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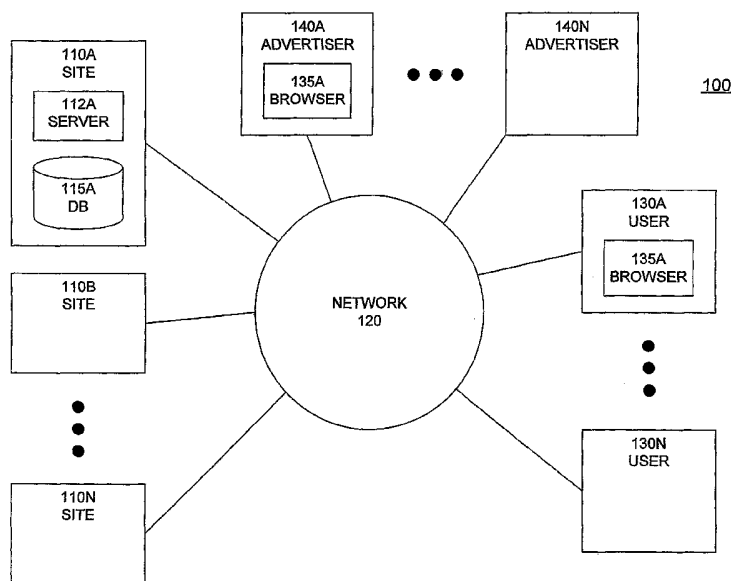
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[Continued on next page]

(54) Title: SELF-SERVICE PLATFORM FOR SELLING ADVERTISING



(57) Abstract: Computer systems, computer program products and methods for self-service advertising. A request is received, over the Internet, to initiate an advertisement campaign. The request comprises a maximum amount to spend on the advertisement campaign, a designation of an advertisement to be used in the advertisement campaign, and a time period in which the advertisement is to be run. The advertisement is reviewed. When the advertisement is deemed not approved, the advertisement campaign is rejected. When the advertisement is deemed approved, the advertisement campaign is accepted. The advertisement is displayed, during the time period specified by the request, when the advertisement campaign is accepted.



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SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims priority under 35 U.S.C. § 119(e) to U.S. Provisional
5 Patent Application Serial No. 60/490,741, "Self-Service Platform For Selling
Advertising," filed July 28, 2003, the contents of which are incorporated by reference
herein. This application also claims priority under 35 U.S.C. § 120 to U.S. Patent
Application Serial No. 10/700,837, "Self-Service Platform For Selling Advertising," filed
November 3, 2003, the contents of which are incorporated by reference herein.

10

FIELD OF THE INVENTION

This invention relates generally to a self-service platform for selling advertising
that can be used, for example, to sell advertising on web pages.

15

BACKGROUND OF THE INVENTION

The transfer of information over computer networks has become an increasingly
important means by which institutions, corporations, and individuals do business.
Computer networks have grown over the years from independent and isolated entities
established to serve the needs of a single group into vast internets that interconnect
20 disparate physical networks and allow them to function as a coordinated system.
Currently, the largest computer network in existence is the Internet. The Internet is a
worldwide interconnection of computer networks that communicate using a common
protocol. Millions of computers, from low-end personal computers to high-end super
computers, are connected to the Internet.

25 The Internet has evolved to serve a variety of interests and forums. In particular,
the Internet is rapidly transforming into a global electronic marketplace of goods and
services as well as of ideas and information. This transformation of the Internet into a
global marketplace was driven in large part by the introduction of an information system
known as the World Wide Web ("the web"). The web is a distributed database designed to
30 give wide access to a large universe of documents. The database records of the web are in
the form of documents known as web pages. These web pages typically reside on web

servers and are accessible via the Internet. Computers connected to the Internet may access the web pages via a program known as a web browser, which has a simple-to-learn graphical user interface. One technique supported by the web browser is referred to as hyperlinking. Hyperlinking permits web page authors to create links to other web pages that users can then retrieve by using simple point-and-click commands on the web browser.

Web pages may be constructed in any of a variety of formatting conventions, such as Hyper Text Markup Language (HTML), and may include multimedia information content such as graphics, audio, and moving pictures. Any person with a computer and a connection to the Internet may access any publicly accessible web page. Thus, a presence on the World Wide Web has the capability to introduce a worldwide base of consumers to businesses, individuals, and institutions seeking to advertise their products and services to potential customers. Furthermore, the ever increasing sophistication in the design of web pages, made possible by the exponential increase in data transmission rates and computer processing speeds, makes the web an increasingly attractive medium for advertising and other business purposes, as well as for the free flow of information.

The availability of new tools that facilitate the development and distribution of Internet content has led to a proliferation of information, products, and services offered on the Internet and growth in the number of consumers and advertisers using the Internet. Commerce conducted over the Internet has grown and is expected to continue to grow. As a result, the Internet has emerged as an attractive new platform for businesses and advertisers of information, products and services to reach these large numbers of consumers.

In particular, small businesses, especially those that address highly targeted niche markets, may benefit substantially from advertising on the Internet (or other similar computer networks). The cost of advertising on the Internet can be inexpensive compared to other media and advertisers potentially can reach a large audience (or a highly targeted audience). However, traditional advertising channels are not well suited to address smaller advertisers. A direct sales force cannot efficiently (on a cost basis) reach advertisers that want to place only a limited number of advertisements. or that only want to spend a relatively low dollar amount on advertising.

Thus, there is a need for new approaches to advertising to address these potential advertisers.

SUMMARY OF THE INVENTION

The present invention overcomes the limitations of the prior art by providing a
5 computerized self-service platform that assists advertisers in creating and/or managing
their own advertisement campaigns to be run on a computer network, such as the Internet.
The self-service aspect is beneficial for publishers because it reduces the cost of sales and
operations related to advertising. The self-service aspect is beneficial for advertisers
because it increases operational flexibility. In one implementation, various functions can
10 be managed directly by the advertiser at any time and in real-time or near real-time,
thereby improving the speed with which advertising campaigns can be optimized. In other
aspects of the invention, an automated platform assists advertisers in creating and
managing advertisements, creating and managing orders and/or campaigns using such
advertisements, receiving reports concerning such orders, and/or managing a debit account
15 from which fees are deducted to pay for the advertisements.

In one specific approach, advertisements are ordered on a preset price basis. The
price of the advertisement may be set by the seller at any time prior to when the advertiser
orders. For example, the advertisement price may be based on a fixed cost per click
(CPC), where the advertiser agrees to pay a specific dollar amount (*e.g.*, the cost-per-click)
20 each time the advertisement is clicked on. The CPC may vary over time (*e.g.*, different
CPC for the days before Christmas versus the days after Christmas), but the CPC is set by
the time the advertiser orders. Advertisers who order the same placement compete on the
basis of relevancy, as may be measured in some cases by effective cost per Mil (eCPM,
cost per 1000 advertisements) rate or by click-through rate. An effective CPM is the
25 average rate a publisher gets for 1000 advertisements (usually banner advertisements)
factoring in the fact that much of the publisher's inventory may be unsold. If one sells half
of ones banner inventory at 1 CPM and can't sell the other half then the effective CPM
would be 0.50 CPM, for example. Effective CPM is a term usually used to describe how
well or poor a given adnetwork's rates are for a given publisher that factors in the unsold
30 advertisements the advertisement network could not sell. Consider the case in which 100
advertisers order advertisements for placement on the Yahoo! Finance front page, at a
location that can only show three advertisements at a time. The advertisements with the

highest effective CPM (eCPM) rate are given priority for placement on the page. The eCPM can be calculated for example as $eCPM = CPC * CTR * 1000$, where CTR is the click-through rate. If all 100 advertisements are ordered at the same cost per click, then the advertisements with the highest click-through rates will receive priority. This is
5 merely an example. Other pricing and priority models can also be used.

In an embodiment of the present invention, a request is received, over the Internet, to initiate an advertisement campaign. The request comprises a maximum amount to spend on the advertisement campaign, a designation of an advertisement to be used in the advertisement campaign, and a time period in which the advertisement is to be run. The
10 advertisement is reviewed. When the advertisement is deemed not approved, the advertisement campaign is rejected. When the advertisement is deemed approved, the advertisement campaign is accepted. In such instances, the advertisement is displayed, during the time period specified by the request, when the advertisement campaign is accepted.

15 In some embodiments, the displaying of an advertisement comprises posting the advertisement to a predetermined URL or a URL specified by the request during the time period designated by the request. In some embodiments, the displaying of the advertisement comprises displaying the advertisement on a predetermined wireless device or on a wireless device specified by the request during the time period.

20 In some embodiments, the receiving step further comprises (i) providing a plurality of template advertisements, (ii) receiving a selection of a template advertisement in the plurality of template advertisements, (iii) receiving information to be inserted into the template advertisement, and creating the advertisement designated by the request based on the template advertisement and the information to be inserted into the template
25 advertisement. Some embodiments further provide a preview of the advertisement designated by the request.

In some embodiments, the receiving step further comprises (i) providing a plurality of time periods that are available for the advertisement and (ii) accepting a selection of a time period in the plurality of time periods to run the advertisement. In some
30 embodiments the advertisement campaign comprises a plurality of advertisements, and the method further comprises (i) providing an image of each advertisement in the plurality of advertisements in the advertisement campaign and (ii) receiving instructions to edit the plurality of advertisements. These instructions to edit the plurality of advertisement

modify (i) which advertisements are part of the plurality of advertisements, (ii) a web page that an advertisement in the plurality of advertisements is posted to when the advertisement is run, and/or (iii) a time period in which an advertisement in the plurality of advertisements is run on a web site.

5 In some embodiments, the method further comprises displaying a summary of a plurality of advertising campaigns, each respective advertisement campaign in the plurality of advertising campaigns defining (i) a maximum amount to spend on the respective advertisement campaign, (ii) a designation of one or more advertisements to be used in the respective advertisement campaign, and (iii) a time period in which an advertisement in
10 the respective advertisement campaign is to be run. In some embodiments a first advertising campaign in the plurality of advertising campaigns has a status and the step of displaying a summary of the plurality of advertising campaigns comprises displaying the status of the first advertising campaign. In such instances, the method may further comprise receiving instructions to change the status of the first advertising campaign from
15 a first state to a second state. The first state and the second state are each independently an active state, a suspended state, or a cancelled state. When the state of the first advertising campaign is the active state, the one or more advertisements specified by the first advertisement campaign are run on a predetermined web site or on a web site specified by the advertising campaign. When the state of the first advertising campaign is the
20 suspended state, the one or more advertisements specified by the first advertisement campaign are not run on a predetermined web site or on a web site specified by the advertising campaign. When the state of the first advertising campaign is the cancelled state, the first advertisement campaign is removed from the plurality of advertising campaigns.

25 A cost for the advertisement campaign is set by a time that the request is received in some embodiments. In some embodiments, the advertisement is displayed on a predetermined web site or on a web site specified by the request as a function of the relevancy of the advertisement. The relevancy of the advertisement can be measured at least in part by a financial metric. The financial metric can be the effective cost per Mil
30 (eCPM) for the advertisement. The advertisement can be measured at least in part by the contextual relevancy of the advertisement to other content on a predetermined web site or a web site specified by the request.

In some embodiments, the displaying step further comprises (i) computing an effective cost per Mil (eCPM) for the advertisement and (ii) displaying the advertisement on a predetermined web site or a web site specified by the request during the time period when the eCPM for the advertisement exceeds the eCPM of another advertisement that is designated for placement on the predetermined web site or the web site specified by the request. In some embodiments, the advertisement is (i) text only, (ii) text and a URL link, (iii) an icon and a URL link, (iv) a banner ad, (v) a graphic, or (vi) a video.

Another aspect of the invention provides a computer having a self-serve user interface. The self-serve user interface includes instructions for receiving a request, over the Internet, to initiate an advertisement campaign. The request comprises (i) maximum amount to spend on the advertisement campaign, (ii) a designation of an advertisement to be used in the advertisement campaign, and (iii) a time period in which the advertisement is to be run. The self-serve user interface further includes instructions for reviewing the advertisement such that (i) when the advertisement is deemed not approved, the advertisement campaign is rejected, and (ii) when the advertisement is deemed approved, the advertisement campaign is accepted. The self-serve user interface further comprises instructions for displaying THE advertisement, when the advertisement campaign is accepted, during the time period.

In some embodiments, the computer further comprises a self-serve billing module coupled to the self-serve user interface for billing the originator of the request when the advertisement is displayed on the predetermined web site or on the web site specified by the request order. In some embodiments, the computer further comprises a back-end system coupled to the self-serve billing module. In such embodiments, the back-end system comprises (i) a contract management system for managing information about the request (ii) an advertisement server coupled to the contract management system for serving advertisements to the predetermined web site on the web site specified by the request. In some embodiments the back-end system further comprises a log aggregation module coupled to the contract management system for aggregating data about advertisement serves and providing updates of such data to the contract management system.

In some embodiments the instructions for displaying comprise displaying the advertisement on a predetermined web site or on a web site specified by the request during the time period. In some embodiments, the predetermined web site or the web site specified by the request on which the advertisement is displayed is served to a remote

computer that displays the web site in an Internet browser running on the remote computer. In some embodiments, the instructions for displaying comprise displaying the advertisement on a predetermined wireless device or on a wireless device specified by the request during the time period. In some embodiments, instructions for receiving further
5 comprise (i) instructions for providing a plurality of template advertisements, (ii) instructions obtaining a selection of a template advertisement in the plurality of template advertisements, (iii) instructions for obtaining information to be inserted into the template advertisement, and (iv) instructions for creating the advertisement designated by the request based on the template advertisement and the information to be inserted into the
10 template advertisement.

In some embodiments, the computer further comprises instructions for transmitting a preview of the advertisement designated by the request. In some embodiments, the preview is displayed on a remote computer. In some embodiments, the instructions for receiving further comprise (i) instructions for providing a plurality of time periods that are
15 available for the advertisement, and (ii) instructions for obtaining a selection of a time period in the plurality of time periods to run the advertisement. In some embodiments, the advertisement campaign comprises a plurality of advertisements, and the computer further comprises (i) instructions for transmitting an image of each advertisement in the plurality of advertisements in the advertisement campaign and (ii) instructions for receiving
20 instructions to edit the plurality of advertisements. In some embodiments, the image of each advertisement in the plurality of advertisements in the advertisement campaign is displayed on a remote computer.

In some embodiments, the instructions to edit the plurality of advertisement modify (i) which advertisements are part of the plurality of advertisements, (ii) a web page that an
25 advertisement in the plurality of advertisements is posted to when the advertisement is run, and/or (iii) a time period in which an advertisement in the plurality of advertisements is run on a web site.

In some embodiments, the computer comprises instructions for communicating a summary of a plurality of advertising campaigns, each respective advertisement campaign
30 in the plurality of advertising campaigns defining (i) a maximum amount to spend on the respective advertisement campaign, (ii) a designation of one or more advertisements to be used in the respective advertisement campaign, and/or (iii) a time period in which an advertisement in the respective advertisement campaign is to be run. In some

embodiments, the first advertising campaign in the plurality of advertising campaigns has a status and the step of communicating a summary of the plurality of advertising campaigns comprises indicating the status of the first advertising campaign. In such embodiments, the computer further comprises instructions for receiving instructions to change the status of the first advertising campaign from a first state to a second state. In some embodiments, the first state and the second state are each independently an active state, a suspended state, or a cancelled state.

In some embodiments, the instructions for displaying the advertisement, when the advertisement campaign is accepted, during the time period comprise (i) instructions for incorporating the advertisement into a web page and (ii) instructions for serving the web page at a predetermined URL or at a URL specified by the request.

Another aspect of the invention comprises a computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein. The computer program mechanism comprises instructions for receiving a request, over the Internet, to initiate an advertisement campaign. The request comprises (i) a maximum amount to spend on the advertisement campaign, (ii) a designation of an advertisement to be used in the advertisement campaign, and (iii) a time period in which the advertisement is to be run. The computer program mechanism further comprises instructions for reviewing the advertisement, and (i) when the advertisement is deemed not approved, the advertisement campaign is rejected, and (ii) when the advertisement is deemed approved, the advertisement campaign is accepted. The computer program mechanism further comprises instructions for incorporating the advertisement, when the advertisement campaign is accepted, into a web page.

In some embodiments, the computer readable mechanism further comprises instructions for hosting the web page on a predetermined URL or a URL specified by the request. In some embodiments, the computer readable mechanism further comprises instructions for transmitting the web page to a predetermined wireless device or a wireless device specified by the request.

Other aspects of the invention include systems and methods for implementing the advertising models described above.

BRIEF DESCRIPTION OF THE DRAWINGS

The invention has other advantages and features which will be more readily apparent from the following detailed description of the invention and the appended claims, when taken in conjunction with the accompanying drawing, in which:

5

FIG. 1 is a block diagram of an example system suitable for use with the present invention.

FIG. 2 is a graphical depiction of a web page for logging into a self-service platform for managing advertising.

10

FIGS. 3A-3D are graphical depictions of web pages for creating an advertisement campaign.

FIGS. 4A-4F are graphical depictions of web pages for managing an advertisement campaign.

15

FIGS. 5A-5D are graphical depictions of web pages for funding an account.

FIGS. 6A-6E are graphical depictions of web pages for creating and managing campaigns and ads.

20

FIG. 7 is a graphical depiction of a web page for setting alerts.

FIG. 8 is a block diagram illustrating billing for an example system with a self-service platform.

25

FIG. 9 is a block diagram illustrating more detail of the self-serve billing module of FIG. 8.

30

FIG. 10 is a data flow diagram illustrating UI-driven on-line payment to an account.

FIG. 11 is a data flow diagram illustrating offline payment to an account.

FIGS. 12A–12B are data flow diagrams illustrating credit-card based automatic and
5 monthly refill billing models, respectively.

FIG. 13 is a data flow diagram illustrating a recurrent billing model with offline
payment.

10 FIG. 14 is a block diagram illustrating transactional updates for the system of FIG.
8.

FIG. 15 is a state diagram showing line status transitions.

15 FIG. 16 is a state diagram showing advertisement status transitions.

FIG. 17 is a block diagram illustrating log aggregation for the system of FIG. 8.

FIG. 18 is a block diagram showing further details of the log aggregation module
20 of FIG. 17.

FIG. 19 is a block diagram illustrating reports for the system of FIG. 8.

Like reference numerals refer to corresponding parts throughout the several views
25 of the drawings.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

FIG. 1 is a block diagram of an example system 100 suitable for use with the
present invention. Generally speaking, system 100 includes a number of sites 110A-N,
30 users 130A-N and advertisers 140A-N that communicate with each other over a network
120. Sites 110 provide pages to users 130. Advertisers 140 order advertising on sites 110
using a self-service platform, which can be implemented as part of a site 110.

In one specific embodiment, network 120 is the Internet. Sites 110 include web sites, such as Yahoo!'s various properties (*e.g.*, the Yahoo! Main Page, Launch!, News, Finance, *etc.*). Users 130 include individuals who access the Internet, typically by web browsers 135 such as Netscape's Navigator or Microsoft's Internet Explorer. Advertisers 140 are entities that wish to place advertisements on web pages on the Yahoo! sites. Advertisers 140 also typically access the self-service platform (implemented as sites 110) by web browsers 135. In some cases, users 130 and advertisers 140 can access sites 110 using other means, for example, by software agents or automated interfaces.

Sites 110 transmit web pages to users 130 in response to their requests. The web pages include advertising that was ordered by advertisers 140. A typical site architecture is shown in simplified form in 110A of Fig. 1. A web server 112A provides an interface to the Internet and a database 115A contains information about the different components (*e.g.*, content and ads) used to compose pages. The components themselves may or may not be included as part of the database 115.

FIG. 1 is simplified for clarity. For example, sites 110, users 130 and advertisers 140 are shown as separate entities. In fact, the same entity may play one or more roles. Entities may also take on different roles in different contexts. In addition, the different roles can be distributed and/or divided among many different entities. For example, in order to compose and serve a page to a user 130, a site 110 may request an article from another site, obtain advertisements from a third party advertisement server, and obtain some graphics and links from its internal database. The advertisements may be ordered via yet another site for inclusion in the web pages served by site 110. Site 110 itself can also be distributed for redundancy and/or performance reasons. For example, large sites such as the Yahoo! sites typically run different web properties from different servers and use an architecture that is more sophisticated than that shown in FIG. 1, using for example multiple servers, databases, load balancers, *etc.* All such configurations are within the scope of the present invention.

As further clarification, although the Internet will be used as the primary example in this disclosure, the invention can be used with other systems also. For example, the entities 110, 130 and 140 can communicate with each other over separate communications networks, private or proprietary networks or dedicated communications channels, rather than through common network 120 of FIG. 1. Alternately, various parts of system 100 can be implemented by mobile components and may not be permanently attached to a

communications network. For example, entities may interact with each other via a wireless connection. As a final example, the pages can be based on protocols other than the web, for example protocols used with wireless networks or proprietary protocols for proprietary networks.

5 Turning now to pricing, in one approach, the advertisements are ordered on a preset price basis. The price of the advertisement is set by the seller, and it is set by the time that the ordered advertisement will be run. For example, the price of a certain size and location advertisement on the Yahoo! front page at a certain time may be set at \$x per click-through. There are many permutations of this preset price model. For example, the
10 price may vary as a function of the ad's size, the ad's location on the page, the specific page, the time when the advertisement will run, the demand for the advertisement spot at the time the advertisement will be run, *etc.* The price can be defined by a definite formula, as opposed to a specific dollar figure. The price can also vary as a function of when the order is placed, although it will be set at the time of ordering. For example, if the demand
15 for a particular advertisement spot is low, then the price quoted at that time may be relatively low. If the advertiser returns at a later time, the price quoted for the same advertisement spot may be higher due to increased demand for that advertisement spot. Prices can be updated in real-time or near real-time. The price can also be expressed in different ways: per impression, per click-through, per converted purchase, *etc.* Other
20 pricing models can also be used. For example, pricing can be based on bidding models, or a mixture of bidding and preset price models.

Different pricing models can be directly compared by reducing the pricing to a common measure, for example the effective cost per thousand impressions (the eCPM). For fixed price of \$x per impression, the $eCPM = \$x * 1000$. For a bid price of \$x per
25 click-through, the $eCPM = \$x * \text{click-through-rate} * 1000$.

The types of advertisements can also vary. Examples include text only, text + link, icon + link, banner ads, graphics, video, *etc.* The media on which the advertisement runs can also vary. Common examples include advertisements that run on web pages, advertisements that run as the result of searches, and advertisements that run on wireless
30 devices. An advertisement for a brokerage house placed on the Yahoo! Finance front page is an example of the first. An advertisement for a brokerage house that runs as the result of a search for "stocks" is an example of the second. An advertisement for a fast food

restaurant that runs as the result of a promixity-based restaurant lookup on a wireless device is an example of the third.

Once advertisements are ordered, the selection of which advertisements appear in which locations and on which pages can occur in many different ways. For example, assume that 100 advertisements are ordered for placement on the Yahoo! Finance front page, at a location that can only show three advertisements at a time. In one approach, three of the 100 advertisements can be selected at random, or the advertisements can be displayed in rotation. Alternately, priority can be given to advertisements that have higher relevancy. Relevancy can be measured by contextual means (*e.g.*, using search-engine type technology). Alternately, relevancy can be measured by calculating the effective CPM (eCPM) rate, or some other financial measure. If advertisement one pays a price of \$1.00 per click-through and has a click-through rate of 4%, it has an eCPM (equivalent cost-per-thousand impressions) of \$40.00. If advertisement two pays the same \$1.00 price but has a click-through rate of 0.1%, its eCPM is only \$1.00. If advertisement three pays a price of \$0.10 per click-through and has a click-through rate of 1%, its eCPM will also be \$1.00. Other measures of relevancy, for example combining contextual and financial measures, can also be used.

FIGS. 2-7 are graphical depictions of screen shots that illustrate a self-service platform for advertisements. This self-service platform allows advertisers to order advertisements and to set up and manage advertisement campaigns for themselves. This particular example is in the context of advertisements to be placed in the Marketplace section of the Yahoo! Front Page, but the invention is not limited to this specific application. In the example of FIGS. 2-7, the self-service platform is referred to as Ad Central, which is located on a Yahoo! site. In an alternate implementation, the self-service platform is located on a site run by a different entity (*e.g.*, a service provider to Yahoo!). Alternately, the self-service platform can sell advertisements for many different sites, not just Yahoo! sites.

The self-service aspect is especially beneficial for smaller advertisers. A sales force can service large advertisers but it often is not cost-effective to use a sales force to reach smaller advertisers. The self-service aspect reduces the sales cost by allowing smaller advertisers to help themselves. In the following example, the advertiser can create and manage advertisements, create and manage campaigns using those advertisements, receive and view reports on the campaigns and maintain his account balance for his

campaigns. In this example, campaigns are prepaid. The advertiser prepays a certain amount in his account. As advertisements run, debits are generated against the prepayment, drawing down the prepayment. The self-service aspect also allows the advertiser to more easily and more immediately change his advertisements and campaigns.

5 If the overall system is real-time or near real-time, as is the case in this example, any changes will take effect immediately or near-immediately.

FIG. 2 shows a login page for Ad Central – Front Page Marketplace. The right-hand side of the page provides information about the self-service platform, including a free trial, an overview of benefits, information about pricing, a tour of the overall process and a sample advertisement 215. The “Sign Up Today” button 220 begins the process of
10 creating an account for an advertiser. Existing users can log in via the left-hand side 230 of the page. Once the advertiser logs in (and/or creates his account), he can perform a number of different functions to create and manage advertisements and campaigns. FIG. 4A is the page returned after the advertiser logs in.

15 FIGS. 3A-3D show pages for creating a campaign. In FIG. 3A, the advertiser defines the campaign. In this example, the advertiser sets the campaign budget 311 to \$500. The campaign budget is the maximum amount to be spent on this campaign. Note that the advertiser’s current account balance 312 is \$0, so the campaign will not start until the account is funded. List of days 315 that occupies the bottom of the page shows which
20 days are available for the campaign (note that the advertiser has selected to view All Days), and the cost per click (CPC) for each day. The CPC is set by the site. The advertiser specifies which days the campaign will run by checking the appropriate boxes on the left-hand side. In this example, there is no need to specify on which site or web page the campaign will run, because the page shown in FIG. 3A is specifically for
25 placement on the Front Page Marketplace.

In FIG. 3B, the advertiser selects which advertisements will run in this campaign. Previously created advertisements 321 are listed by name and text copy. The “Ad Status” column indicates the status of the ads, as will be further discussed below. This example assumes that the three advertisements listed have been previously approved and are
30 therefore available for use in the campaign. The advertiser checks the boxes on the left-hand side to indicate which advertisements will be used in this campaign. The advertiser can also create new advertisements 323 for his campaign.

In FIG. 3C, the advertiser selects a name 330 for the campaign. FIG. 3D is a confirmation of the campaign. This confirmation lists the campaign name 351, campaign budget 352, run dates with corresponding CPC 353, and the advertisements 354 in the campaign. The confirmation also includes an alert 355 to the advertiser that his account must be funded before the campaign can run. A separate confirmation with the same information is also sent by e-mail to the advertiser.

FIGS. 4A-4F show web pages for managing advertising campaigns. FIG. 4A shows a summary of all campaigns. Currently, this user only has one active campaign and no inactive campaigns. The one active campaign is a "Weimaraters" campaign 411 (but revised relative to the Weimaraters campaign created in FIG. 3). Different management functions can be performed. Beginning at the top of the summary information for the Weimaraters campaign, the campaign can be renamed 412. The campaign status is currently Active 413A (note that the account has been funded to \$1000), but the advertiser can change the status to Suspended 413B (which suspends the campaign until it is reactivated) or Cancelled 413C (which ends the campaign). The advertiser can also edit any of the following: campaign budget 414, run dates 415 of the campaign, and which advertisements 416 are used in the campaign. The advertisements themselves can also be edited 416. Note that the advertiser can make these edits at any time via the self-service platform. If the architecture is real-time or near real-time, then these edits will result in updates to the advertisement orders in real-time or near real-time.

FIGS. 4B-4C show an example of suspending a campaign. FIG. 4B requests confirmation 421 before suspending the campaign. FIG. 4C shows the "Manage Campaigns" page after the "Weimaraters" campaign has been suspended. The campaign is now listed under the Suspended Campaigns 423. The status is now listed as Suspended 424A. The advertiser can either Resume 424B the campaign (making it active again) or Cancel 424C it. Also note that the "Patent File Service" advertisement was added to the campaign before suspension. This advertisement is "Pending," meaning that it is not yet approved for general use in campaigns, as will be further described below.

FIG. 4D shows dates, pricing and which dates are currently selected for a campaign. This page can be useful for deciding whether to edit the run dates for a campaign.

FIG. 4E shows a page with summary report information for an advertiser's campaigns. The bottom part of the page lists a summary of all of the advertiser's

campaigns in the selected campaign folder (which is All Campaigns in this example). This information includes 431 total days run, total cost, total impressions and average CPC across all campaigns. It also includes 432 campaign start date, campaign end date, campaign (name), campaign status, number of impressions, average CPC, number of
5 clicks, and total cost for each campaign. Top portion 433 allows the advertiser to view more specific reports. In this case, by clicking "View Report," the advertiser will view a report for all of his campaigns for the dates June 29, 2003 through July 6, 2003.

FIG. 4F shows the "Manage Campaigns" page when there are no campaigns. Compare this page to the "Manage Campaign" pages shown in FIG. 4A and 4C.

10 FIGS. 5A-5D show pages and emails for prepaying an account. In the example of FIG. 5A, the advertiser is asked to make an initial deposit 511 to his account. He then has two options 512 for further funding. If he wants to manually refill his account each time, he can select "No" for the automatic payment plan. In this example, when the accounts falls below a threshold level, an alert is generated to remind the advertiser to refill his
15 account. Alternately, he can automatically refill his account when it falls below a threshold level. FIG. 5B requests final advertiser approval before charging the credit card. In this example, the advertiser has selected to purchase \$1000 now and to automatically purchase another \$500 whenever the account balance falls to \$500 or below. FIG. 5C is the corresponding confirmation. FIG. 5D is a separate email confirmation for the same
20 transaction. Purchases can also be made using wallet technology, or by other means, as will be explained in greater detail in FIGS. 8-13.

FIGS. 6A-6E show pages for creating and managing advertisements. In the example of FIG. 3, it was assumed that advertisements were already available for use in the campaign. Therefore, step 2 (Create Ad) was skipped in that example. FIGS. 6A-6E
25 run through this step. The advertiser makes selections in FIG. 6B to create an advertisement. In this example, the advertiser chooses to create a new advertisement 611 (rather than modify an existing one). The advertiser names the advertisement 612 "Patent File Service" and selects one of the four available templates 613. The format of the advertisement is specified by the template. The templates use certain information supplied
30 by the advertiser. For example, template 1 uses a title ("XYZ Shoes" in the template), a description ("50% sale on all running shoes / Prices include service taxes.") and a URL link. In template 1, clicking on the title links to the URL. The advertiser supplies 614 this

information as shown, and the advertisement is created based on the supplied information. FIG. 6C shows a preview 621 of the advertisement.

FIG. 6D shows submission of the advertisement. In this exemplary system, advertisements are not automatically available for use in campaigns. Rather, they must be reviewed and approved first. “Pending” advertisements are ones that have been submitted for review but have not yet been approved. “Approved” advertisements have been approved and can be used in campaigns. The approval process can be manual, automated or a combination of the two. For example, automated tools can be used to search for “problem” words, phrases, or URLs. Tools can also be used to help manage the approval process.

FIG. 6E shows a page for managing different advertisements. In this example, the advertiser has selected 641 to view all advertisements. In the status column, “Unsubmitted” advertisements have not been submitted by the advertiser yet. “Declined” advertisements have been submitted but were rejected. They cannot be used in campaigns.

FIG. 7 shows a page for setting alerts. In this example, there are two possible alerts. One alert is generated when pricing for additional days becomes available. The other alert is generated when the advertiser’s account balance falls below a certain level.

FIGS. 2-7 illustrate a specific example of a self-service platform. Many other variations will be apparent. For example, time periods other than daily and pricing models other than a fixed CPC for each day can be used. Many alternative pricing models were discussed previously. Some examples include CPM pricing, pricing determined by formula, variable pricing set by market demand (*e.g.*, auction or bidding), preset pricing based on market demand, fixed CPC pricing that changes on a basis other than daily, pricing that takes into account relevancy, and time-based pricing (*e.g.*, pricing based on time period of the campaign rather than number of clicks or impressions).

Placements can also vary. The example of FIGS. 2-7 was for a specific placement – a particular location on a particular page. Alternate embodiments can include different locations on the same page and/or placement on different pages or sites. As another example, advertisement campaigns can also include multiple types of advertisements, including advertisements not based on templates. Advertisements can also be placed on different types of devices, for example cell phones, PDAs and home entertainment computers in addition to laptop and desktop computers.

Allocation of the overall campaign budget and/or campaign impressions between different advertisements and/or placements can also be supported, as can rotation of advertisements and/or placements. Furthermore, multiple campaigns can be supported by the same advertiser account and vice versa (*e.g.*, a single campaign supported by multiple advertiser accounts – including both multiple accounts from the same advertiser and accounts from multiple advertisers). Different payment models can also be supported. For example, campaigns can be invoiced rather than paid in advance.

The specific interface also is not required to follow the example shown in FIGS. 2-7. Different interfaces can be used. As an example, a different interface preferably is used for bidding models. For example, the placements could be listed (*e.g.* a vertical advertisement on the east side of <http://pets.yahoo.com/pets/dogs/breed/sporting>) and the advertiser could enter the maximum bid for each page and placement. Alternatively, the advertiser might place a maximum bid to have his advertisement show on any ad/page combination within the site (or across multiple sites) that are relevant to his business. Relevancy can be defined by the advertiser or determined by the site. As a last example, the platform can also support auction pricing. As a specific example, the site may decide to sell premium inventory by auction - with a defined time limit for expiration, at the end of which the highest bidder will win the inventory being auctioned – a certain amount of impressions or clicks in a specific advertisement unit on a specific page.

As a final example, alerts and reports are not limited to those discussed in FIGS. 2-7. For example, an alert can be generated when days become available at a price equal to/lower than a limit set by the advertiser. An automated (programmed) interface can be provided to allow the advertiser to request specific types of reports. Many other variations will be apparent to those of skill in the art and all such variations are within the scope of the present invention.

FIGS. 8-19 describe an exemplary system with a self-service platform. In these diagrams, the same component can be referred to as a module, server or other descriptive term, for example “self-serve billing,” “self-serve billing module,” “self-serve billing server,” or “self-serve billing application.” It should be understood that these components are not meant to be limited to a specific physical form. In most cases, the preferred implementation currently is software. However, depending on the specific application, they can be implemented as hardware, firmware, software, and/or combinations of these. Furthermore, different components can share common sub-components or even be

implemented by the same sub-components. There may or may not be a clear boundary between different components.

FIGS. 8-13 illustrate different aspects of billing the advertiser. FIG. 8 shows an exemplary billing architecture. In this diagram, the self-serve user interface (UI) 810 includes the interface to the self-service platform which the advertiser uses. The UI includes the pages shown in FIGS. 2-7 above. Wallet module 820 is wallet technology, which will be discussed in the context of funding an account. Self-serve billing module 830 includes aspects of billing that are specific to the self-service platform, as will be further described in FIG. 9. General billing module 840 includes other parts of the billing infrastructure, including infrastructure that can be used by applications other than the self-service platform. Contract management system 850 manages account information and contracts (*e.g.*, campaigns) for advertisers. It typically includes both databases for storing the information and servers for processing the information. Advertisement server 860 is responsible for serving advertisements. In this implementation, advertisement server 860 serves advertisements requested by the corresponding client-side application. Contract management system 850 provides transactional updates to advertisement server 860, for example, when an advertiser updates his campaign. Advertisement view server 872 provides search functionality. Redirect server 876 redirects users to the appropriate URL. In this implementation, advertisement view server 872 and redirect server 876 also collect and report page views and click-throughs from the sites, respectively. Log aggregation module 880 aggregates view, click and other site data, as will be further described below. The aggregated data is stored in reports database 885.

The self-serve application interfaces with general billing module 840 in two ways. The first interface is a UI URL Interface 815 with the ordering servers. The ordering servers are part of the general billing module 840. UI URL interface 815 supports such operations as account creation (*e.g.*, initial funding of account), account edit (*e.g.*, change of the billing model), and manual refill of the account. The second interface is an API XML interface 835. This interface supports payment operations and purchase status queries, using similar parameters to the UI URL interface 815. General billing module 840 is the listener, which listens for the request (request/response protocol can be similar to the XML interface in the above UI URL interface).

FIG. 9 is a more detailed diagram and flow description of self-serve billing module 830. In this diagram, general billing module 840, contract management system 850, and

log aggregation module 880 are the same as in FIG. 8. The rest of the components shown are part of the self-serve billing module 830 of FIG. 8. These include a user billing module 832, billing event listener 834, debit daemon 835, invoice processor daemon 836 and periodic billing daemon 837.

5 User billing module 832 handles billing related requests from the self-serve UI 810 (not shown in FIG. 9). This module 832 creates the invoice record and generates the redirect URL for the general billing module 840 (*e.g.*, redirects to jump to order pages on the general billing module 840). The self-serve UI PHP scripts access the user billing module 832 via the PHP extension. Self-serve UI 810 requests that are supported by the
10 user billing module 832 include the following:

- Account create - Create an account in billing; perform the initial charge
- Account edit - Edit account billing options
- Manual refill - Add funds to the account
- Promotion - Issue a coupon or promotion credit to the account. In addition,
15 module 832 will make sure that the promotion code is marked “used” and cannot be re-used again.

Billing event listener 834 is a billing repl (replication) event consumer module that processes various confirmation events from the general billing module 840, such as Invoice, Open and Close confirmation events.

20 Log aggregation module 880 runs periodically (*e.g.*, every 15 min). Among other functions, it creates a set of debit files based on the incoming click statistics from redirect server 876 (assuming for this example that all contracts are CPC-based). These debit files are loaded into contract management system 850 on a batch basis, thus updating the debit queues in contract management system 850.

25 Debit daemon 835 runs periodically and processes the updated debit queues in the contract management system 850. Debit daemon 835 changes the status of different entries in the debit queues as they are processed, updates the advertiser’s account as needed (*e.g.*, reducing the account balance to resolve the debit and flagging the account as zero balance if that is the result) and creates invoices if necessary (*e.g.*, at zero balance or
30 if an automatic refill is required).

Periodic billing daemon 837 runs periodically and handles monthly (or other periodic) charges. If an account matches the criteria for a periodic charge, periodic billing

daemon 837 creates a corresponding invoice. This invoice is processed by invoice processor daemon 836. General billing module 840 sends a confirmation upon successful charge, which will be processed by billing event listener module 834 and the account balance will be updated at that time.

5 Invoice processor daemon 836 runs periodically and processes new invoices, including those for automatic and monthly account types. It reads new unprocessed invoice entries and calls the general billing module 840 API to resolve the invoice. The advertiser's credit card is charged (or other payment options are invoked) and the corresponding account balance is updated. If the billing is unsuccessful, for example due
10 to problems with the account's credit card, then funds are not added to the user's account.

The database schema for this particular example includes the following tables:

- invoice_all: - contains invoice records for the self-service account;
- account_balance: - contains balance and related information for the self-service account;
- 15 • debit_transaction_queue: log aggregation module 880 creates new debit entries in this table, which are then processed by debit daemon 835;
- debit_transaction_history: after debit daemon 835 has processed a debit_transaction_queue entry, it creates a corresponding debit_transaction_history entry in this table, the original queue record is then
20 deleted;
- account_billing_option_history: when the advertiser places a UI request to change account billing options, user billing module 832 creates a record in this table, when billing event listener 834 receives the account edit confirmation event, it updates the corresponding entries in the account_balance table;

25 FIGS. 10-13 are data flow diagrams illustrating examples of different types of payments, using the system shown in FIGS. 8-9. FIG. 10 is a data flow diagram illustrating a UI-driven one-time payment, for example the initial payment as part of creating an account or a manual refill of an account. In FIG. 10, applications server 890 is a server that redirects UI requests to the appropriate backend servers. It also contains
30 business logic to serve some requests on its own. The remaining components are the same as in the previous figures.

To set up the account and perform the initial purchase (account create) or perform a subsequent purchase from the UI (manual refill), self-serve UI 810 sends a corresponding command 1010 to user billing module 832, via applications server 890. User billing module 832 creates a new invoice record 1020 in the invoice_all table. User billing
5 module 832 also forms a redirect URL for general billing module 840, which will contain all the information required to set up the new account or to perform a purchase, and returns the URL 1030 to self-serve UI 810.

In the case of manual refill, user billing module 832 also makes sure the advertiser already has an active self-service order. In the case of account create, the advertiser
10 interacts 1040 with general billing module 840 to provide required information to perform credit card transaction (name, billing info, expiration date, amount to charge, *etc.*). General billing module 840 creates a purchase record, which can be immediately accessed. The purchase record can also be stored, in order to preserve a record of its occurrence.

General billing module 840 performs the charge for the specified amount. It
15 generates an invoice event if the charge was successful, which is eventually delivered 1050 to billing event listener 834 via repl connection. Billing event listener 834 updates 1060 the invoice record in contract management system 850 to indicate the successful charge. If the charge was not successful, no invoice event is generated and the invoice record is not updated. Self-serve UI 810 can access the invoice record, so that it can give user feedback
20 on whether the charge has been successful and/or the new updated account balance.

FIG. 11 is a data flow diagram illustrating offline payment via a bank or other financial institution. To set up the account and perform the initial purchase (account create) or to perform a subsequent purchase from the UI (manual refill), self-serve UI 810 sends 1110 a corresponding command to user billing module 832. User billing module
25 832 creates 1120 a new invoice record in the invoice_all table. It also makes 1130 a UI redirect to general billing module 840. In the case of account create, the advertiser also provides required information to set up his account (*e.g.*, name, billing info, amount to charge, *etc.*).

General billing module 840 performs the necessary steps to submit 1140 the
30 purchase request to the bank. It also returns 1150 the status and the bank code back to user billing 832 as part of an event. User billing 832 returns 1160 the bank code to the UI 810, so that the advertiser can go to the bank offline to pay. After the offline payment has been processed, general billing module 840 generates an invoice event, which is processed

1170, 1180 by billing event listener 834 in the same manner as in FIG. 10 (e.g., steps 1050 and 1060).

FIGS. 12A–12B are data flow diagrams illustrating credit-card based automatic and monthly refill billing models, respectively. Wallet technology (e.g., express check-out) is preferred for implementing recurrent billing models such as these and is assumed in the following examples, although not required. Self-serve billing module 830 performs provisioning. General billing module 840 serves as the service provider.

In FIG. 12A, log aggregation module 880 processes incoming click log data (assuming CPC pricing) and generates 1210 debit entries in the table debit_transaction_queue. Debit daemon 835 processes 1212 these entries. Debit daemon 835 updates account balances and, if the account balance falls below the level for automatic refilling, an invoice is generated for refilling. Invoice processor daemon 836 retrieves 1214 these invoices and generates 1216 a charge XML API call to general billing module 840. General billing module 840 accesses 1218 the credit card information from wallet module 820, performs the credit card charge and returns 1220 the processing status. Invoice processor daemon 836 updates 1222 the invoice status.

In FIG. 12B, periodic billing daemon 837 periodically retrieves the accounts that are due for periodic refill and creates 1250 the corresponding invoices. The remaining steps are the same as in FIG. 12A. Invoice processor daemon 836 retrieves 1214 these invoices and generates 1216 a charge XML API call to general billing module 840. General billing module 840 accesses 1218 the credit card information from wallet module 820, performs the credit card charge and returns 1220 the processing status. Invoice processor daemon 836 updates 1222 the invoice status.

FIG. 13 is a data flow diagram illustrating a recurrent billing model based on offline payments. When a refill is appropriate, the advertiser's account is not charged automatically. Rather, the system generates 1310 a UI and an email alert to the advertiser that his account balance is low and the account may become inactive if funds are not added. The advertiser should come to the self-serve application to complete manual payment. The remainder of the process is the same as in FIG. 11.

FIGS. 14-19 illustrate other aspects of this system, continuing the specific example of FIGS. 2-13. In particular, FIGS. 14-16 concern transactional updates to the advertisement server 860. FIGS. 17-18 concern log aggregation. FIG. 19 concerns reporting.

Referring to FIG. 8, contract management system 850 maintains a database of information about campaigns and provides transactional updates to advertisement server 860, for example when an advertiser updates his campaign. FIG. 14 is a block diagram of a portion of the overall system that accomplishes this. In FIG. 14, the contract management system 850 in FIG. 8 is shown as contracts server 852 coupled to contracts database 856. Update server 858 of FIG. 14 (not shown in FIG. 8) provides the transactional updates.

Update servers 858 support both individual operations (*e.g.*, from end users) and batch updates. As a result, the contract server 852 API call is selected as the transaction boundary. If a contract server API call corresponds to a contract update that should also go to advertisement server 860, it will generate a message in update server 860's transaction queue. The handling of each message becomes an update server transaction. These transactions are not event triggered. Instead, messages are picked up by a consumer of the message queue, which keeps running no matter what messages are in the queue.

To provide more flexibility between the data calculation and command transmission, they are separated into two asynchronous threads: transaction processor and transmitter. Transmitter is responsible for sending commands to advertisement server 860, recording errors and history records. With this mechanism, a problem with the advertisement server 860 will not affect the calculation of new data updates on the contract management system side of things. It can also work as a "backdoor" through which manual data push to advertisement server 860 is possible in case of debugging and urgent request handling.

Batch update requests are broken down to a list of separate transactions before reaching update server 860. These transactions share the same priority and same queue as non-batch transactions. There is no need to differentiate batch transactions from non-batch transactions. In this way, update server 860 can handle both batch and non-batch updates.

FIG. 15 shows a state diagram for line status transitions. In this example, a line is an advertisement with attached criteria (such as CTR, eCPM, *etc.*). Advertisement server 860 apportions delivery of impressions to lines based on competitive criteria (*e.g.*, on the basis of eCPM). The line status transitions of FIG. 15 are described below:

- Pending → Ready: when a line is approved by a reviewer

- Ready → Running: when a line's complete schedule data matches the current date and the account is active (i.e. funds are available)
- Running → Stopped: when a line is stopped by an advertiser/reviewer or auto stopped by schedule
- 5 • Stopped → Ready: when a line is reactivated by schedule (no data change) or when the account status changes from inactive to active
- Stopped → Pending: when a line is edited by advertiser (may involve data change)
- Any state → Stopped: when a line is stopped by advertiser or when the
- 10 account becomes inactive
- Ready → Rejected: when the reviewer rejects a line
- Rejected → Ready: when the reviewer approves the new data
- Rejected → Pending: when advertiser makes data update on a Rejected line
- Pending → Pending: when advertiser makes data update on a Pending line

15 The content management system 850 is responsible for updating line status.

FIG. 16 shows a state diagram for advertisement status transitions, as described below:

- Pending → Approved: when reviewer approves the advertisement
- Pending → Rejected: when reviewer rejects the ad
- 20 • Rejected → Pending: when advertiser updates a Rejected ad
- Rejected → Approved: when reviewer revokes his/her disapproval
- Approved → Rejected: when reviewer revokes his/her approval and rejects the ad
- Approved → Pending: when reviewer revokes his/her approval or advertiser
- 25 updates an Approved ad

Approved is a final status because the contract management system 850 uses two tables for ads: Pending advertisements and Advertisements. Advertisements only contain those that have been approved. Once a pending advertisement is approved and replaces an existing ad, the existing advertisement will only be available in the History tables and will not be

30 easy to retrieve. The Rejected state in FIG. 16 corresponds to the Declined status in FIG. 6E.

Turning now to log aggregation, FIG. 17 shows further details of the log aggregation portion of FIG. 8. FIG. 18 shows details of the log aggregation module 880 in FIG. 17.

As shown in FIG. 17, advertisement view server 872 and redirect server 876 each
5 include Apache logger modules 873, 877 and log senders 874, 878. Apache logger module 873 logs what advertisements have been displayed to users (*e.g.* “advertisement views”). When the user clicks on an advertisement link, the redirect server 876 receives a request and redirects the user to the location specified in the advertisement URL. The clicked (redirected) advertisements (*e.g.* “advertisement clicks”) are logged by Apache logger
10 module 877. Periodically (*e.g.*, every five minutes), log sender daemon processes 874, 878 run on the advertisement view server 872 and redirect server 876. Log senders 874, 878 deliver a log data chunk which contains advertisement view and/or advertisement click data for the last time period to the log aggregation module 880 for processing. Log senders 874, 878 and log aggregation module 880 communicate via the repl connection.

15 Referring to FIG. 18, the repl consumer library 1810 in the log aggregator module 880 stores the incoming log data chunks as chunk files 1820 for subsequent processing. In this implementation, the chunk files 1820 are processed periodically in batch mode by aggregator scripts 1830. Some information (*e.g.*, views and clicks stats) is loaded into the reports database 885 (*e.g.*, for user reports). Some information (*e.g.*, debit records) is
20 loaded into the contract management system 850, for example for debit processing.

FIG. 19 shows further details on the reporting function in FIG. 8. Reports module 895 provides report data used in the customer front-end. In this example, reports module 895 is implemented as part of application server 890 in FIG. 10. In this implementation, reports module 895 includes a query server that provides three different types of queries
25 into reports database 885: regular SQL query, cached query, and composite query. All the queries are subclassed from the same general query class, which exports the same query interface to the client.

Cached query increases performance and scalability. They can be used when several same report requests are received from the client during a short period of time
30 (*e.g.*, between database updates). For example, some reports may include a large number of rows of data and hence use pagination. In one implementation, this information is cached as queries in MySQL database 897. Cached query thus avoids multiple server

round trips when navigating between pages. Cache 897 also supports sorting of columns in a tabular display of data.

Report data query exports an API that takes parameter/value pairs and a report name and generates a report table. The report name is mapped to the stored SQL query(s),
5 which are then used to query the database or a cache. Therefore, no recompilation of the module is required when a new report is added, only the change to the configuration file that stores the mapping between the report name and an SQL query.

Although the detailed description contains many specifics, these should not be construed as limiting the scope of the invention but merely as illustrating different
10 examples and aspects of the invention. It should be appreciated that the scope of the invention includes other embodiments not discussed in detail above. Various other modifications, changes and variations which will be apparent to those skilled in the art may be made in the arrangement, operation and details of the method and apparatus of the present invention disclosed herein without departing from the spirit and scope of the
15 invention as defined in the appended claims. Therefore, the scope of the invention should be determined by the appended claims and their legal equivalents. Furthermore, no element, component or method step is intended to be dedicated to the public regardless of whether the element, component or method step is explicitly recited in the claims.

What is claimed is:

1. A method comprising:

5 (A) receiving a request, over the Internet, to initiate an advertisement campaign, the request comprising:

a maximum amount to spend on the advertisement campaign,
a designation of an advertisement to be used in the advertisement
campaign, and

10 a time period in which the advertisement is to be run;
(B) reviewing the advertisement, and,

when the advertisement is deemed not approved, the advertisement
campaign is rejected, and

when the advertisement is deemed approved, the advertisement
campaign is accepted; and

15 (C) displaying the advertisement during said time period when the advertisement
campaign is accepted.

2. The method of claim 1 wherein said displaying comprises posting said advertisement to
a predetermined URL or a URL specified by said request during said time period.

20

3. The method of claim 1 wherein said displaying comprising displaying said
advertisement on a predetermined wireless device or on a wireless device specified by said
request during said time period.

25 4. The method of claim 1, wherein the receiving further comprises:

providing a plurality of template advertisements;

receiving a selection of a template advertisement in said plurality of template
advertisements;

receiving information to be inserted into the template advertisement; and

30 creating the advertisement designated by the request based on the template
advertisement and the information to be inserted into the template advertisement.

5. The method of claim 4, the method further comprising:

providing a preview of the advertisement designated by the request.

6. The method of claim 1, wherein the receiving further comprises:

providing a plurality of time periods that are available for the advertisement; and
5 accepting a selection of a time period in the plurality of time periods to run the advertisement.

7. The method of claim 1, wherein the advertisement campaign comprises a plurality of advertisements, the method further comprising:

10 providing an image of each advertisement in the plurality of advertisements in the advertisement campaign; and
receiving instructions to edit the plurality of advertisements.

8. The method of claim 7 wherein the instructions to edit the plurality of advertisements
15 modify:

which advertisements are part of the plurality of advertisements,
a web page that an advertisement in the plurality of advertisements is posted to
when the advertisement is run; or
a time period in which an advertisement in the plurality of advertisements is run on
20 a web site.

9. The method of claim 1, the method further comprising:

displaying a summary of a plurality of advertising campaigns, each respective
advertisement campaign in the plurality of advertising campaigns defining:
25 a maximum amount to spend on the respective advertisement campaign,
a designation of one or more advertisements to be used in the respective
advertisement campaign, and
a time period in which an advertisement in the respective advertisement campaign
is to be run.

30

10. The method of claim 9 wherein a first advertising campaign in the plurality of
advertising campaigns has a status and the step of displaying a summary of the plurality of

advertising campaigns comprises displaying the status of the first advertising campaign;
and wherein the method further comprises

receiving instructions to change the status of the first advertising campaign from a
first state to a second state.

5

11. The method of claim 10, wherein the first state and the second state are each
independently an active state, a suspended state, or a cancelled state, wherein

when said state of said first advertising campaign is the active state, the one or
more advertisements specified by the first advertisement campaign are run on a
predetermined web site or on a web site specified by the advertising campaign;

10

when said state of said first advertising campaign is the suspended state, the one or
more advertisements specified by the first advertisement campaign are not run on a
predetermined web site or on a web site specified by the advertising campaign; and

when said state of said first advertising campaign is the cancelled state, the first
advertisement campaign is removed from the plurality of advertising campaigns.

15

12. The method of claim 1 wherein a cost for said advertisement campaign is set by a time
that the request is received.

13. The method of claim 1 wherein the advertisement is displayed on a predetermined
web site or on a web site specified by the request as a function of the relevancy of the
advertisement.

20

14. The method of claim 13 wherein the relevancy of the advertisement is measured at
least in part by a financial metric.

25

15. The method of claim 14 wherein the financial metric is the effective cost per Mil
(eCPM) for the advertisement.

16. The method of claim 13 wherein the relevancy of the advertisement is measured at
least in part by the contextual relevancy of the advertisement to other content on a
predetermined web site or a web site specified by the request.

30

17. The method of claim 1 wherein said displaying (C) further comprises:

computing an effective cost per Mil (eCPM) for the advertisement; and

displaying said advertisement on a predetermined web site or a web site specified
by said request during said time period when the eCPM for the advertisement exceeds the
5 eCPM of another advertisement that is designated for placement on said predetermined
web site or the web site specified by said request.

18. The method of claim 1 wherein said advertisement is (i) text only, (ii) text and a URL
link, (iii) an icon and a URL link, (iv) a banner ad, (v) a graphic, or (vi) a video.

10

19. A computer comprising:

a self-serve user interface comprising:

instructions for receiving a request, over the Internet, to initiate an
advertisement campaign, the request comprising:

15

a maximum amount to spend on the advertisement campaign,

a designation of an advertisement to be used in the advertisement
campaign, and

a time period in which the advertisement is to be run;

instructions for reviewing the advertisement, and,

20

when the advertisement is deemed not approved, the advertisement
campaign is rejected, and

when the advertisement is deemed approved, the advertisement
campaign is accepted; and

instructions for displaying said advertisement, when the advertisement

25

campaign is accepted, during said time period.

20. The computer of claim 19, further comprising:

a self-serve billing module coupled to the self-serve user interface for billing the
originator of the request when the advertisement is displayed on the predetermined web
30 site or on the web site specified by said request order.

21. The computer of claim 20, further comprising:

a back-end system coupled to the self-serve billing module, the back-end system comprising:

- a contract management system for managing information about the request; and
 - an advertisement server coupled to the contract management system for serving
- 5 advertisements to the predetermined web site on the web site specified by the request.

22. The computer of claim 21, wherein the back-end system further comprises:

- a log aggregation module coupled to the contract management system for aggregating data about advertisement serves and providing updates of such data to the
- 10 contract management system.

23. The computer of claim 19 wherein said instructions for displaying comprise displaying said advertisement on a predetermined web site or on a web site specified by said request during said time period.

15

24. The computer of claim 23 wherein said predetermined web site or said web site specified by said request on which said advertisement is displayed is served to a remote computer that displays said web site in an Internet browser running on said remote computer.

20

25. The computer of claim 19 wherein said instructions for displaying comprise displaying said advertisement on a predetermined wireless device or on a wireless device specified by said request during said time period.

25 26. The computer of claim 19, wherein the instructions for receiving further comprise:

- instructions for providing a plurality of template advertisements;
- instructions obtaining a selection of a template advertisement in said plurality of template advertisements;

30 instructions for obtaining information to be inserted into the template advertisement; and

instructions for creating the advertisement designated by the request based on the template advertisement and the information to be inserted into the template advertisement.

27. The computer of claim 26, further comprising:

instructions for transmitting a preview of the advertisement designated by the request.

5 28. The computer of claim 27 wherein said preview is displayed on a remote computer.

29. The computer of claim 19, wherein the instructions for receiving further comprise:

instructions for providing a plurality of time periods that are available for the advertisement; and

10 instructions for obtaining a selection of a time period in the plurality of time periods to run the advertisement.

30. The computer of claim 19, wherein the advertisement campaign comprises a plurality of advertisements, the computer further comprising:

15 instructions for transmitting an image of each advertisement in the plurality of advertisements in the advertisement campaign; and

instructions for receiving instructions to edit the plurality of advertisements.

31. The computer of claim 30 wherein the image of each advertisement in the plurality of
20 advertisements in the advertisement campaign is displayed on a remote computer.

32. The computer of claim 30 wherein the instructions to edit the plurality of advertisement modify:

25 which advertisements are part of the plurality of advertisements,
a web page that an advertisement in the plurality of advertisements is posted to when the advertisement is run; or

a time period in which an advertisement in the plurality of advertisements is run on a web site.

30 33. The computer of claim 19, further comprising:

instructions for communicating a summary of a plurality of advertising campaigns, each respective advertisement campaign in the plurality of advertising campaigns defining:

a maximum amount to spend on the respective advertisement campaign,

a designation of one or more advertisements to be used in the respective advertisement campaign, and

a time period in which an advertisement in the respective advertisement campaign is to be run.

5

34. The computer of claim 33 wherein a first advertising campaign in the plurality of advertising campaigns has a status and the step of communicating a summary of the plurality of advertising campaigns comprises indicating the status of the first advertising campaign; and wherein the computer further comprises instructions for receiving
10 instructions to change the status of the first advertising campaign from a first state to a second state.

35. The computer of claim 34, wherein the first state and the second state are each independently an active state, a suspended state, or a cancelled state, wherein

15 when said state of said first advertising campaign is the active state, the one or more advertisements specified by the first advertisement campaign are run on a predetermined web site or on a web site specified by the advertising campaign;

when said state of said first advertising campaign is the suspended state, the one or more advertisements specified by the first advertisement campaign are not run on a
20 predetermined web site or on a web site specified by the advertising campaign; and

when said state of said first advertising campaign is the cancelled state, the first advertisement campaign is removed from the plurality of advertising campaigns.

36. The computer of claim 19 wherein a cost for said advertisement campaign is set by a
25 time that the request is received by said computer.

37. The computer of claim 19 wherein the advertisement is displayed on a predetermined web site or on a web site specified by the request as a function of the relevancy of the advertisement.

30

38. The computer of claim 37 wherein the relevancy of the advertisement is measured at least in part by a financial metric.

39. The computer of claim 38 wherein the financial metric is the effective cost per Mil (eCPM) for the advertisement.

40. The computer of claim 37 wherein the relevancy of the advertisement is measured at least in part by the contextual relevancy of the advertisement to other content on a predetermined web site or a web site specified by the request.

41. The computer of claim 19 wherein said instructions for displaying further comprises:
instructions for computing an effective cost per Mil (eCPM) for the advertisement;
and
instructions for displaying said advertisement on a predetermined web site or a web site specified by said request during said time period when the eCPM for the advertisement exceeds the eCPM of another advertisement that is designated for placement on said predetermined web site or the web site specified by said request.

42. The computer of claim 19 wherein said advertisement is (i) text only, (ii) text and a URL link, (iii) an icon and a URL link, (iv) a banner ad, (v) a graphic, or (vi) a video.

43. The computer of claim 19 wherein said instructions for displaying said advertisement, when the advertisement campaign is accepted, during said time period comprise:
instructions for incorporating said advertisement into a web page; and
instructions for serving said web page at a predetermined URL or at a URL specified by said request.

44. A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

instructions for receiving a request, over the Internet, to initiate an advertisement campaign, the request comprising:
a maximum amount to spend on the advertisement campaign,
a designation of an advertisement to be used in the advertisement campaign, and

a time period in which the advertisement is to be run;
instructions for reviewing the advertisement, and,
when the advertisement is deemed not approved, the advertisement
campaign is rejected, and
5 when the advertisement is deemed approved, the advertisement
campaign is accepted; and
instructions for incorporating said advertisement, when the advertisement
campaign is accepted, into a web page.

10 45. The computer program product of claim 44, wherein the computer readable
mechanism further comprises:
instructions for hosting said web page on a predetermined URL or a URL specified
by said request.

15 46. The computer program product of claim 44, wherein the computer readable
mechanism further comprises:
instructions for transmitting said web page to a predetermined wireless device or a
wireless device specified by said request.

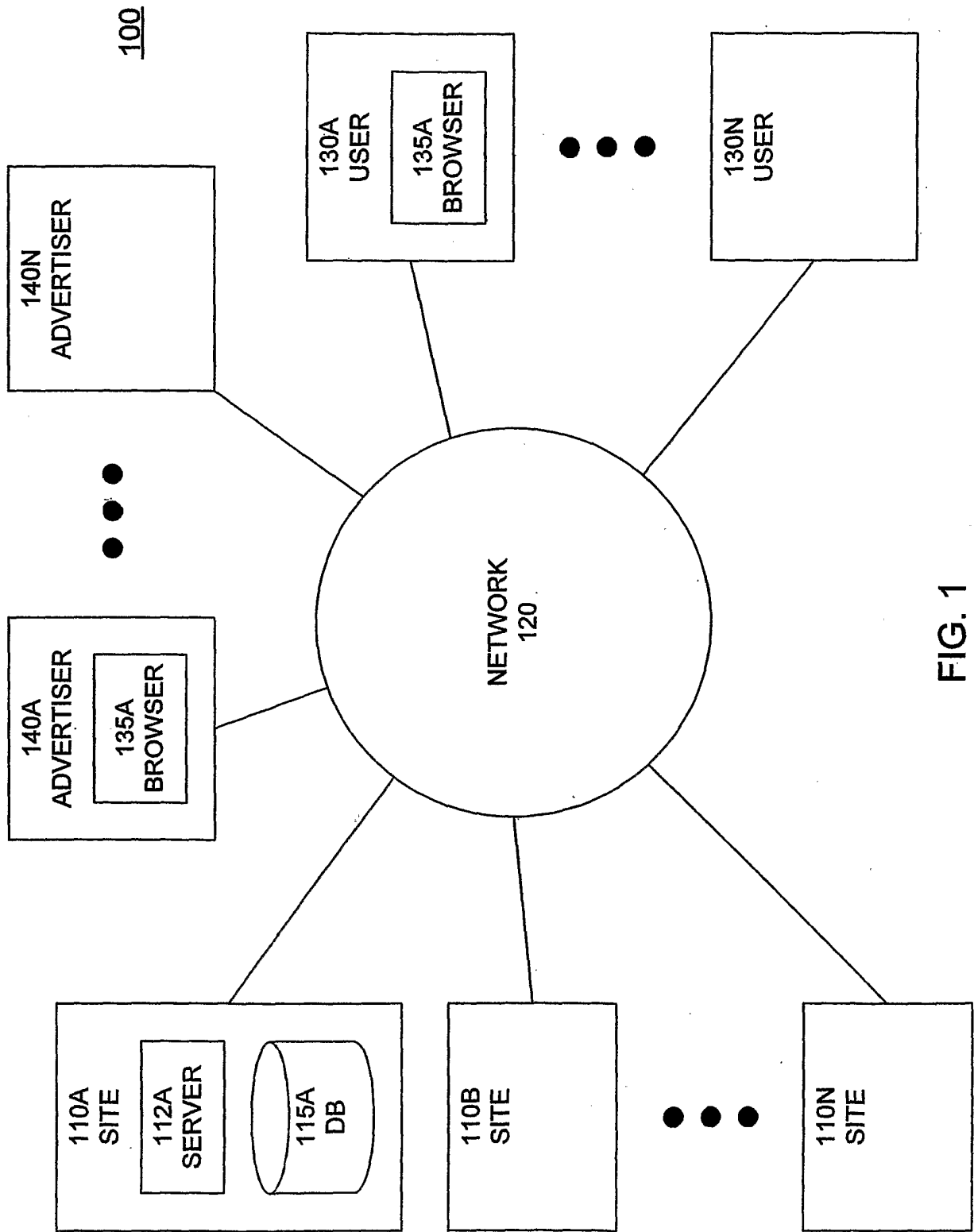


FIG. 1

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, Guest

Frontpage Marketplace

Existing Yahoo! Users

Enter your ID and password to sign in

Yahoo! ID:

Password:

230

☐ Remember my ID on this computer

Sign In

Advertise your business on the Yahoo! front page

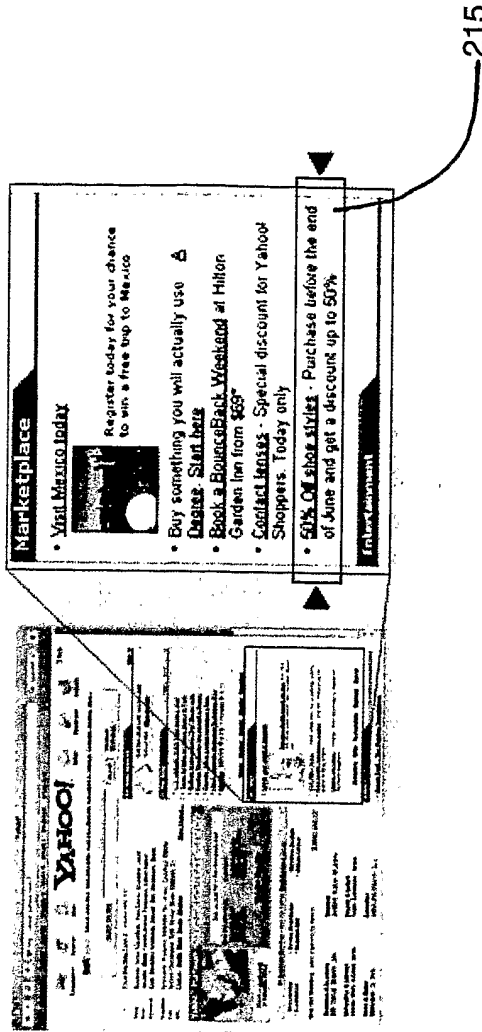
Promote your business and products
in the Marketplace module.
Try it out - create an ad!

Pricing is based on a fixed cost-per-click -
- pay a small fee only when a user clicks on
your link.
Learn more about pricing.

220

Plan, purchase and schedule your ad
campaign with an easy-to-use interface.
Overview of benefits.

Take the Tour



215

FIG. 2

YAHOO! Ad Central

[Yahoo! Front Page Marketplace - Yahoo! - Help](#)

Welcome, elliot5

Yahoo! Front Page Marketplace

[Sign Out](#)

Create Campaign

1. Set Budget & Reserve Date(s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

Step 1. Set Budget and Reserve Dates

Campaign Budget \$ 500 (Current Account Balance: \$0) 312

311

Please check the boxes next to the dates you wish to reserve below. Your debit account will be deducted each time a user clicks on your ad. For example, if you choose a date with a cost per click of \$0.55, then you will be charged \$0.55 when a user clicks your ad on that day.

☐ All Days ☐ View

<input type="checkbox"/> All <input type="checkbox"/> None	Day	Date	Cost Per Click
<input type="checkbox"/>	Wednesday	23-Jul-2003	\$0.45
<input checked="" type="checkbox"/>	Thursday	24-Jul-2003	\$0.45
<input checked="" type="checkbox"/>	Friday	25-Jul-2003	\$0.45
<input checked="" type="checkbox"/>	Saturday	26-Jul-2003	\$0.23
<input checked="" type="checkbox"/>	Sunday	27-Jul-2003	\$0.23
<input checked="" type="checkbox"/>	Monday	28-Jul-2003	\$0.45
<input type="checkbox"/>	Tuesday	29-Jul-2003	\$0.45

315

FIG. 3A-1

┐	Wednesday	30-Jul-2003	\$0.45
┐	Thursday	31-Jul-2003	\$0.45
┐	Friday	01-Aug-2003	\$0.45
┐	Saturday	02-Aug-2003	\$0.23
┐	Sunday	03-Aug-2003	\$0.23
┐	Monday	04-Aug-2003	\$0.45
┐	Tuesday	05-Aug-2003	\$0.45
┐	Wednesday	06-Aug-2003	\$0.45
┐	Thursday	07-Aug-2003	\$0.45
┐	Friday	08-Aug-2003	\$0.45
┐	Saturday	09-Aug-2003	\$0.23
┐	Sunday	10-Aug-2003	\$0.23
┐	Monday	11-Aug-2003	\$0.45
┐	Tuesday	12-Aug-2003	\$0.45
┐	Wednesday	13-Aug-2003	\$0.45
┐	Thursday	14-Aug-2003	\$0.45
┐	Friday	15-Aug-2003	\$0.45
┐	Saturday	16-Aug-2003	\$0.23
┐	Sunday	17-Aug-2003	\$0.23
┐	Monday	18-Aug-2003	\$0.45

FIG. 3A-2

<input type="checkbox"/>	Tuesday	19-Aug-2003	\$0.45
<input type="checkbox"/>	Wednesday	20-Aug-2003	\$0.45
<input type="checkbox"/>	Thursday	21-Aug-2003	\$0.45
<input type="checkbox"/>	Friday	22-Aug-2003	\$0.45
<input type="checkbox"/>	Saturday	23-Aug-2003	\$0.23
<input type="checkbox"/>	Sunday	24-Aug-2003	\$0.23
<input type="checkbox"/>	Monday	25-Aug-2003	\$0.45
<input type="checkbox"/>	Tuesday	26-Aug-2003	\$0.45
<input type="checkbox"/>	Wednesday	27-Aug-2003	\$0.45
<input type="checkbox"/>	Thursday	28-Aug-2003	\$0.45
<input type="checkbox"/>	Friday	29-Aug-2003	\$0.45
<input type="checkbox"/>	Saturday	30-Aug-2003	\$0.23
<input type="checkbox"/>	Sunday	31-Aug-2003	\$0.23
<div>Save and Continue > Cancel</div>			

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FIG. 3A-3

YAHOO! Ad Central

[Yahoo! Front Page Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, elliot5

[Sign Out](#)

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget & Reserve Date(s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

Step 2. Create Ad

You may skip this step and create your ads later. However, keep in mind that ads may take up to three days to approve. You may include up to five ads per campaign.

323

[Create New Ad](#)

OR

Reuse your previously created ads.

Ad Name	Text Copy	Ad Status
<input type="checkbox"/> Patent File Service	File Patents starting at \$199 - Call now for free estimate 800-800-8000	Approved
<input type="checkbox"/> Technical Writers	Technical Writers - Highly Trained - Only \$75/hr any subject. Click 4 details	Approved
<input checked="" type="checkbox"/> Weimaraners, Greyhounds	Lovable running companions - weimaraners & greyhounds \$500ea	Approved

321

[Continue >](#) [Cancel](#)
(Continue and Submit ads, if any)

FIG. 3B

YAHOO! Ad Central

[Sign Out](#)

Welcome, elliot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget & Reserve Date(s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

Step 3. Name Your Ad Campaign
Creating Ad Campaigns allows you to organize your ads into specific topics or areas. For example, if you sell greeting cards, you can create campaigns for the different holidays and place ads within each campaign. If one campaign is named Valentine's Day, the ads you create would all pertain to that holiday and would run at or around the same time.

330

Ad Campaign Name

[Save and Continue >](#) [Cancel](#)

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FIG. 3C

YAHOO! Ad Central

[Yahoo! Front Page Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, elliot5

[Yahoo! Front Page Marketplace](#)

[Sign Out](#)

Create Campaign

1. Set Budget & Reserve Date(s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

**** Please print this page and keep for your records ****

Thank you! Your campaign has been created.

Confirmation of your order will be emailed to: elliot@yahoo-inc.com.

Before your campaign can run, you must complete the following:

- 1). Fill your debit account ([Make Payment](#))

For further information, please read through the [FAQ](#) located [here](#).

351 Campaign Name: Weimariners

352 Campaign Budget: \$500.00

Requested Run Dates

Thu, 7-24-03

353 Fri, 7-25-03

Sat, 7-26-03

Sun, 7-27-03

Cost Per Click

\$0.45

\$0.45

\$0.23

\$0.23

FIG. 3D-1

Mon, 7-28-03		\$0.45	
354	Ad Name	Ad Text	
	Weimaraners, Greyhounds	Lovable running companions - weimaraners & greyhounds \$500ea	
Please continue on to the <u>Manage Campaigns</u> page			

FIG. 3D-2

Welcome, elliot5

Sign Out

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Campaigns

Manage Your Account

Name: Weima Raner

Account Balance: \$1,000.00 Add Money

Last Updated: Jul 03, 2003 4:14pm PDT

Campaigns		Ads	
All Campaigns		<div> <div>413A</div> <div>413B</div> <div>412</div> <div>413C</div> </div>	
Active Campaigns (1)		<div> <div>Campaign Name: Weimaranners</div> <div>Campaign Number: 500000327</div> <div>Campaign Status: Active</div> <div>Budget: \$500</div> <div>Total Days: 13 Days</div> </div>	
Weimaranners		<div> <div> <div> <div>edit</div> <div>cancel</div> </div> <div> <div>edit dates</div> <div>415</div> </div> </div> </div>	
Campaign Run Dates		<div> <div>Month</div> <div>Days</div> <div>Year</div> </div>	
July		6,7,8,9,10,11,12,24,25 2003	
August		21,24,26,30 2003	
Current Campaign Ads		<div> <div>include another ad</div> </div>	
Ad Name		<div> <div>Total</div> <div>Clicks</div> <div>Total Cost</div> <div>Status</div> </div>	
Weimaranners, Greyhounds		<div> <div>tdb</div> <div>\$0.00</div> <div>Approved</div> </div>	
Campaign Summary		<div> <div>0</div> <div>\$0.00</div> </div>	

FIG. 4A

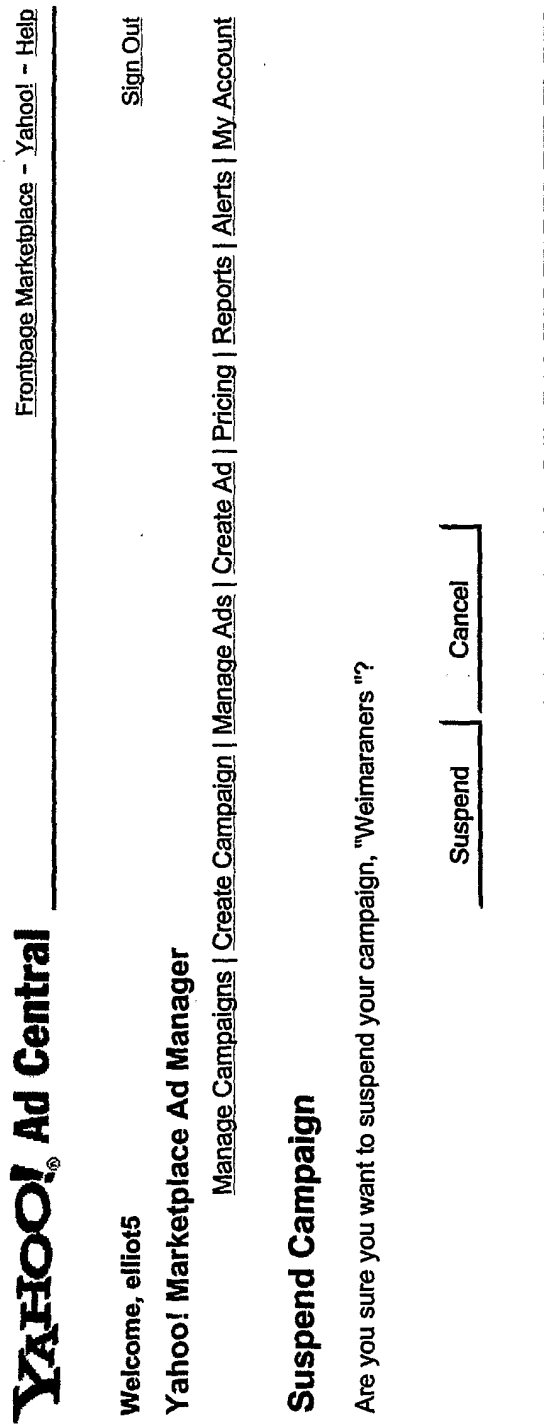


FIG. 4B

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, elliot5

Sign Out

Yahoo! Marketplace Ad Manager

Manage Campaigns | Create Campaign | Manage Ads | Create Ad | Pricing | Reports | Alerts | My Account

Manage Campaigns

Last Updated: Jul 03, 2003 4:14pm PDT

Manage Your Account
Name: **Weimar Raner**
Account Balance: **\$1,000.00** Add Money

Campaigns

All Campaigns

Suspended Campaigns
(1)
Weimarangers

424A

424B

424C

Campaign Name: Weimarangers (rename)
--Your campaign has been suspended. In order to resume it, please click the "Resume" link beside Campaign Status --

Campaign Status: Suspended resume cancel

Campaign Number: 500000327

Budget: \$500 edit budget

Campaign Run Dates edit dates

Total Days: 13 Days

Month Days Year

July 6,7,8,9,10,11,12,24,25 2003

August 21,24,26,30 2003

Current Campaign Ads include another ad

Ad Name	Total Clicks	Total Cost	Status
Patent File Service	tbd	\$0.00	Pending
Weimarangers, Greyhounds	tbd	\$0.00	Approved
Campaign Summary	0	\$0.00	

423

FIG. 4C

YAHOO! Ad Central

[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, **elliott5**

[Sign Out](#)

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

View Schedule

To begin scheduling dates to run your ad, click [Create Campaign](#).



All Days 		View 	
Day	Date	Pricing (Cost Per Click)	
Sunday	06-Jul-2003	\$0.60	(Selected)
Monday	07-Jul-2003	\$0.09	(Selected)
Tuesday	08-Jul-2003	\$0.18	(Selected)
Wednesday	09-Jul-2003	\$6.30	(Selected)
Thursday	10-Jul-2003	\$0.36	(Selected)
Friday	11-Jul-2003	\$0.45	(Selected)
Saturday	12-Jul-2003	\$0.63	(Selected)
Sunday	13-Jul-2003	\$0.54	
Monday	14-Jul-2003	\$0.09	
Tuesday	15-Jul-2003	\$0.18	
Wednesday	16-Jul-2003	\$6.30	
Thursday	17-Jul-2003	\$0.36	
Friday	18-Jul-2003	\$0.45	

FIG. 4D-1

Saturday	19-Jul-2003	\$0.63	
Sunday	20-Jul-2003	\$0.54	
Monday	21-Jul-2003	\$0.09	
Tuesday	22-Jul-2003	\$0.18	
Wednesday	23-Jul-2003	\$6.30	
Thursday	24-Jul-2003	\$0.36	(Selected)
Friday	25-Jul-2003	\$0.45	(Selected)
Saturday	26-Jul-2003	\$0.63	
Sunday	27-Jul-2003	\$0.54	
Monday	28-Jul-2003	\$0.09	
Tuesday	29-Jul-2003	\$0.18	
Wednesday	30-Jul-2003	\$6.30	
Thursday	31-Jul-2003	\$0.36	
Friday	01-Aug-2003	\$0.45	
Saturday	02-Aug-2003	\$0.63	
Sunday	03-Aug-2003	\$0.54	
Monday	04-Aug-2003	\$0.09	
Tuesday	05-Aug-2003	\$0.18	
Wednesday	06-Aug-2003	\$6.30	
Thursday	07-Aug-2003	\$0.36	
Friday	08-Aug-2003	\$0.45	
Saturday	09-Aug-2003	\$0.63	
Sunday	10-Aug-2003	\$0.54	
Monday	11-Aug-2003	\$0.09	

FIG. 4D-2

Tuesday	12-Aug-2003	\$0.18	
Wednesday	13-Aug-2003	\$6.30	
Thursday	14-Aug-2003	\$0.36	
Friday	15-Aug-2003	\$0.45	
Saturday	16-Aug-2003	\$0.63	
Sunday	17-Aug-2003	\$0.54	
Monday	18-Aug-2003	\$0.09	
Tuesday	19-Aug-2003	\$0.18	
Wednesday	20-Aug-2003	\$6.30	
Thursday	21-Aug-2003	\$0.36	(Selected)
Friday	22-Aug-2003	\$0.45	
Saturday	23-Aug-2003	\$0.63	
Sunday	24-Aug-2003	\$0.54	(Selected)
Monday	25-Aug-2003	\$0.09	
Tuesday	26-Aug-2003	\$0.18	(Selected)
Wednesday	27-Aug-2003	\$6.30	
Thursday	28-Aug-2003	\$0.36	
Friday	29-Aug-2003	\$0.45	
Saturday	30-Aug-2003	\$0.63	(Selected)
Sunday	31-Aug-2003	\$0.54	

FIG. 4D-3

YAHOO! Ad Central

[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, **elliott5**

[Sign Out](#)

Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Campaign Summary Report

[Return to Reports](#)

433 Campaign Dates: Jun 29 2003 to Jul 6 2003

Campaign Status: All Campaigns

[View Report](#)

Campaign Dates: Jun. 29, 2003 - Jul. 6, 2003

Campaign/Folder: All Campaigns

431 Total Days: 0

Total Cost: \$0.00

Total Impressions: 0

Average Cost/Click: \$0.00


Total Clicks: 0

Campaign Start Date	Campaign End Date	Campaign Status	Impressions	Avg. CPC	Total Clicks	Total Cost
2003-07-06 [00:00:00]	2003-08-30 [23:59:59]	Weimararers Active	0	\$0.00	0	\$0.00

432

Page 1

FIG. 4E



[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, **elliott5**

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

[Sign Out](#)

Manage Campaigns

Last Updated: *Jul 03, 2003 4:14pm PDT*

Manage Your Account

Name: **Weima Raner**

Account Balance: **\$0.00** [Add Money](#)

Campaigns

--You have no marketplace campaigns at this time.--

Create Campaign

Select dates, a budget and ads for your ad campaign.

Create Ad

Create an ads that you can use for your ad campaigns.

View Schedule

View a pricing schedule for the next two months.

Alerts

Set alerts to notify you when future prices become available or when your account balance falls to your specified levels.

Make Payment

Put money into your debit account so that your ad campaign will run.

Ads

FIG. 4F

YAHOO! Ad Central

[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, elliot5

Frontpage Marketplace

[Sign Out](#)

Ⓢ To submit your ad, please complete the following information

Add Money

511 Please deposit money into your account before starting your ad campaigns. Your account will be deducted each time users click on your ad. All customers must make an initial minimum deposit of \$50.00. You will be asked for your credit card information subsequently.

Fill my account now \$

Automatic Payment Plan

512 Would you like us to automatically charge your credit card when your account runs out of funds?

☒ No. Never charge my credit card automatically.

☐ Yes. Charge my credit card \$ when my account balance falls to \$

[Continue](#) [Cancel](#)

FIG. 5A

YAHOO! Ad Central

[Frontpage Marketplace - Yahoo! - Help](#)

Welcome, elliot5

Frontpage Marketplace

You must click the **Place Order** button to complete your order.

[Sign Out](#)

[Place Order](#) [Cancel](#)

By clicking "Place Order", you agree to the [Property TOS](#) and [Property Guidelines](#).

Order Information

Yahoo! ID: elliot5

Service: Frontpage Marketplace

Date: July 06, 2003

Immediate Charge: \$1,000.00

Payment Plan: Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Credit Card: Visa xxxx xxxx xxxx 1111 [\[Edit\]](#)

Expiration Date: 9/2003

Billing Address: Weima Raner
1001 Pooch Praire Rd
Wichita, KS 45039
United States of America

You must click the **Place Order** button to complete your order.

[Place Order](#) [Cancel](#)

FIG. 5B

YAHOO! Ad Central

[Frontpage Marketplace - Yahoo! - Help](#)

Welcome, **elliott5**

[Sign Out](#)

Frontpage Marketplace

Order Complete - Thank You!

Thank you for using Yahoo! Frontpage Marketplace. You will receive another confirmation message for this order by email. Click on the link below to continue.

[Continue](#)

Order Information

Yahoo! ID: **elliott5**

Service: **Frontpage Marketplace**

Order ID: **450457**

Date: **July 06, 2003**

Immediate Charge: **\$1,000.00**

Payment Plan: Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Credit Card: **Visa xxxx xxxx xxxx 1111**

Expiration Date: **9/2003**

Billing Address: **Weima Raner
1001 Pooch Praire Rd
Wichita, KS 45039
United States of America**

FIG. 5C

Elliot Yasnovsky

From: Yahoo! Frontpage Marketplace [billing-general@yahoo-inc.com]

Sent: Sunday, July 06, 2003 4:52 PM

To: Weima Raner

Subject: Order Confirmation

YAHOO! Ad Central

[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, elliot5

[Sign Out](#)

Frontpage Marketplace

Dear Weima:

Order Information

Yahoo! ID: elliot5

Service: Frontpage Marketplace

Order ID: 450457

Date: July 06, 2003

Immediate Charge: \$1,000.00

Payment Plan: Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Billing Information

Payment Information: Visa
xxxx xxxx xxxx 1111
9/2003

[Edit](#)

Please save this information for your records.

FIG. 5D

YAHOO! Ad Central

[Frontpage Marketplace - Yahoo! - Help](#)

Welcome, elliot5

[Sign Out](#)

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Create Campaign

1. Set Budget & Reserve Date (s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

Step 2. Create Ad

You may skip this step and create your ads later. However, you must create an ad at least five days prior to your requested reservation date(s). You may include up to five ads that will be rotated during your ad campaign.

You do not have approved or pending ads to choose from. Please create a new ad to use in this campaign.

[Continue >](#) [Cancel](#)

(Continue and Submit ads, if any)

FIG. 6A

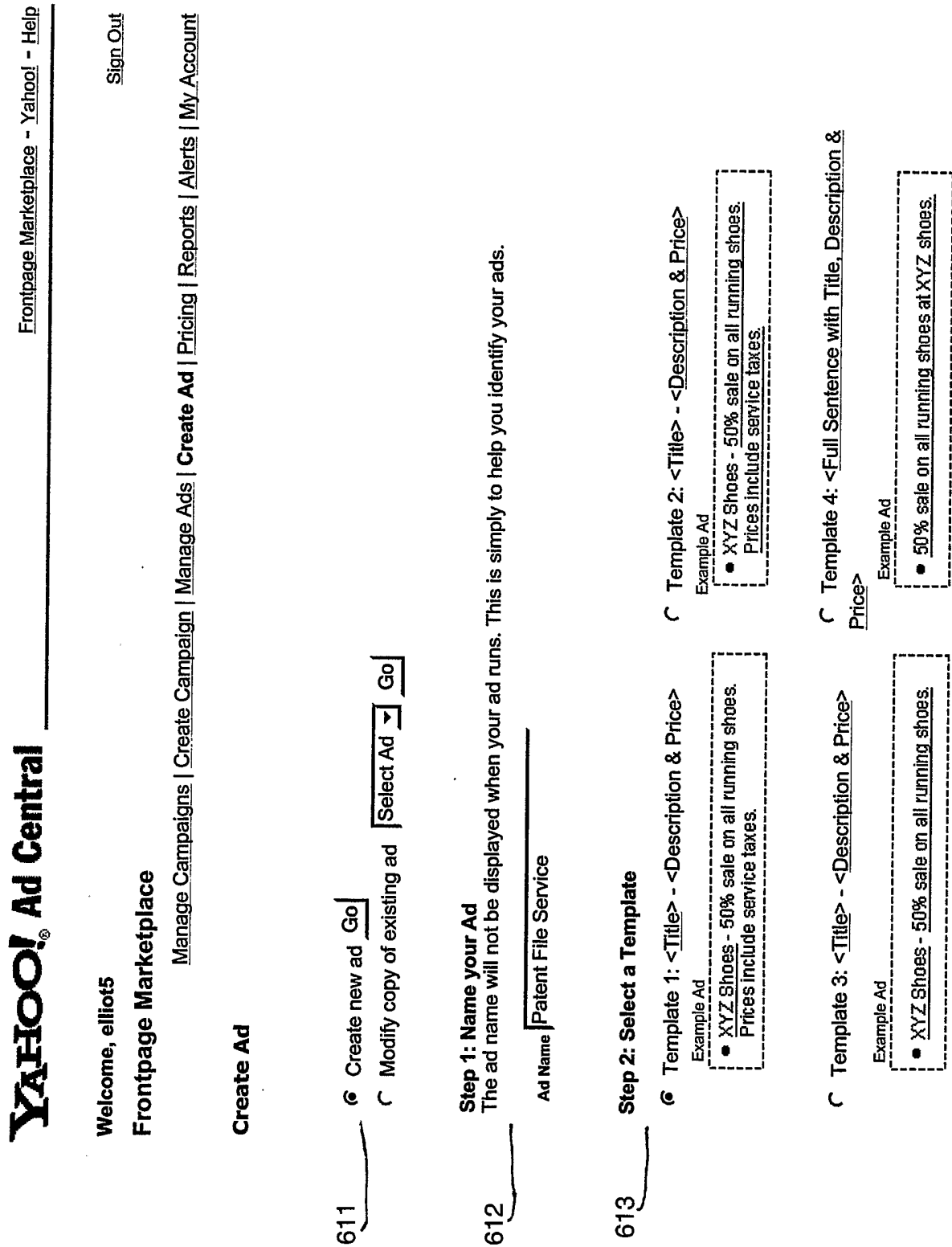


FIG. 6B-1

Step 3: Enter Ad Text

614

Title

File Patents starting at \$199

URL

http://www.uspto.gov

Description

Call now for free estimate 800-800-8000

Preview on Yahoo! Marketplace

Send for Review

(Send the ad to be reviewed by an editor. This process can take three days. You will be notified when the ad has been reviewed.)

Save Ad

Cancel

FIG. 6B-2



the new
Yahoo! Search

Search the Web:

• advanced
• what's new

New! **Yahoo! Mail Plus** - Powerful, Affordable. [Sign up now](#)

Shop Auctions, Autos, Classifieds, Real Estate, Shopping, Travel

Find HotJobs, Maps, People Search, Personals, Yellow Pages

Connect Chat, GeoCities, Greetings, Groups, Mail, Messenger, Mobile

Organize Addresses, Briefcase, Calendar, My Yahoo!, PayDirect, Photos

Fun Games, Horoscopes, Kids, Movies, Music, Platinum, TV

Info Finance, Health, News, Sports, Weather [More Yahoo!...](#)

Y! Business Services - Visit the Yahoo! Small Business Center

- [Web Hosting](#)
- [Domain Registration](#)
- [Marketing Services](#)
- [E-commerce](#)
- [Business Mail](#)
- [Sell on Yahoo!](#)

Web Site Directory - Sites organized by subject [Suggest your site](#)

Business & Economy
B2B, Finance, Shopping, Jobs...

Regional

Countries, Regions, US States...

Computers & Internet
Internet, WWW, Software, Games...

Society & Culture

People, Entertainment, Religion...

News & Media
News, TV, Radio...

Education

College and University, K-12...

Entertainment
Movies, Humor, Music...

Arts & Humanities

Photography, History, Literature...

Recreation & Sports
Sports, Travel, Autos, Outdoors...

Science

Animals, Astronomy, Engineering...

In The News 11:14am PT, Wed May 21

- [Alleged al-Qaida tape urges more strikes](#)
- [Saudis say suicide jet hijacking plot foiled](#)
- [EPA administrator Christie Whitman resigns](#)
- [WHO adopts historic anti-smoking pact](#)
- [Students disrupt NY Times reporter's speech](#)
- [Washington boy, 14, wins Geographic Bee](#)
- [Markets: ssp 500 ↑ 0.2% - Nasdaq ↑ 0.5%](#)

News - Photos - Sports - Stocks - Weather

Marketplace

- [Free Shipping!](#)



Check out HP's new line of Media Center PCs. Starting at \$1299.99

- [Sign up for Hertz #1 Club for free and get a Double Upgrade](#)

- [Shop for a degree online - Choose from bachelor's, master's, or doctoral programs.](#)

- [Is your credit score 720 or above? - If not, click here to find out how to get it there!](#)

- [File Patents starting at \\$199 - Call now for free estimate 800-800-8000](#)

FIG. 6C

YAHOO! Ad Central

[Yahoo! Front Page Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, **elliott5**

[Yahoo! Front Page Marketplace](#)

[Sign Out](#)

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

**** Please print this page and keep for your records ****

Thank you!

Your ad has been submitted for review!
Your Campaign Number is: **500001131**

It may take up to three days to review your ad.

Confirmation and status of your ad submission will be emailed to:
"elliott@yahoo-inc.com"

Ad Submission Information

Yahoo! ID: elliott5
Email: elliott@yahoo-inc.com
Service: Yahoo! Front Page Marketplace
Date: July 23, 2003

Ad Name	Ad Text	Date	Campaign
Patent File Service	File Patents starting at \$199 - Call now for free estimate 800-800-8000	Wed 23-07-03	

FIG. 6D-1

Billing Address: Weima Raner
Running Dogs Inc.
1001 Pooch Prairie Rd
Wichita, KS 45039

Next Steps:

- Continue to Manage Ads - Edit your Ads, submit more ads etc..
-

FIG. 6D-2

YAHOO! Ad Central

[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, elliot5

[Sign Out](#)

Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Ads

[Manage Your Account](#)

Name: **Weima Raner**

Account Balance: **\$1,000.00** [Add Money](#)

Last Updated: *Jul 03, 2003 4:14pm PDT*

[Campaigns](#)

[Ads](#)

641

View: [All](#) | [Approved](#) | [Pending](#) | [Unsubmitted](#) | [Declined](#)

[Create Ad](#)

Ad Name	Ad ID	Current Campaign	Text Copy	Lifetime	
				Clicks	Last Updated Ad Status
Patent File Service	500001131	-	File Patents starting at \$199 - Call now for free estimate 800-800-8000	Jul 06, 2003	Unsubmitted edit delete* submit
Technical Writers	500001132	-	Technical Writers - Highly Trained - Only \$75/hr any subject. Click 4 details	Jul 06, 2003	Declined edit delete*
Weimariners, Greyhounds	500001133	-	Lovable running companions - weimariners & greyhounds \$500ea	Jul 06, 2003	Approved edit delete*

* Clicking "delete" will permanently remove this ad. You will not be able to use the ad at a later time.

FIG. 6E



Frontpage Marketplace - Yahoo! - Help

Welcome, elliot5

Yahoo! Marketplace Ad Manager

Sign Out

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Alerts

Receive alerts when changes to your campaign or account occur.

Pricing Availability Alert

Notify me when future prices become available.

Account Balance Alert

Notify me when my account balance falls below my specified amount. For example, if you want to make sure your account balance does not fall to \$100.00, you would enter that amount in the box below. When your balance hits \$100.00, an email will be sent to you.

Send me an email when my account balance falls below \$ _____.

Save Cancel

FIG. 7

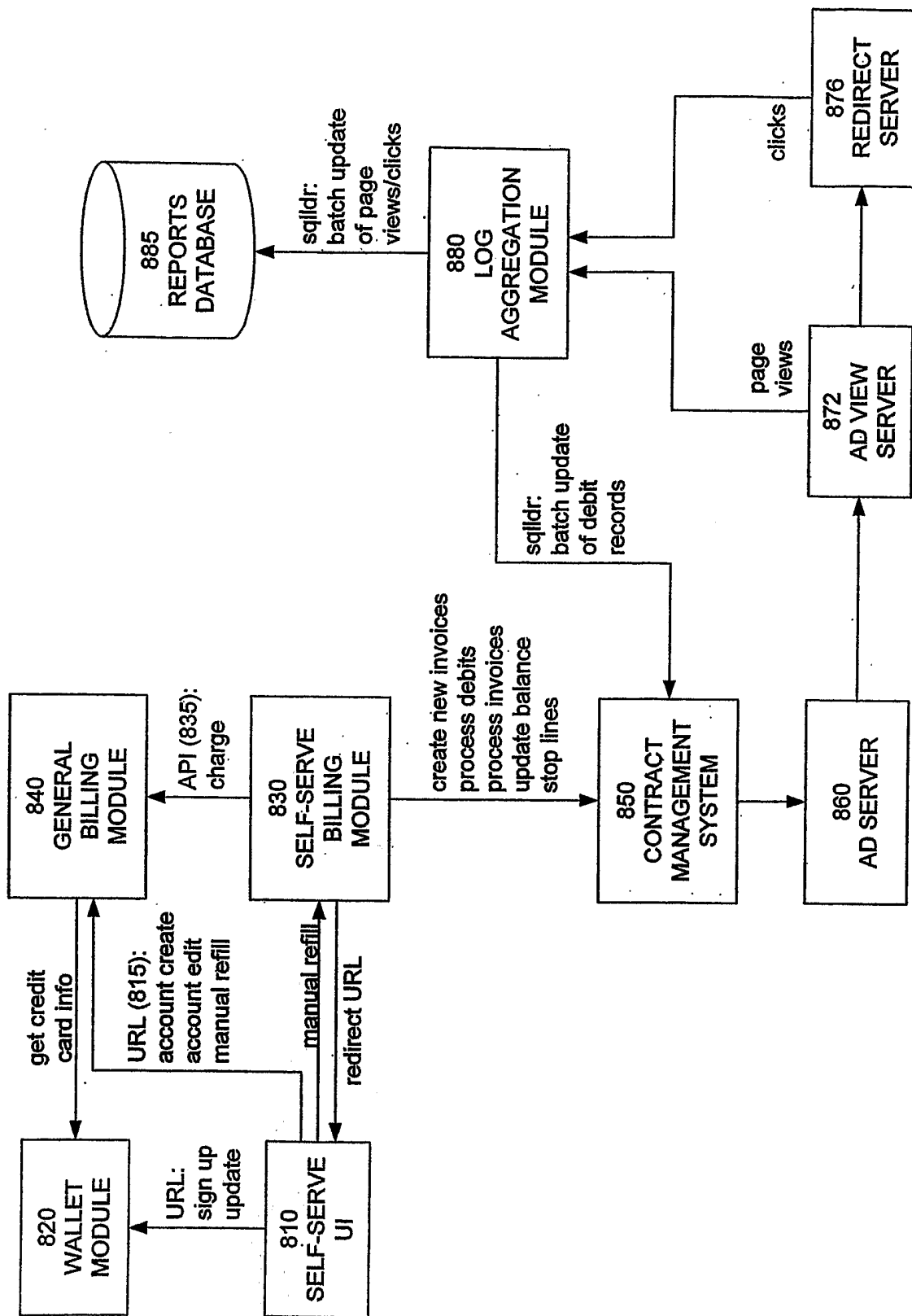


FIG. 8

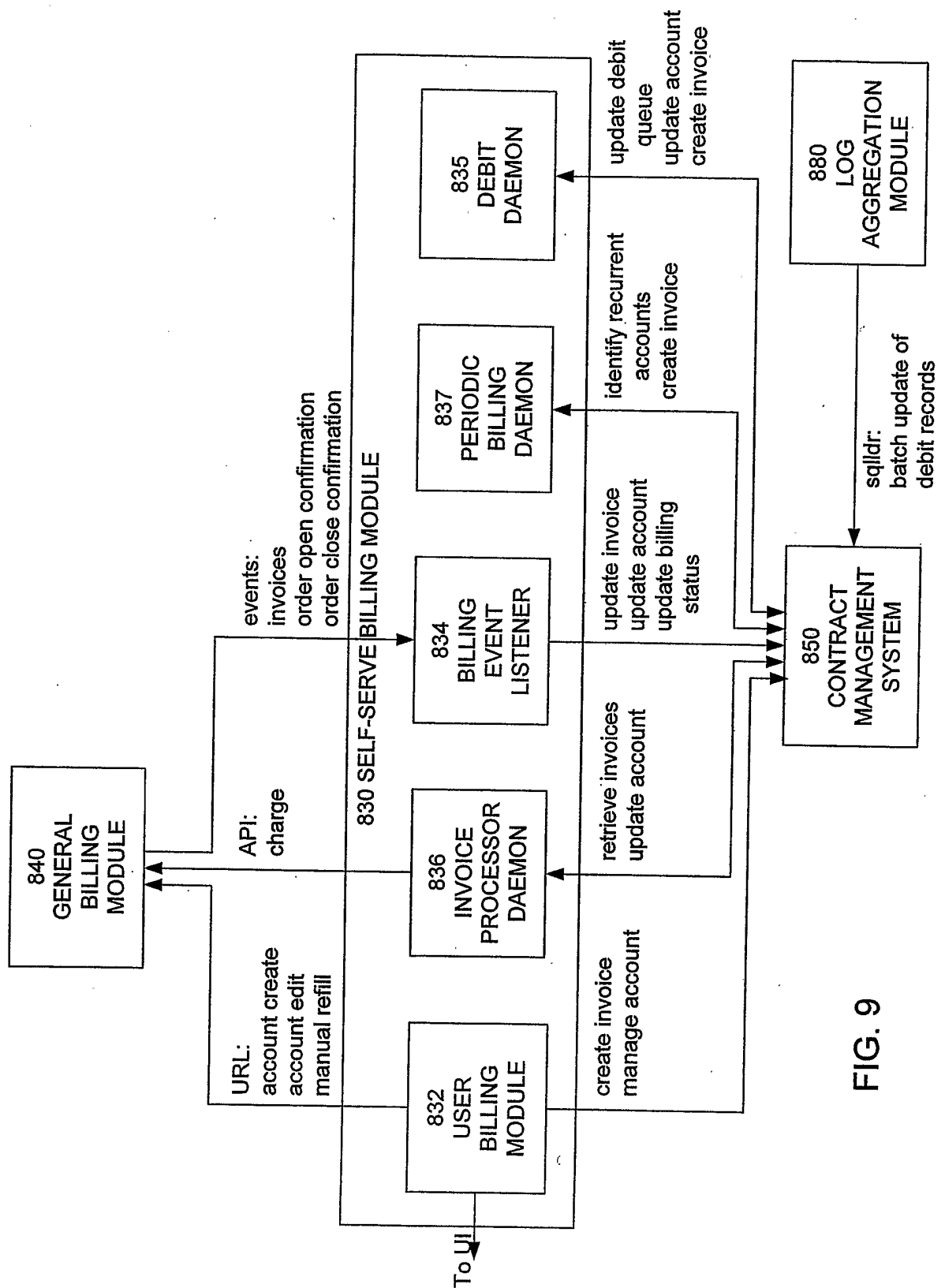


FIG. 9

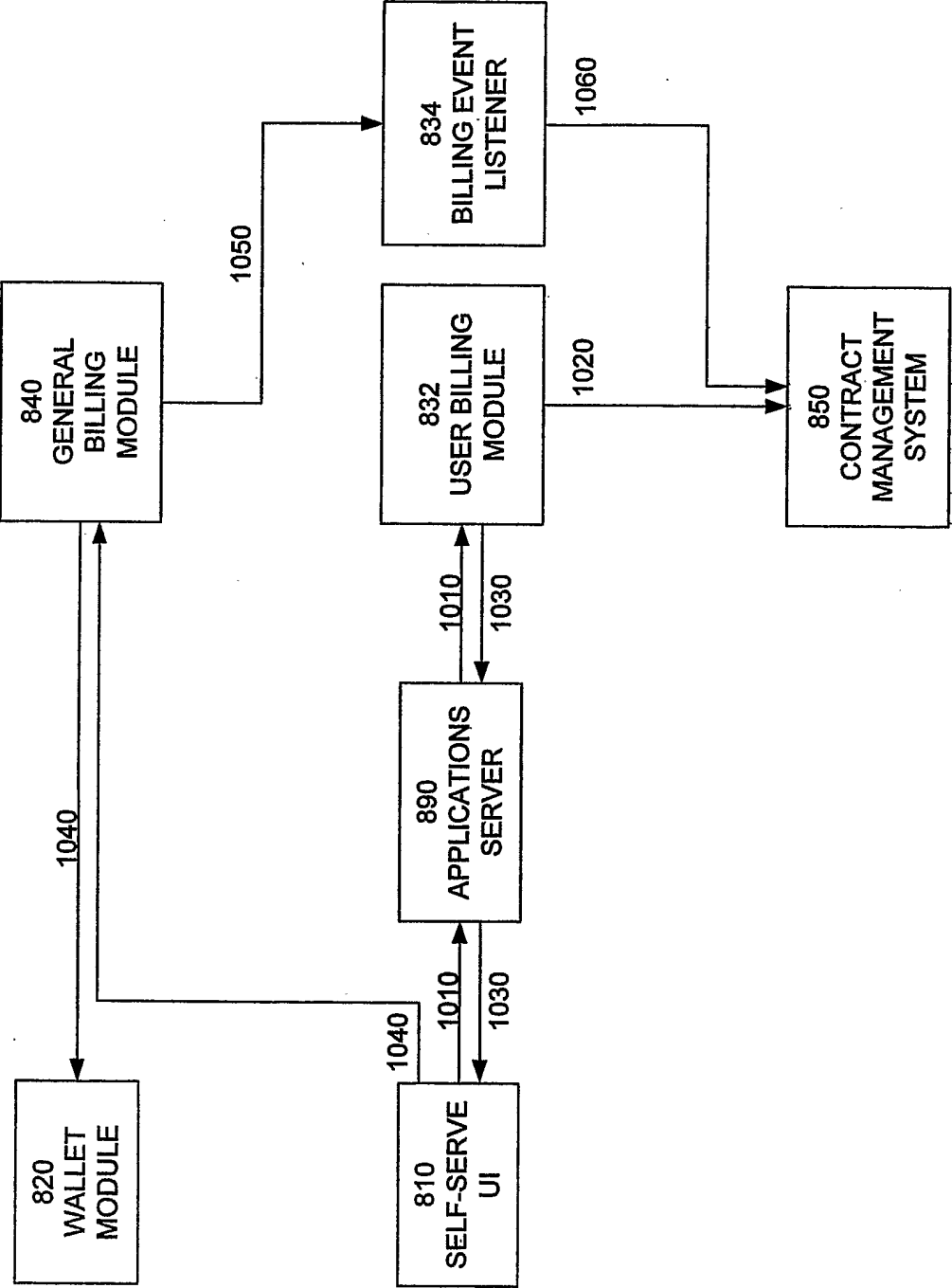


FIG. 10

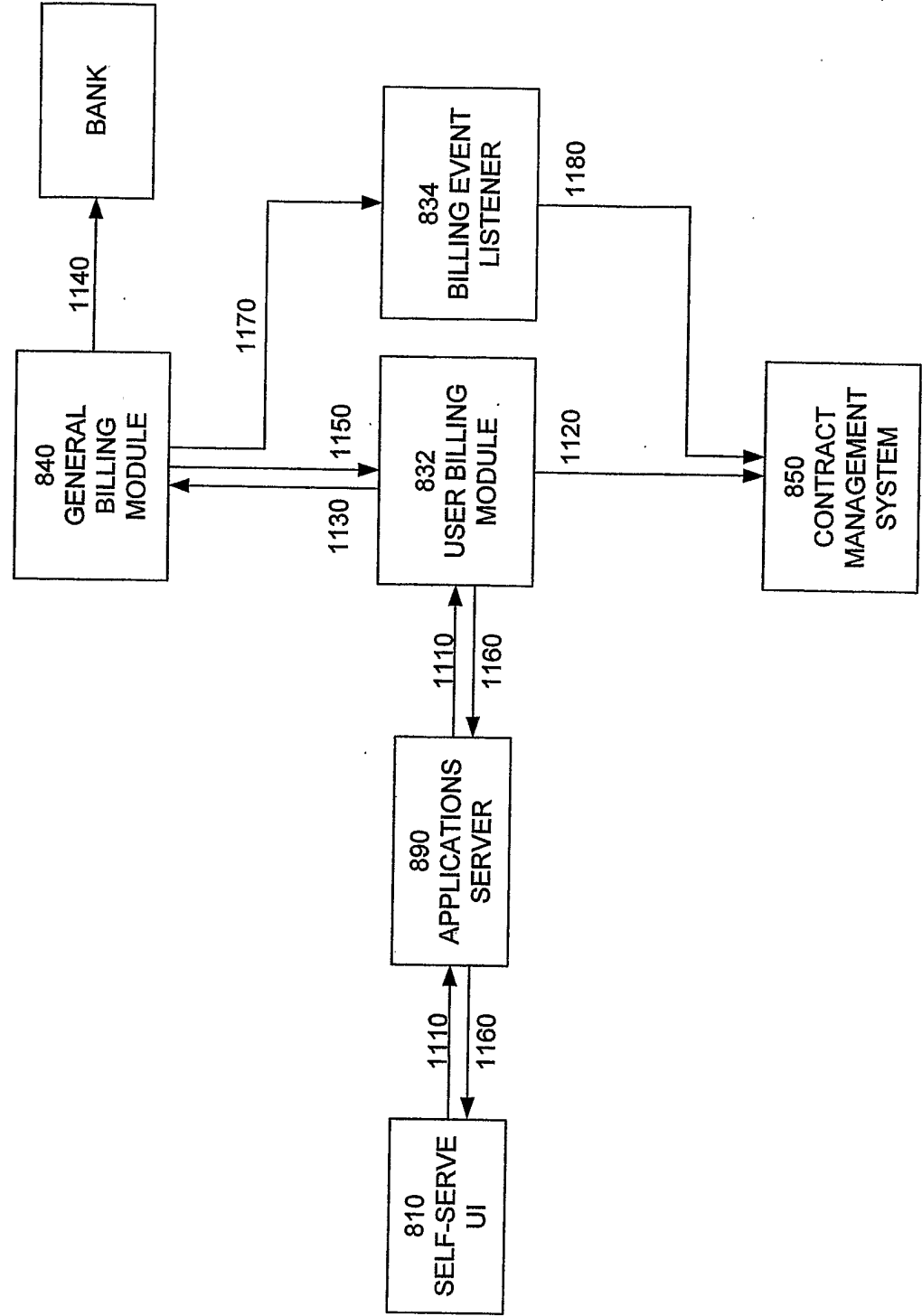


FIG. 11

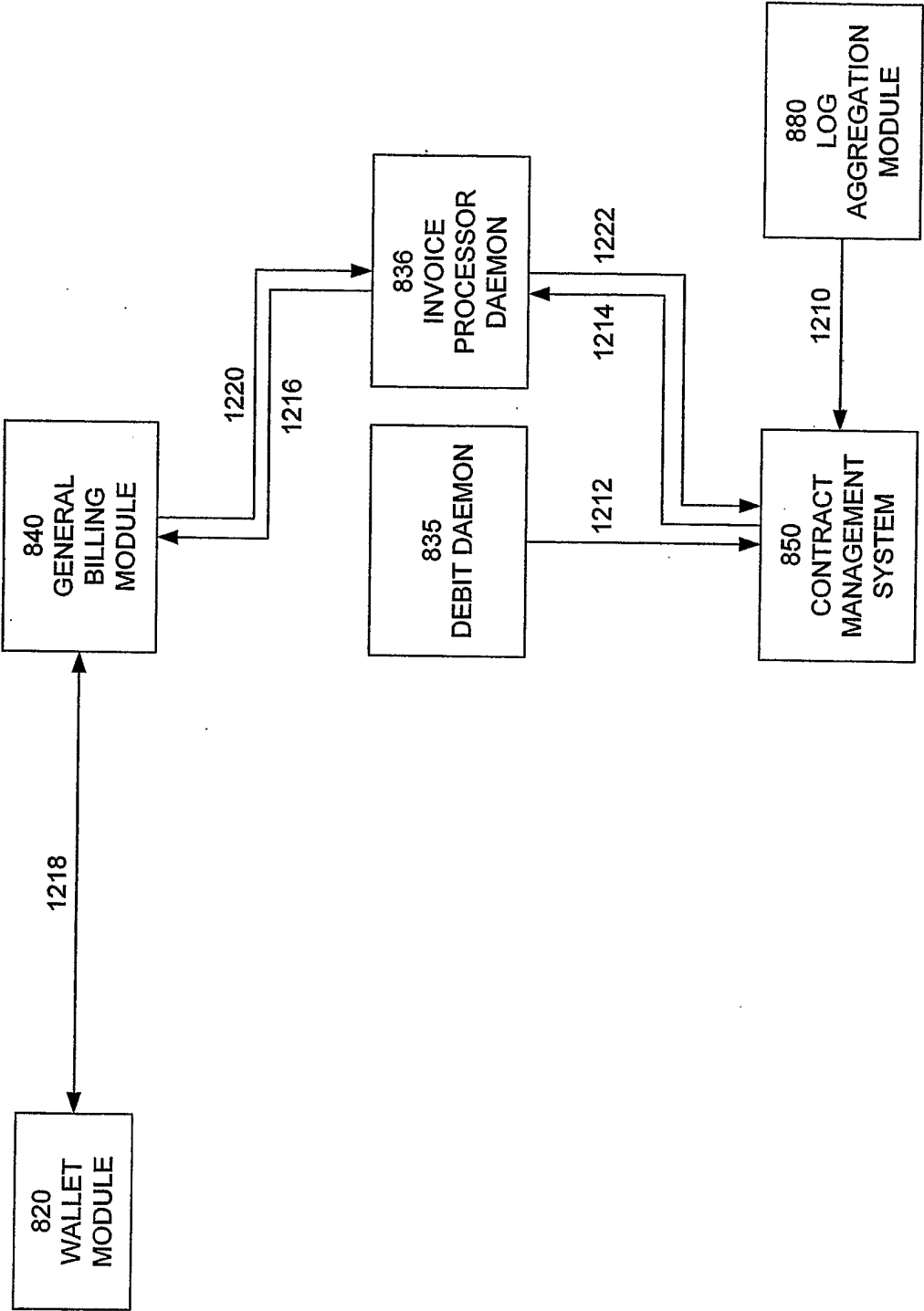


FIG. 12A

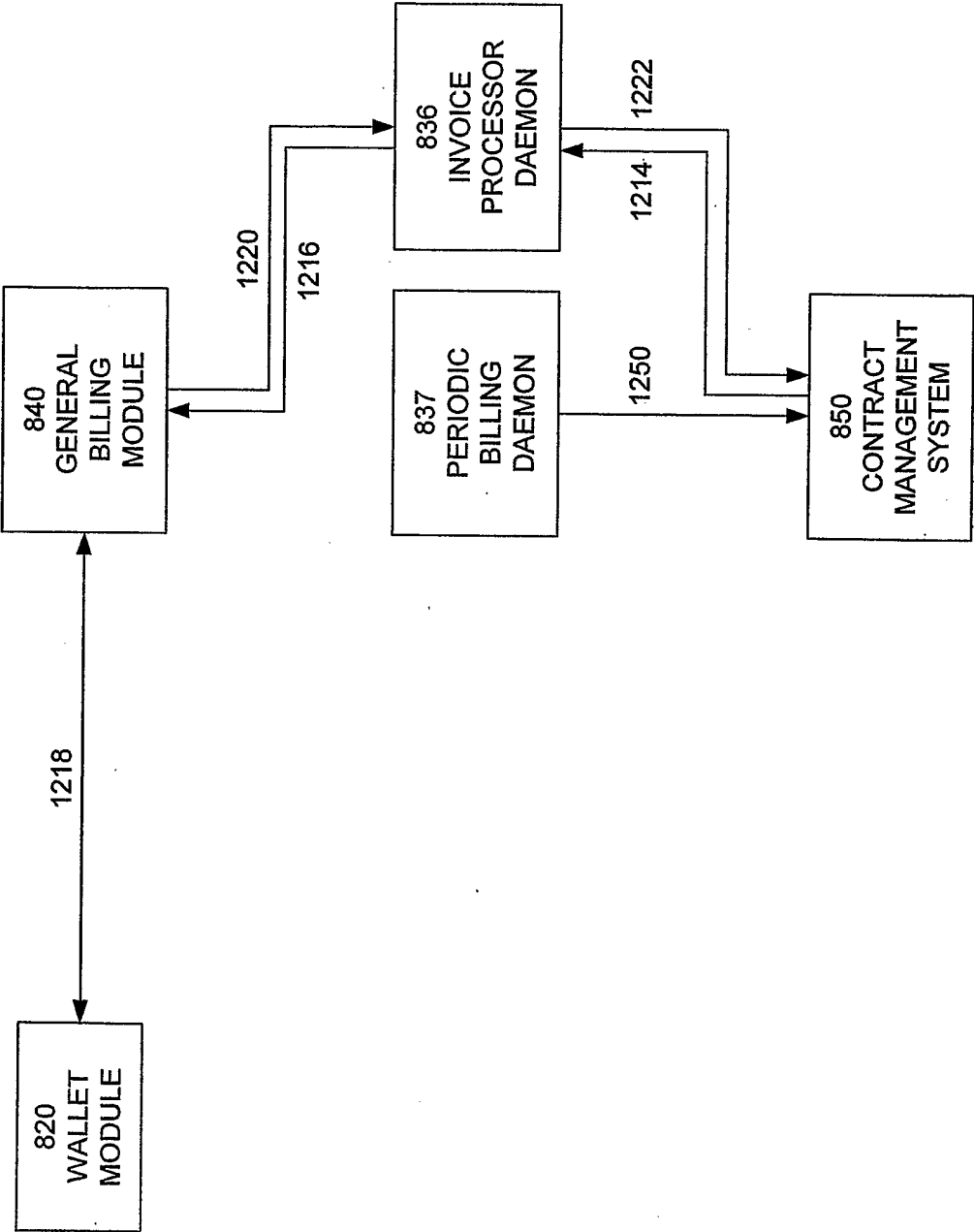
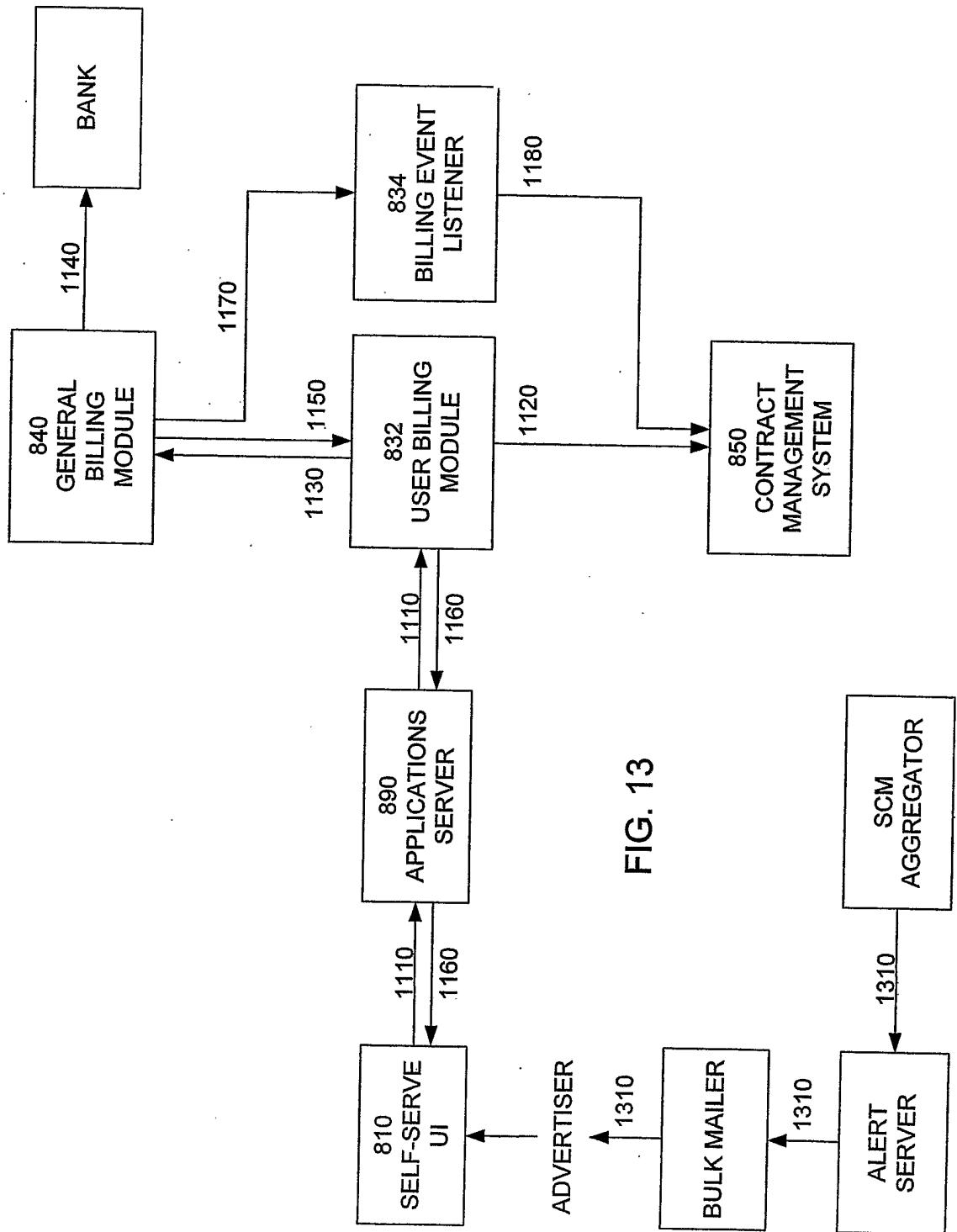


FIG. 12B



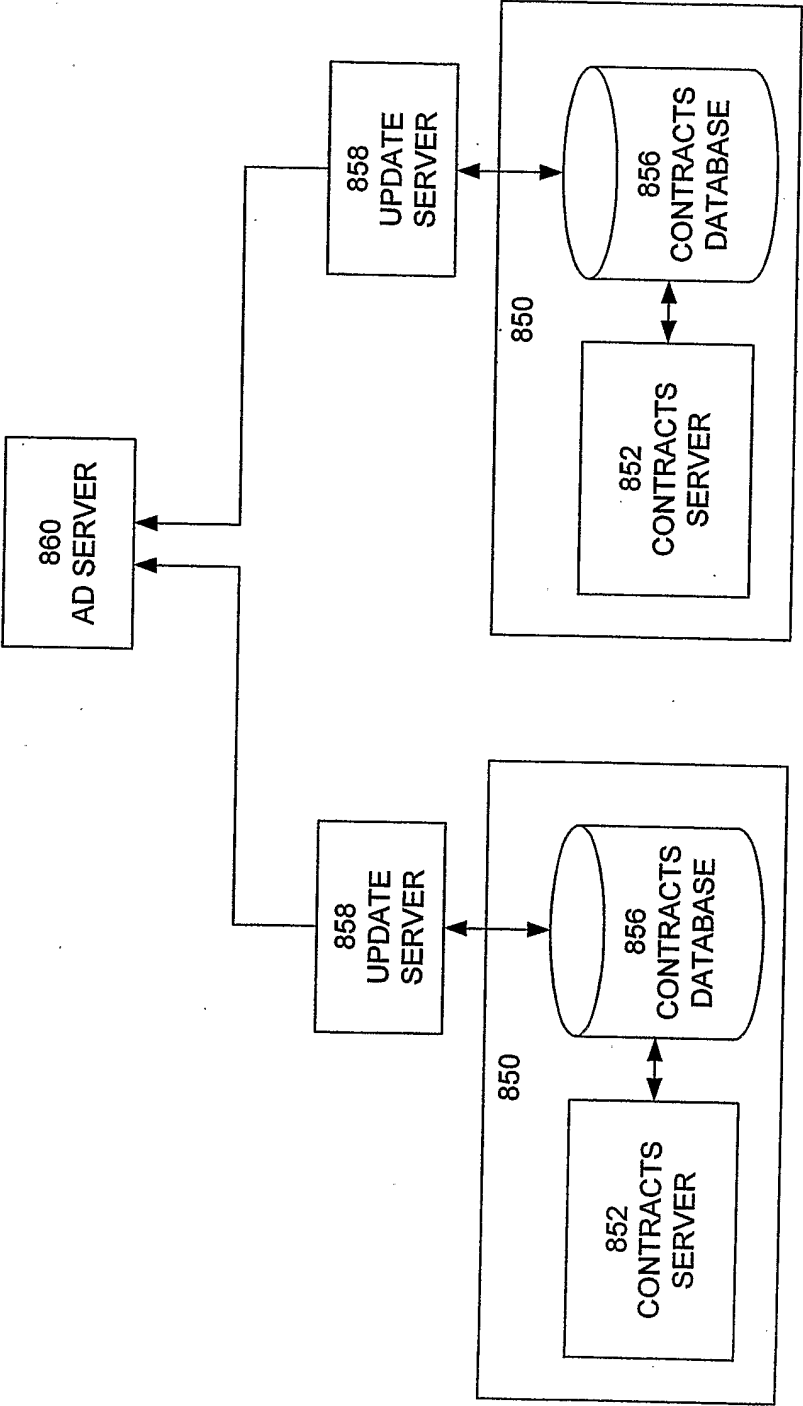


FIG. 14

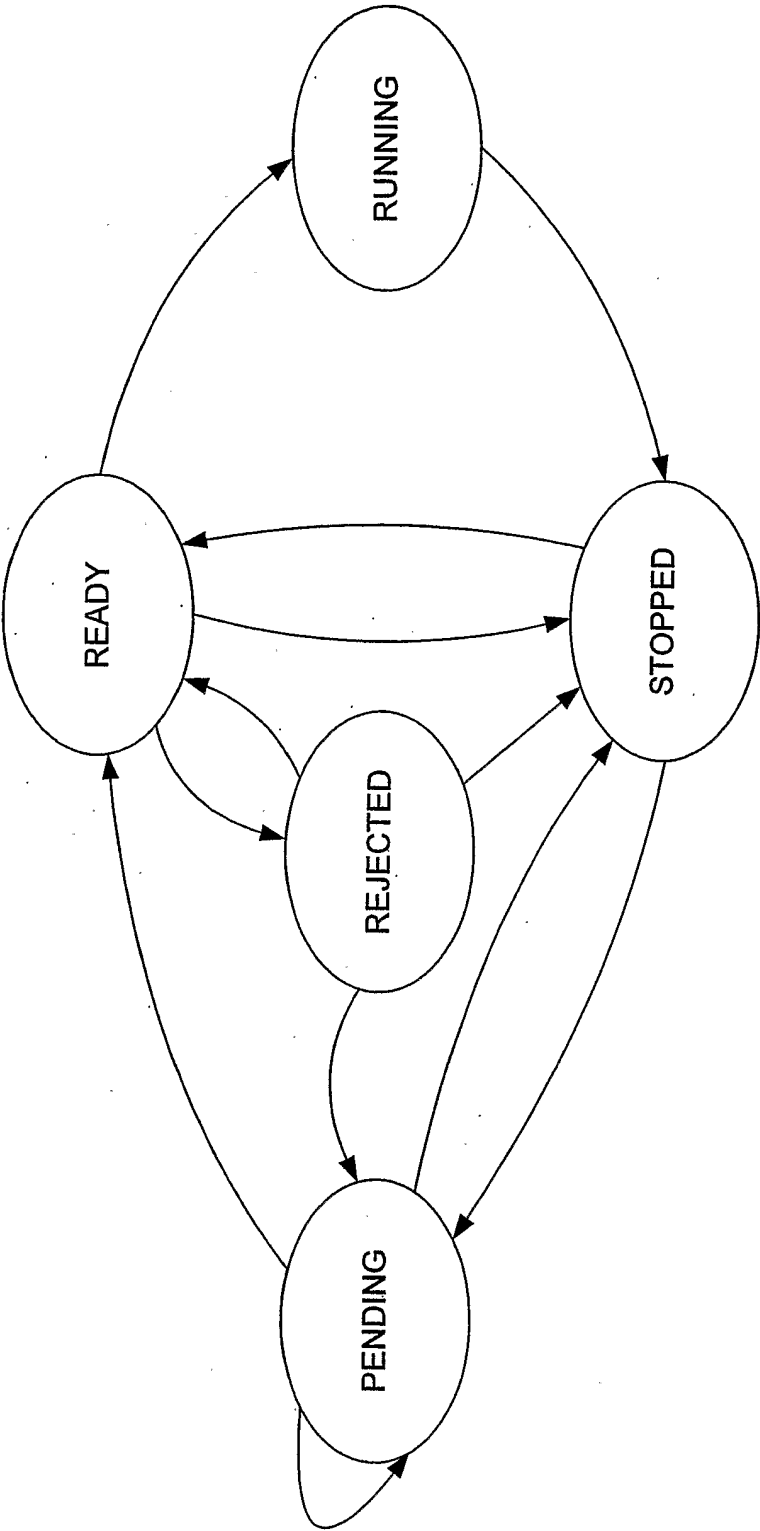


FIG. 15

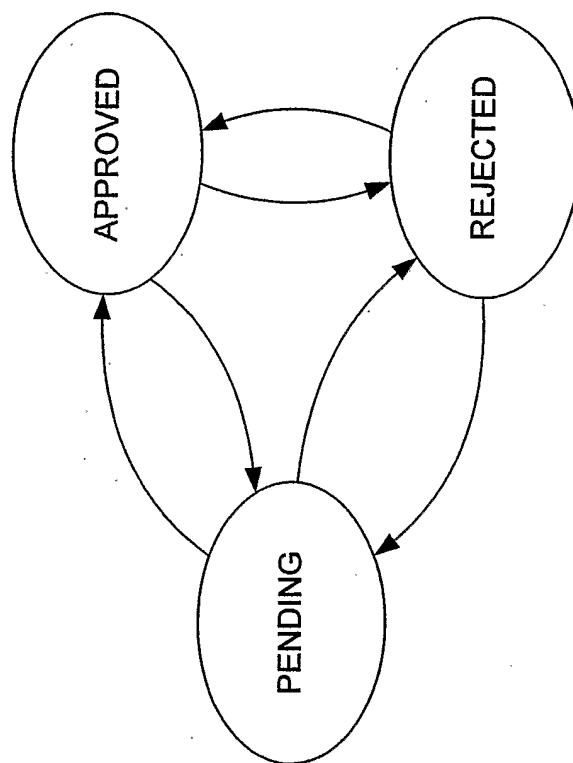


FIG. 16

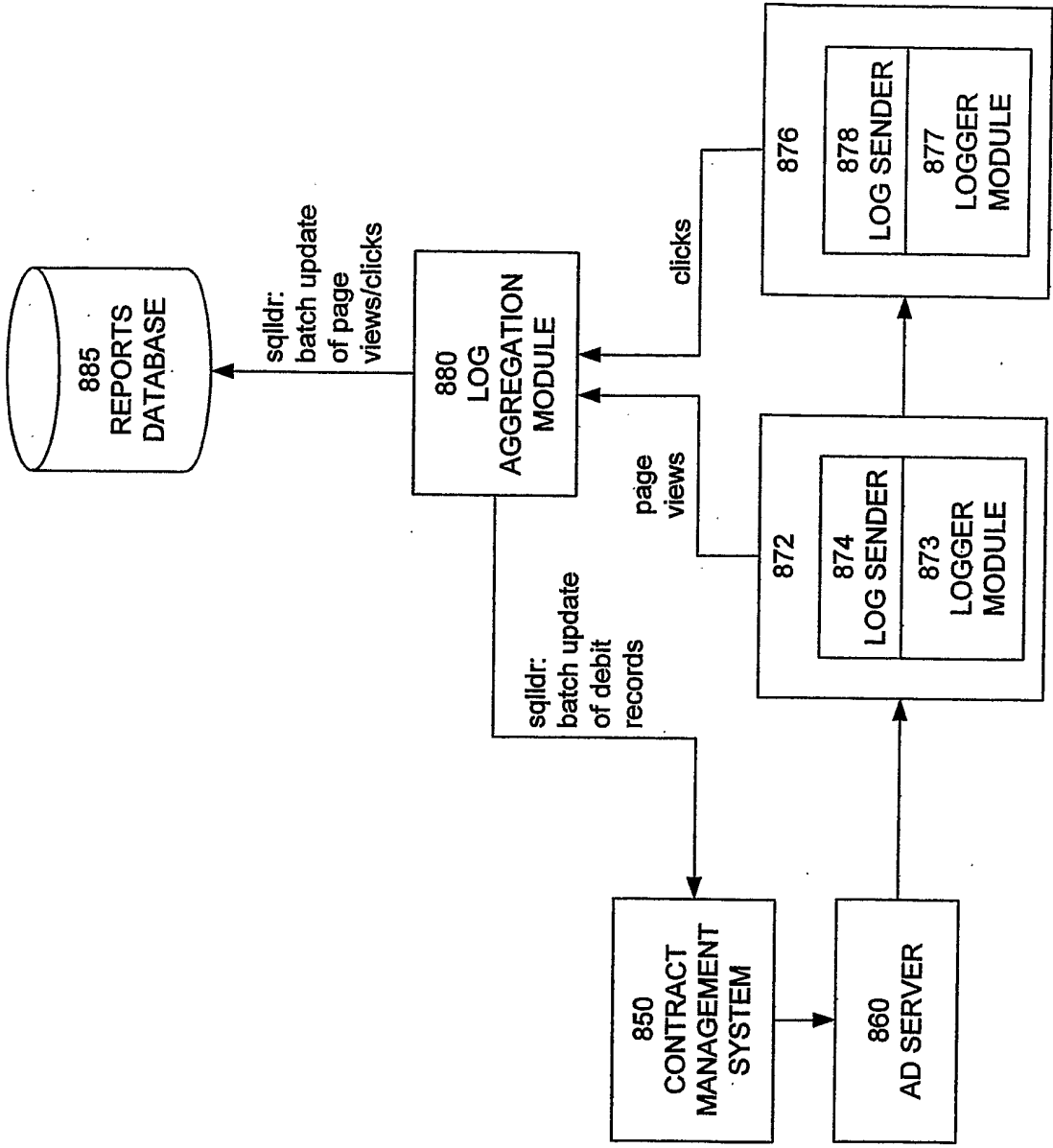


FIG. 17

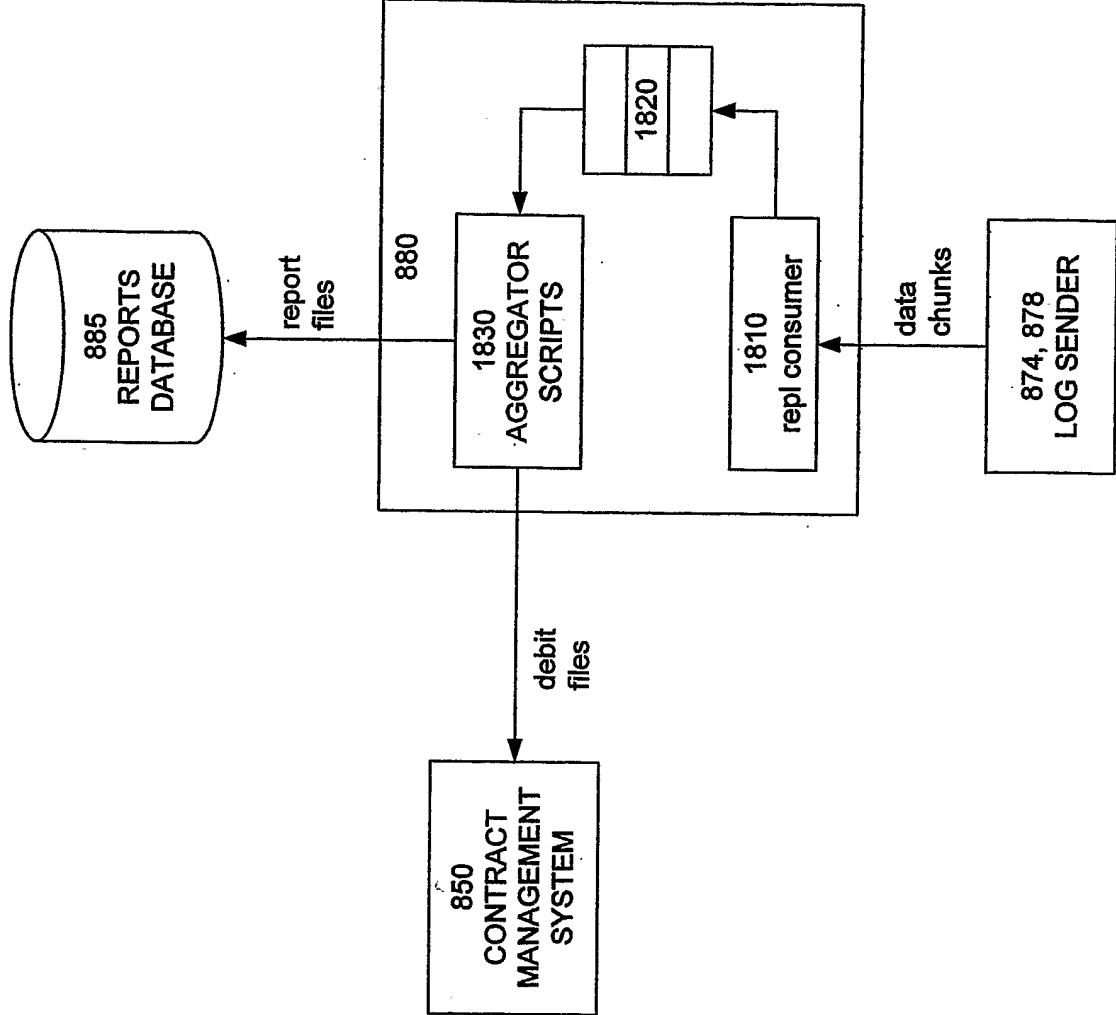


FIG. 18

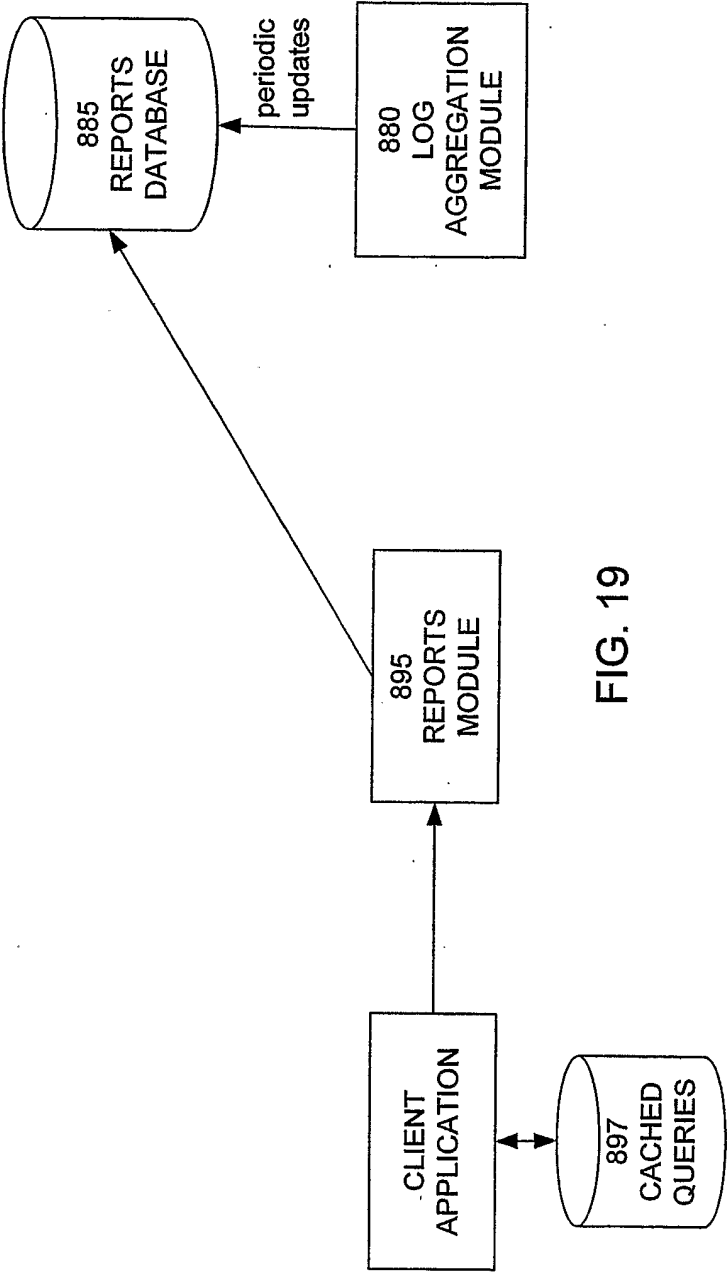


FIG. 19