.   A system comprising one or more computers, which system is structured and connected to:

   (a)   responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, identify automatically, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of current or previous profile information received about the user with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude; and

   (b)   select automatically, with at least one of the computers, a subset of one or more media properties out of those identified in part (a), wherein each media property of the subset is selected based on a corresponding media property selection history; and

   (c)   provide automatically, with at least one of the computers, to one or more of the selected media properties one or more profile attributes from the current or previous profile information in a manner that enables the selected media property to electronically associate the provided profile attribute with the user.

24.   A computer-readable medium encoded with a computer program, wherein execution of the computer program by one or more computers causes the one or more computers to perform a method comprising:

   (a)   responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, automatically identifying, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of current or previous profile information received about the user with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude;

    (b)   automatically selecting, with at least one of the computers, a subset of one or more media properties out of those identified in part (a), wherein each media property of the subset is selected based on a corresponding media property selection history; and

    (c)   automatically providing, with at least one of the computers, to one or more of the selected media properties one or more profile attributes from the current or previous profile information in a manner that enables the selected media property to electronically associate the provided profile attribute with the user.

25.   A method comprising downloading over the Internet to one or more client computers a computer program, wherein execution of the computer program by at least one of the computers causes the executing computers to perform a method comprising:

    (a)   responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, automatically identifying, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of current or previous profile information received about the user with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude;

    (b)   automatically selecting, with at least one of the computers, a subset of one or more media properties out of those identified in part (a), wherein each media property of the subset is selected based on a corresponding media property selection history; and

    (c)   automatically providing, with at least one of the computers, to one or more of the selected media properties one or more profile attributes from the current or previous profile information in a manner that enables the selected media property to electronically associate the provided profile attribute with the user.

26.   A method for providing collected profiles using one or more computers, the method comprising:

    (a)   responsive to receiving via the Internet profile information about a user collected as a result of a current electronic visit by the user to a first profile supplier, automatically selecting, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of user profile information with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude, wherein the compared user profile information includes the profile information collected during the current electronic visit and profile information collected during at least one previous electronic visit by the user to the first profile supplier or a second profile supplier; and

    (b)   automatically providing, with at least one of the computers, to one or more of the selected media properties one or more profile attributes from the user profile information in a manner

that enables the selected media property to electronically associate the provided profile attribute with the user.

27. The method of Claim 26 wherein the one or more computers include at least one server connected to the Internet.

28. The method of Claim 26 wherein the one or more computers include an online access device used by the user to electronically visit the first profile supplier.

29. The method of Claim 26 wherein the providing in part (b) comprises providing access by the selected media property to the one or more profile attributes and to information associated with a tag readable by the media property that is sufficient to enable the media property to electronically associate the one or more profile attributes with the user.

30. The method of Claim 26 wherein the providing of part (b) comprises electronically redirecting the user to a server of the selected media property, thereby enabling the selected media property to place or recognize a tag readable by the selected media property.

31. The method of Claim 30 wherein the redirecting of the user to the media property server provides information sufficient to enable the selected media property to electronically associate the one or more profile attributes with the tag readable by the selected media property.

32. The method of Claim 31 wherein the information provided by redirecting includes the one or more profile attributes.

33. The method of Claim 26 wherein the providing in part (b) comprises providing to the media property information and access to an online access device used by the user to electronically visit the profile supplier, which information and access are sufficient to enable the media property (i) to place or recognize a tag on the online access device and (ii) to electronically associate the tag or an identifier thereof with the one or more provided profile attributes, which tag is readable by the selected media property.

34. The method of Claim 26 wherein the providing in part (b) comprises providing to the media property information sufficient to enable the media property (i) to place or recognize a tag on an access device other than an online access device used by the user to electronically visit the first profile supplier and (ii) to electronically associate the tag or an identifier thereof with the one or more provided profile attributes, which tag is readable by the selected media property.

35. The method of Claim 26 wherein the providing in part (b) comprises providing to the media property information sufficient to enable the media property (i) to place or recognize a tag on a television set-top box used by the user to receive television service and (ii) to electronically associate the tag or an identifier thereof with the one or more provided profile attributes, which tag is readable by the selected media property.

36. The method of Claim 26 wherein the providing in part (b) comprises creating or updating a database record linking the one or more profile attributes and the user.

37. The method of Claim 26 further comprising selecting out of the current or previous profile information the one or more profile attributes provided in part (b).

38. The method of Claim 37 wherein one or more profile attributes provided in part (b) are selected based on whether the profile attribute was provided previously to the selected media property for the user or on a time interval since the profile attribute was provided previously to the selected media property for the user.

39. The method of Claim 37 wherein one or more profile attributes provided in part (b) are selected based on calculated advertising revenue or profit potentially realizable from the media property for providing the profile attribute to the selected media property for the user.

40. The method of Claim 37 wherein one or more profile attributes provided in part (b) are selected out of profile attributes not previously provided to the selected media property for the user.

41. The method of Claim 26 further comprising receiving with at least one of the computers the individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude.

42. A system comprising one or more computers, which system is structured and connected to:

    (a) responsive to receiving via the Internet profile information about a user collected as a result of a current electronic visit by the user to a first profile supplier, select automatically, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of user profile information with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude, wherein the compared user profile information includes the profile information collected during the current electronic visit and profile information collected during at least one previous electronic visit by the user to the first profile supplier or a second profile supplier; and

    (b) provide automatically, with at least one of the computers, to one or more of the selected media properties one or more profile attributes from the user profile information in a manner that enables the selected media property to electronically associate the provided profile attribute with the user.

43. A computer-readable medium encoded with a computer program, wherein execution of the computer program by one or more computers causes the one or more computers to perform a method comprising:

    (a) responsive to receiving via the Internet profile information about a user collected as a result of a current electronic visit by the user to a first profile supplier, automatically selecting, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of user profile information with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific

attributes of interest to each media property of the multitude, wherein the compared user profile information includes the profile information collected during the current electronic visit and profile information collected during at least one previous electronic visit by the user to the first profile supplier or a second profile supplier; and

(b) automatically providing, with at least one of the computers, to one or more of the selected media properties one or more profile attributes from the user profile information in a manner that enables the selected media property to electronically associate the provided profile attribute with the user.

44.   A method comprising downloading over the Internet to one or more client computers a computer program, wherein execution of the computer program by at least one of the computers causes the executing computers to perform a method comprising:

(a) responsive to receiving via the Internet profile information about a user collected as a result of a current electronic visit by the user to a first profile supplier, automatically selecting, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of user profile information with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude, wherein the compared user profile information includes the profile information collected during the current electronic visit and profile information collected during at least one previous electronic visit by the user to the first profile supplier or a second profile supplier; and

(b) automatically providing, with at least one of the computers, to one or more of the selected media properties one or more profile attributes from the user profile information in a manner that enables the selected media property to electronically associate the provided profile attribute with the user.

45.   A method performed by a profile owner for providing collected profiles using one or more computers, the method comprising:

(a) responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, automatically selecting, with at least one of the computers, one or more media properties that have not previously been provided with cookie-syncing information for the user or for which a time interval since previously providing such cookie-syncing information exceeds a predetermined time limit;

(b) automatically providing, with at least one of the computers, to one or more of the selected media properties information, related to a profile owner cookie on an online access device used by the user to electronically visit the profile supplier, that is sufficient to enable the selected media property to establish cookie-syncing by the selected media property with respect to the user; and

(c)   automatically providing, with at least one of the computers, to one or more of the selected media properties one or more corresponding profile attributes from subsequent, current, or previous profile information about the user together with information related to the profile owner cookie, whereby, as a result of the cookie-syncing, the selected media properties can each electronically associate the corresponding one or more provided profile attributes with the user.

46.   The method of Claim 45 wherein the information related to the profile owner cookie and provided in part (b) or part (c) comprises a cookie identifier included in the profile owner cookie.

47.   The method of Claim 45 wherein the information related to the profile owner cookie and provided in part (b) or part (c) comprises a cookie pseudonym associated with a profile owner cookie identifier.

48.   The method of Claim 45 wherein the one or more computers include at least one server connected to the Internet.

49.   The method of Claim 45 wherein the one or more computers include an online access device used by the user to electronically visit the profile supplier.

50.   The method of Claim 45 wherein media properties are selected in part (a) up to a predetermined limit on the number of media properties to be selected responsive to each reception of current profile information.

51.   The method of Claim 45 wherein the information provided in part (b) and access to an online access device used by the user to electronically visit the profile supplier are sufficient to enable the media property to place or recognize a tag on the online access device to establish the cookie-syncing.

52.   The method of Claim 45 wherein the information provided in part (b) is sufficient to enable the media property to place or recognize a tag on an access device, other than an online access device used by the user to electronically visit the profile supplier, to establish the cookie-syncing.

53.   The method of Claim 45 wherein the information provided in part (b) is sufficient to enable the media property to place or recognize a tag on a television set-top box, used by the user to receive television service, to establish the cookie-syncing.

54.   The method of Claim 45 wherein the providing in part (c) comprises creating or updating a database record linking the one or more profile attributes and the user.

55.   The method of Claim 45 wherein the providing in part (c) comprises sending to each of the selected media properties a corresponding file that includes the one or more profile attributes and the information of part (c) related to the profile owner cookie.

56.   The method of Claim 45 wherein the providing in part (c) comprises providing access to each of the selected media properties to a corresponding file that includes the one or more profile attributes and the information of part (c) related to the profile owner cookie.

57.   The method of Claim 45 further comprising selecting out of the subsequent, current, or previous profile information the one or more profile attributes provided in part (c), based on a comparison of subsequent, current, or previous profile information received about the user with previously received

individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each selected media property.

58.   The method of Claim 57 wherein one or more profile attributes provided in part (c) are selected based on whether the profile attribute was provided previously to the selected media property for the user or on a time interval since the profile attribute was provided previously to the selected media property for the user.

59.   The method of Claim 57 wherein one or more profile attributes provided in part (c) are selected based on calculated advertising revenue or profit potentially realizable from the media property for providing the profile attribute to the selected media property for the user.

60.   The method of Claim 57 wherein the one or more profile attributes provided in part (c) are selected out of profile attributes not previously provided to the selected media property for the user.

61.   The method of Claim 57 further comprising receiving with at least one of the computers the individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude.

62.   A system comprising one or more computers, which system is structured and connected to:

       (a)   responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, select automatically, with at least one of the computers, one or more media properties that have not previously been provided with cookie-syncing information for the user or for which a time interval since previously providing such cookie-syncing information exceeds a predetermined time limit;

       (b)   provide automatically, with at least one of the computers, to one or more of the selected media properties information, related to a profile owner cookie on an online access device used by the user to electronically visit the profile supplier, that is sufficient to enable the selected media property to establish cookie-syncing by the selected media property with respect to the user; and

       (c)   provide automatically, with at least one of the computers, to one or more of the selected media properties one or more corresponding profile attributes from subsequent, current, or previous profile information about the user together with information related to the profile owner cookie, whereby, as a result of the cookie-syncing, the selected media properties can each electronically associate the corresponding one or more provided profile attributes with the user.

63.   A computer-readable medium encoded with a computer program, wherein execution of the computer program by one or more computers causes the one or more computers to perform a method comprising:

       (a)   responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, automatically selecting, with at least one of the computers, one or more media properties that have not previously been provided with cookie-

syncing information for the user or for which a time interval since previously providing such cookie-syncing information exceeds a predetermined time limit;

(b) automatically providing, with at least one of the computers, to one or more of the selected media properties information, related to a profile owner cookie on an online access device used by the user to electronically visit the profile supplier, that is sufficient to enable the selected media property to establish cookie-syncing by the selected media property with respect to the user; and

(c) automatically providing, with at least one of the computers, to one or more of the selected media properties one or more corresponding profile attributes from subsequent, current, or previous profile information about the user together with information related to the profile owner cookie, whereby, as a result of the cookie-syncing, the selected media properties can each electronically associate the corresponding one or more provided profile attributes with the user.

64. A method comprising downloading over the Internet to one or more client computers a computer program, wherein execution of the computer program by at least one of the computers causes the executing computers to perform a method comprising:

(a) responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, automatically selecting, with at least one of the computers, one or more media properties that have not previously been provided with cookie-syncing information for the user or for which a time interval since previously providing such cookie-syncing information exceeds a predetermined time limit;

(b) automatically providing, with at least one of the computers, to one or more of the selected media properties information, related to a profile owner cookie on an online access device used by the user to electronically visit the profile supplier, that is sufficient to enable the selected media property to establish cookie-syncing by the selected media property with respect to the user; and

(c) automatically providing, with at least one of the computers, to one or more of the selected media properties one or more corresponding profile attributes from subsequent, current, or previous profile information about the user together with information related to the profile owner cookie, whereby, as a result of the cookie-syncing, the selected media properties can each electronically associate the corresponding one or more provided profile attributes with the user.

65. A method for providing collected profiles using one or more computers, the method comprising, responsive to receiving via the Internet current profile information about a user that electronically visited a profile supplier, automatically, with at least one of the computers, electronically redirecting the user via the Internet to a server of a media property, which electronic redirect includes one or more profile attributes from previous profile information about the user.

66.   The method of Claim 65 wherein the electronic redirect additionally includes one or more profile attributes from the current profile information about the user.

67.   The method of Claim 65 wherein the electronic redirect enables the media property to associate the profile attributes with a tag on an access device of the user that is readable by the media property.

68.   The method of Claim 65 wherein the profile attributes comprise behavioral attributes.

69.   The method of Claim 65 further comprising, responsive to receiving the current profile information about the user, automatically identifying, with at least one of the computers, the media property out of a multitude of media properties based on a comparison of current or previous profile information received about the user with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude.

70.   The method of Claim 65 further comprising:

(a)   responsive to receiving via the Internet the current profile information about the user, automatically identifying, with at least one of the computers, a set made up of a plurality of media properties out of a multitude of media properties based on a comparison of current or previous profile information received about the user with previously received individualized requests for specific profiles, kinds of profiles, or profiles having specific attributes of interest to each media property of the multitude; and

(b)   automatically selecting, with at least one of the computers, a subset of one or more media properties out of those identified in part (a), which subset includes the media property to which the user is electronically redirected, wherein each media property of the subset is selected based on a corresponding media property selection history.

71.   A method for receiving collected profiles using one or more computers, the method comprising receiving from a profile owner via the Internet, with at least one of the computers, an electronic redirect of a user that electronically visited a profile supplier, which electronic redirect is responsive to the profile owner receiving current profile information about the user and includes one or more profile attributes from previous profile information about the user.

72.   The method of Claim 71 wherein the electronic redirect additionally includes one or more profile attributes from the current profile information about the user.

73.   The method of Claim 71 further comprising placing or recognizing a tag on an access device of the user and associating the profile attributes with the tag.

74.   The method of Claim 71 wherein the profile attributes comprise behavioral attributes.

75.   The method of Claim 71 wherein the profile attributes are received in response to a request sent to the profile owner for specific profiles, kinds of profiles, or profiles having specific attributes of interest.
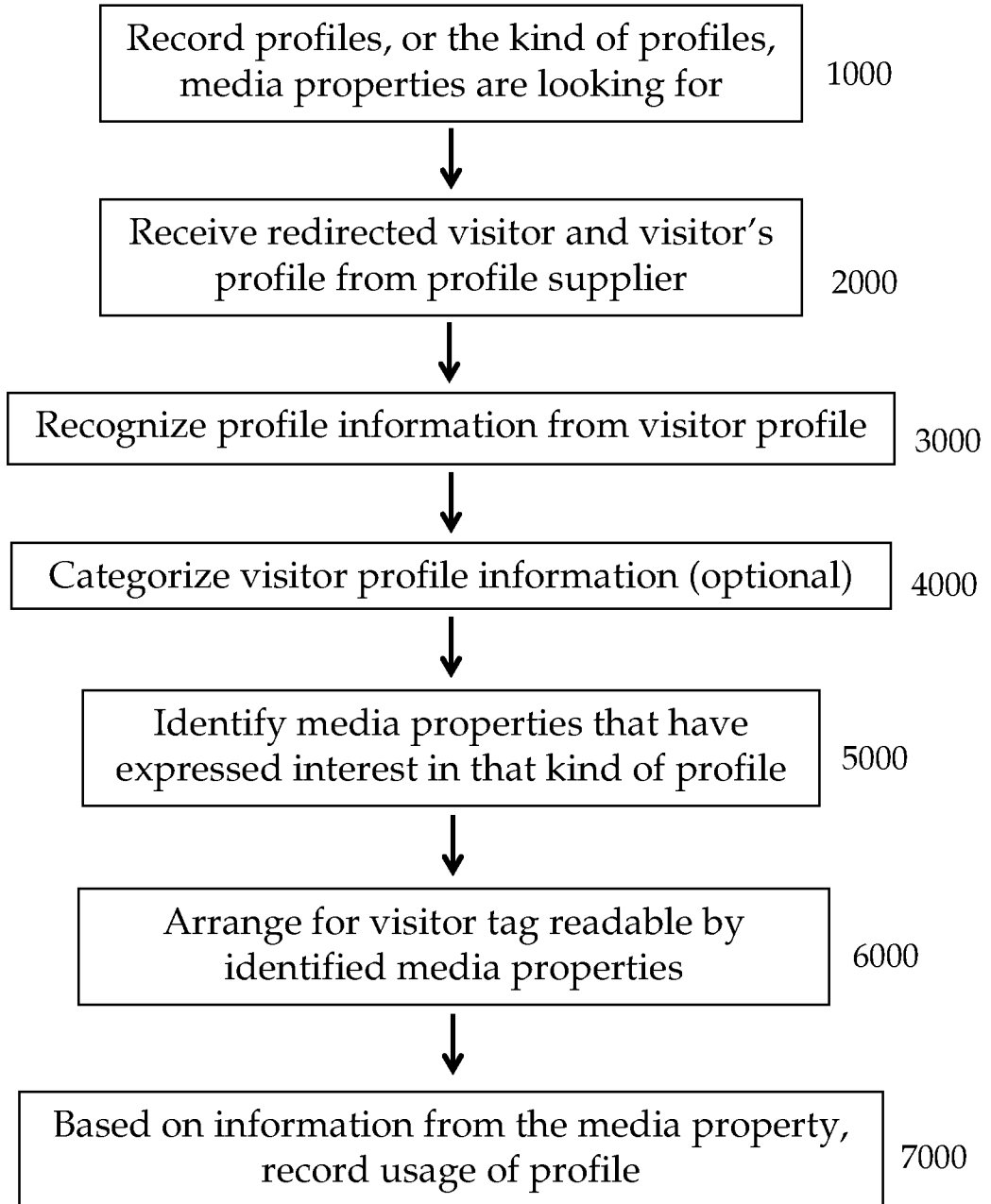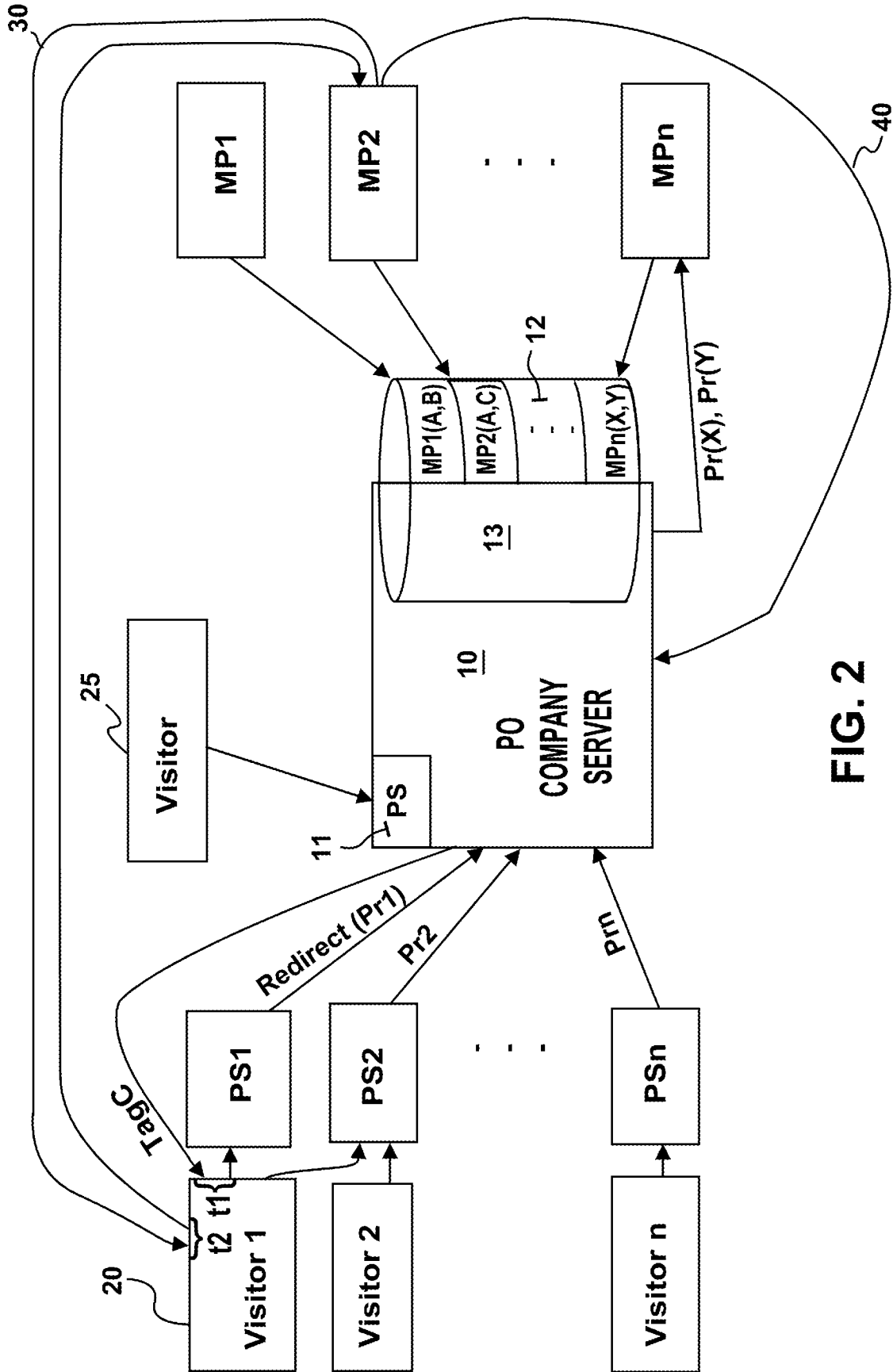
Record profiles, or the kind of profiles,
media properties are looking for | 1000

$\downarrow$

Receive redirected visitor and visitor's
profile from profile supplier | 2000

$\downarrow$

Recognize profile information from visitor profile | 3000

$\downarrow$

Categorize visitor profile information (optional) | 4000

$\downarrow$

Identify media properties that have
expressed interest in that kind of profile | 5000

$\downarrow$

Arrange for visitor tag readable by
identified media properties | 6000

$\downarrow$

Based on information from the media property,
record usage of profile | 7000

FIG. 1

FIG. 2