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WITH ADVERTISING SPECIALIST**(22) Filed: **Feb. 13, 2008**

(75) Inventors: **Andrew W. Poon**, Palo Alto, CA (US); **Walter Lee**, San Francisco, CA (US); **Mircea Oancea**, Santa Clara, CA (US); **Juan C. Nuno**, San Francisco, CA (US); **Robert Lee**, Mountain View, CA (US); **Anton Koinov**, Santa Clara, CA (US); **Stacey Kapadia**, Mountain View, CA (US)

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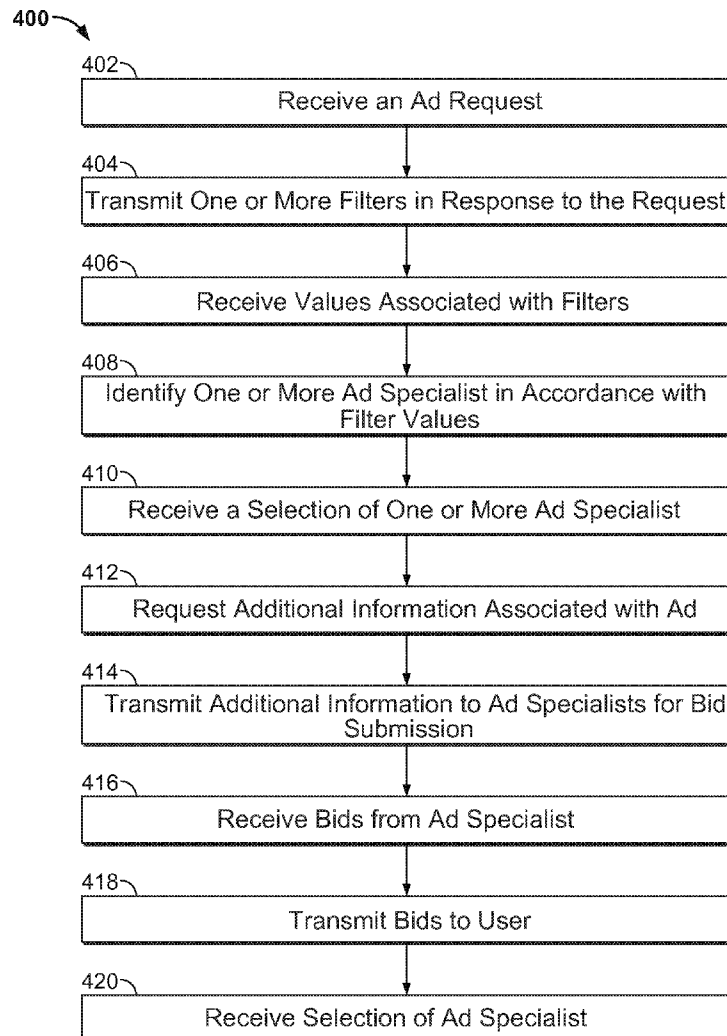
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Correspondence Address:

FISH & RICHARDSON P.C.**PO BOX 1022****MINNEAPOLIS, MN 55440-1022 (US)**(73) Assignee: **GOOGLE INC.**, Mountain View, CA (US)(21) Appl. No.: **12/030,561**(57) **ABSTRACT**

The present disclosure includes a system and method for determining metrics associated advertising specialist. The method including identifying actions associated with an advertisement produced by an ad specialist. The ad specialist selected by a user from a plurality of ad specialist. One or more ratings are associated with the ad specialist are determined based, at least in part, on the identified actions.



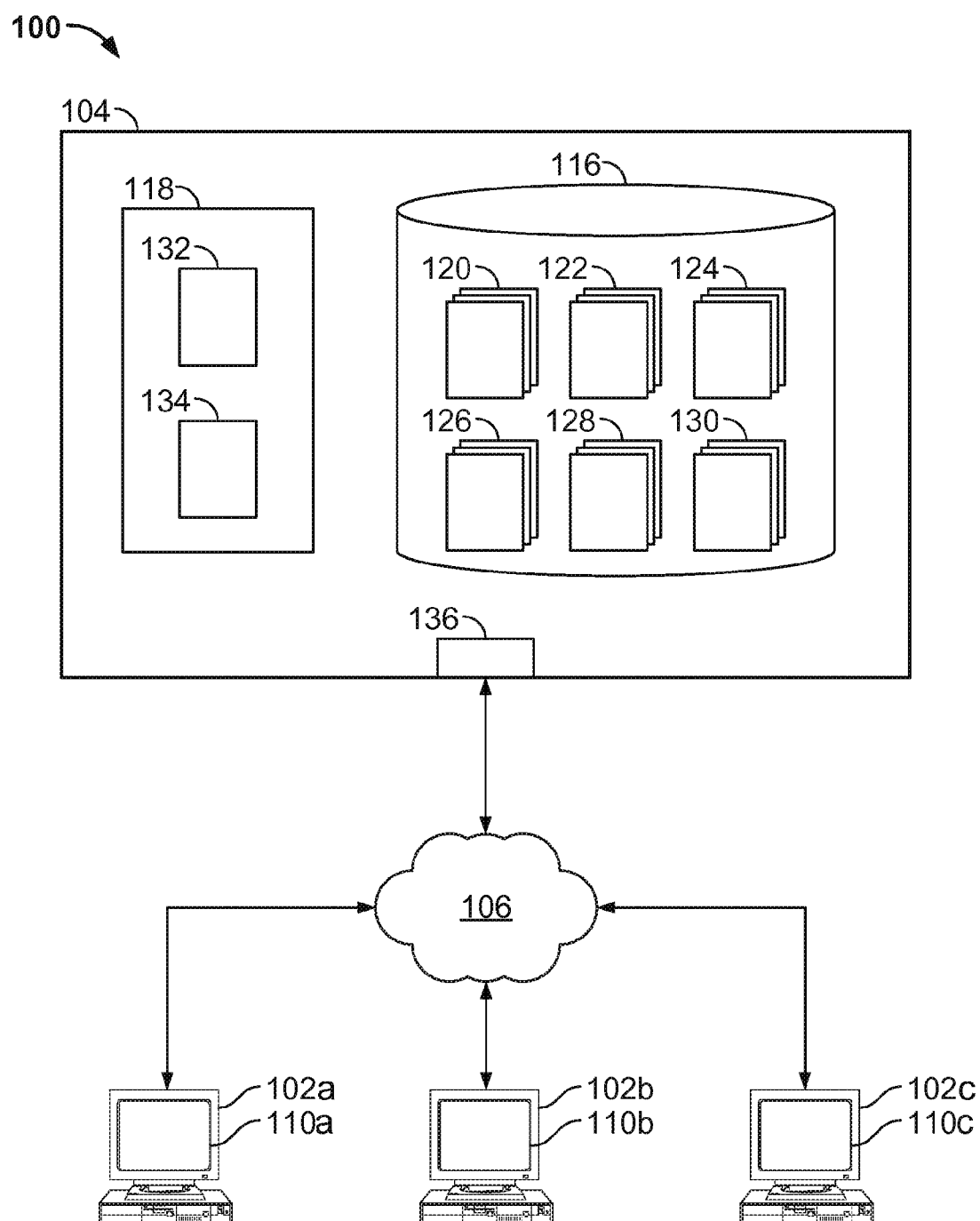


FIG. 1

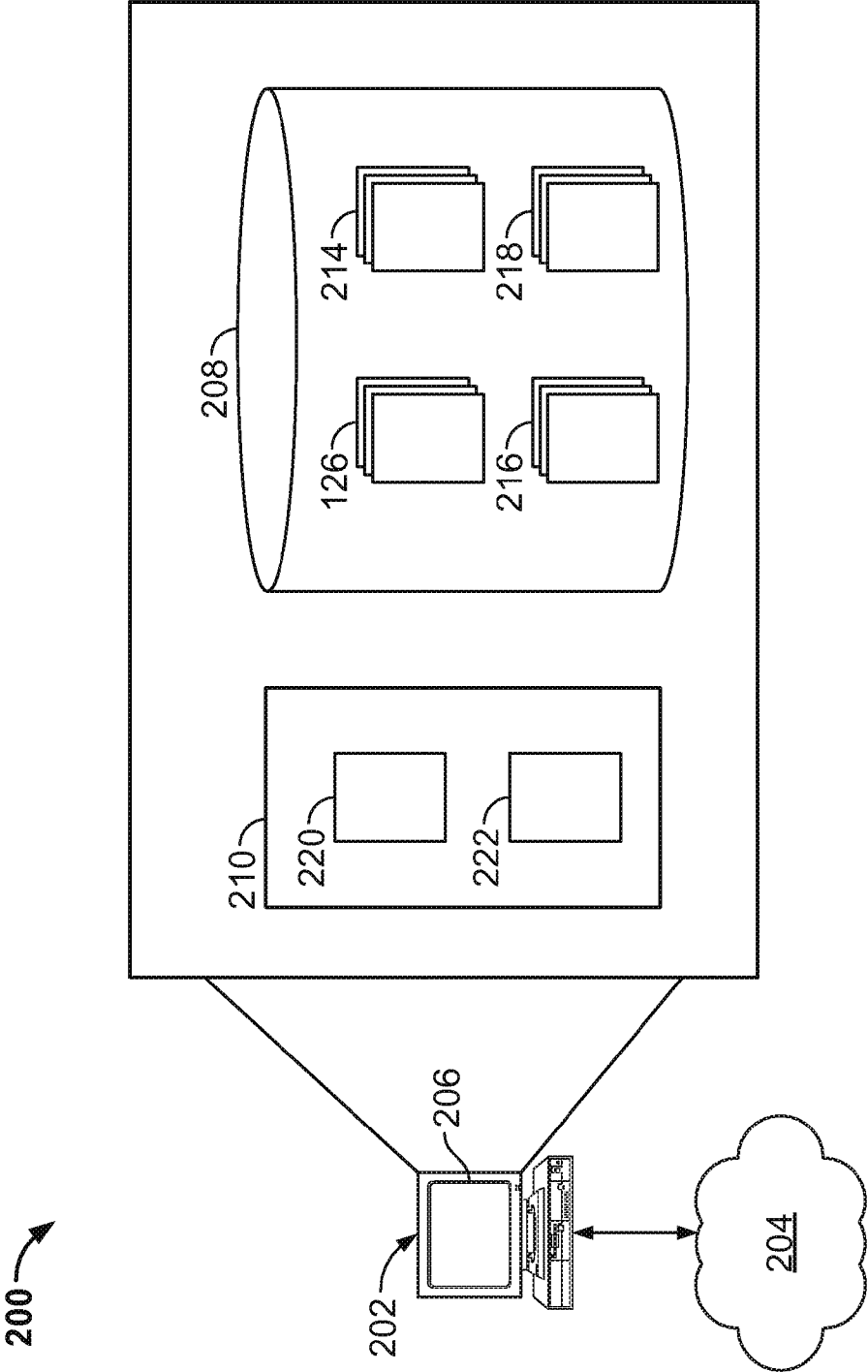
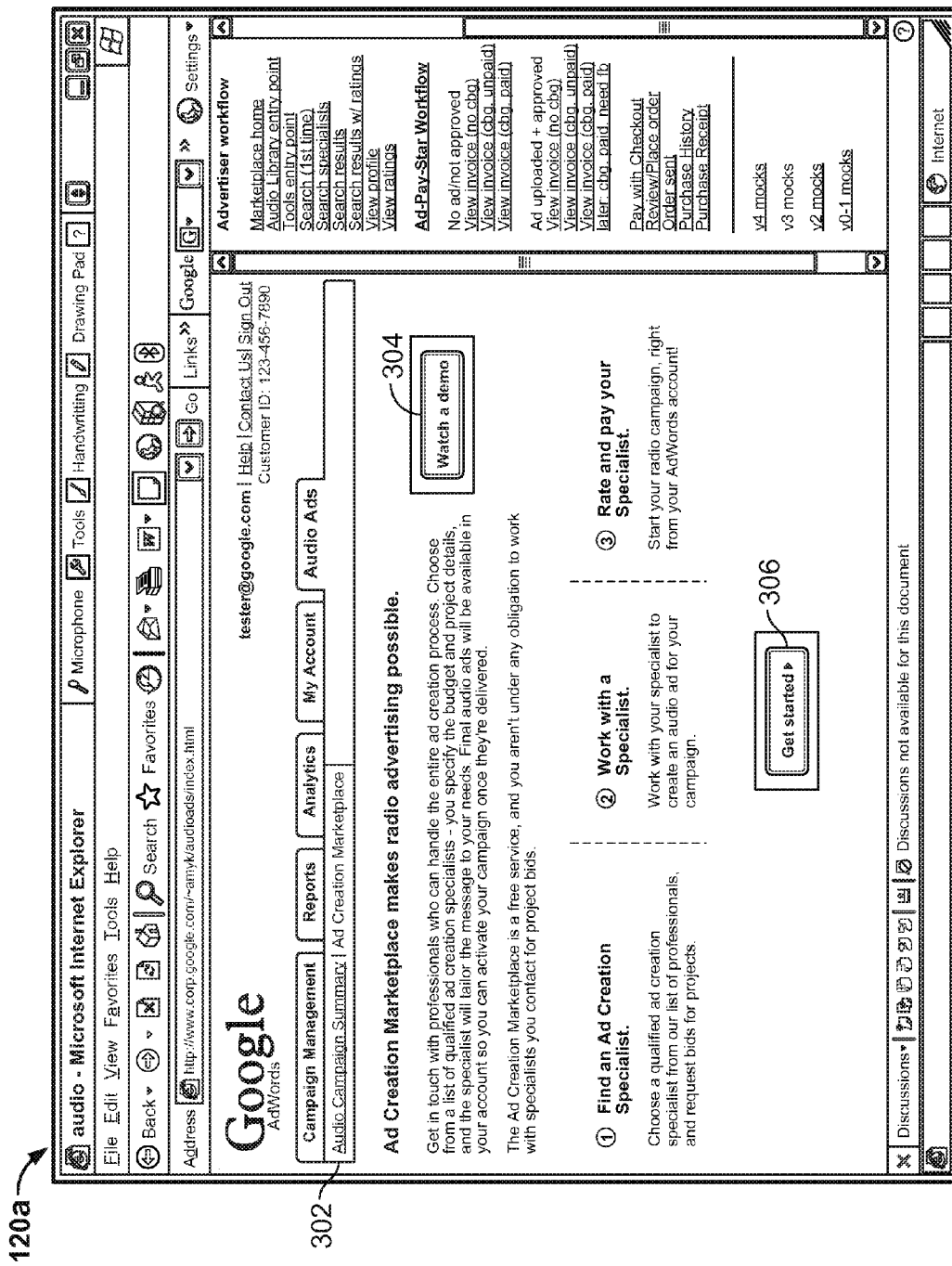


FIG. 2



120b

audio - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.google.com/~amyk/audiads/index.html>

Back Stop Search Favorites Go Links Google Settings

Microphone Tools Handwriting Drawing Pad ?

Google AdWords

tester@google.com | Help | Contact Us | Sign Out
Customer ID: 123-456-7890

Campaign Management Reports Analytics My Account Audio Ads

Audio Campaign Summary | Ad Creation Marketplace

Ad Creation Marketplace > Find a Specialist to Create your Ads

Find a Specialist

Interested in getting help creating an audio ad? Enter details about what you're looking for in the form below, and we'll use this information to search our Ad Creation Marketplace for specialists closely matching your needs. Once we locate specialists that offer the services you want, you'll have the chance to request a proposal from any of them so you can get help creating the best audio ad for your campaign. You aren't under any obligation while searching the Ad Creation Marketplace.

* All fields are optional. If you have specific needs, enter as many details as possible to filter your results.

Ad Details

Budget for creating your ad: \$

Approximate date you need your ad (average turnaround time is about 3 days):
Oct 2006

Specialist Details

316 Services provided: ☐ Script Writing ☐ Voiceover ☐ Production

318 Additional services: ☐ Music ☐ Singing ☐ Sound Effects

320 Voice gender: ☐ Male ☐ Female

322 Voice age: ☐ Child ☐ Teen ☐ Young Adult ☐ Middle-aged

Common Questions

- What sort of budget should I enter?
- Will my contact information be made available to specialists?
- Full Google Ad Creation Marketplace FAQ

Advertiser workflow

Marketplace home
Audio Library entry point
Tools entry point
Search (1st time)
Search specialists
Search results
View profile
View ratings

Ad-Pay-Star Workflow

No ad/not approved
View invoice (no chg)
View invoice (chg, unpaid)
View invoice (chg, paid)
Ad uploaded + approved
View invoice (no chg)
View invoice (chg, unpaid)
View invoice (chg, paid)
later: chg, paid, need to
Pay with Checkout
Review/Place order
Order sent
Purchase History
Purchase Receipt

y4 mocks
v3 mocks
v2 mocks
v0-1 mocks

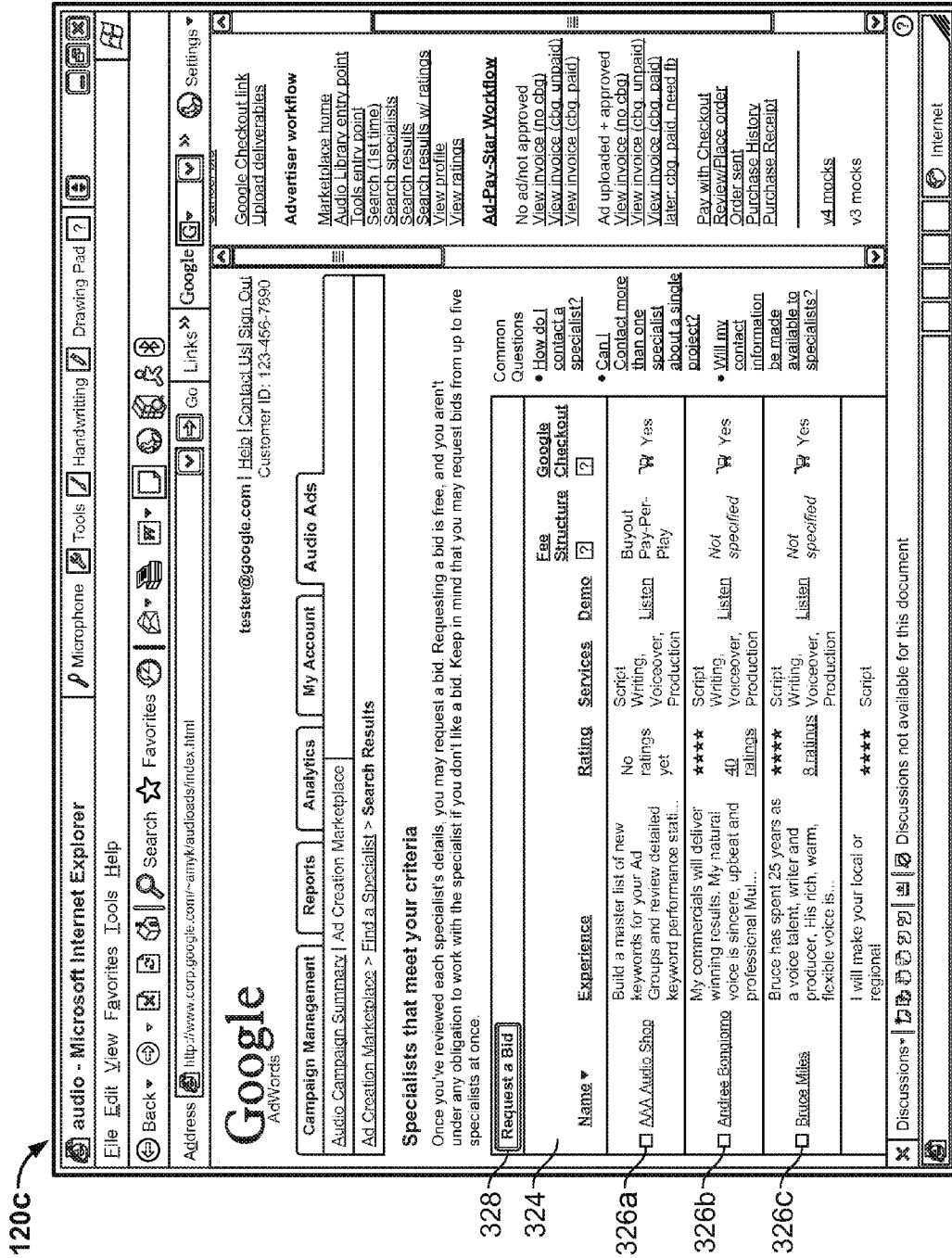
Discussions Done

Internet

308

310

FIG. 3B



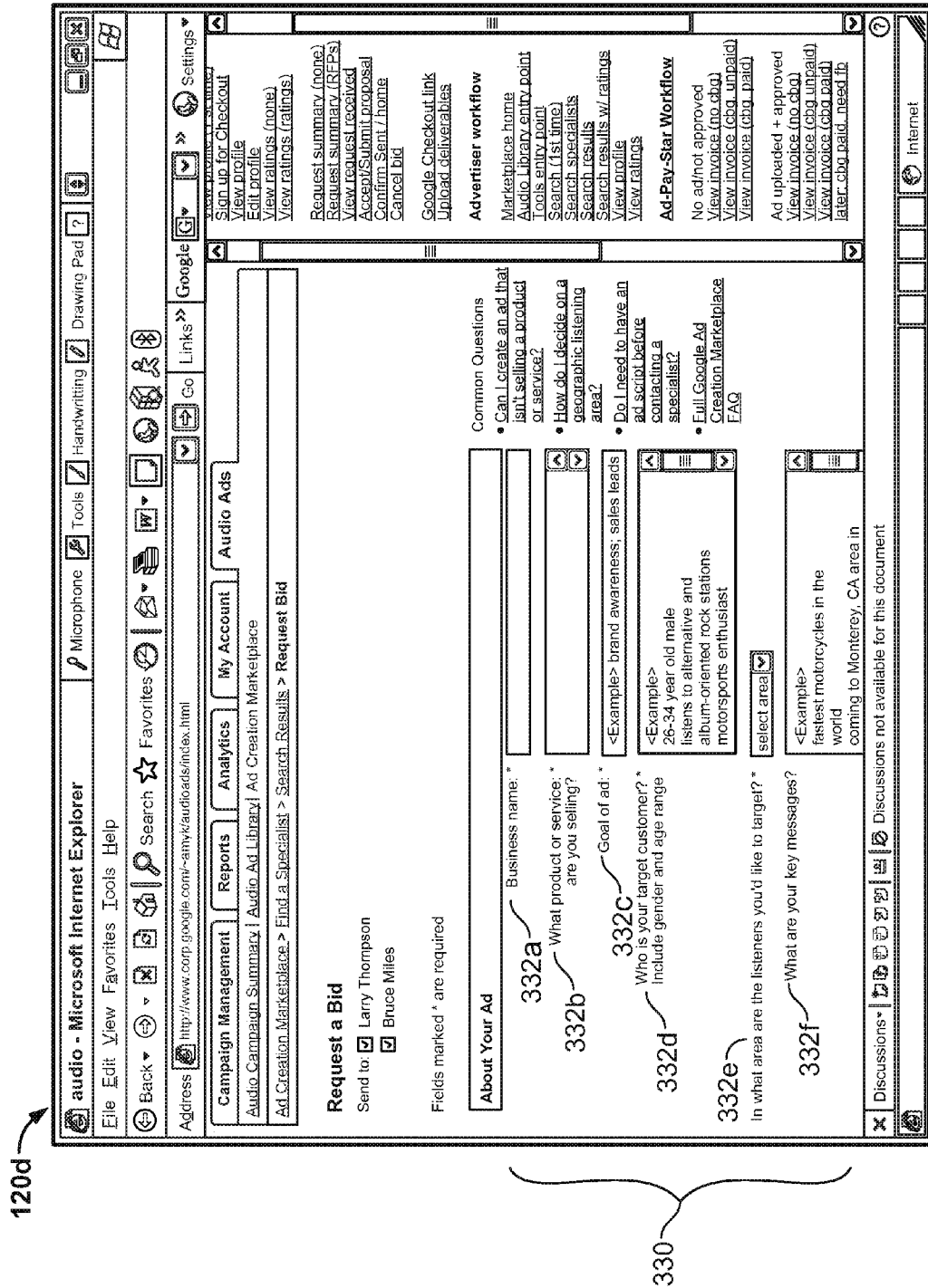
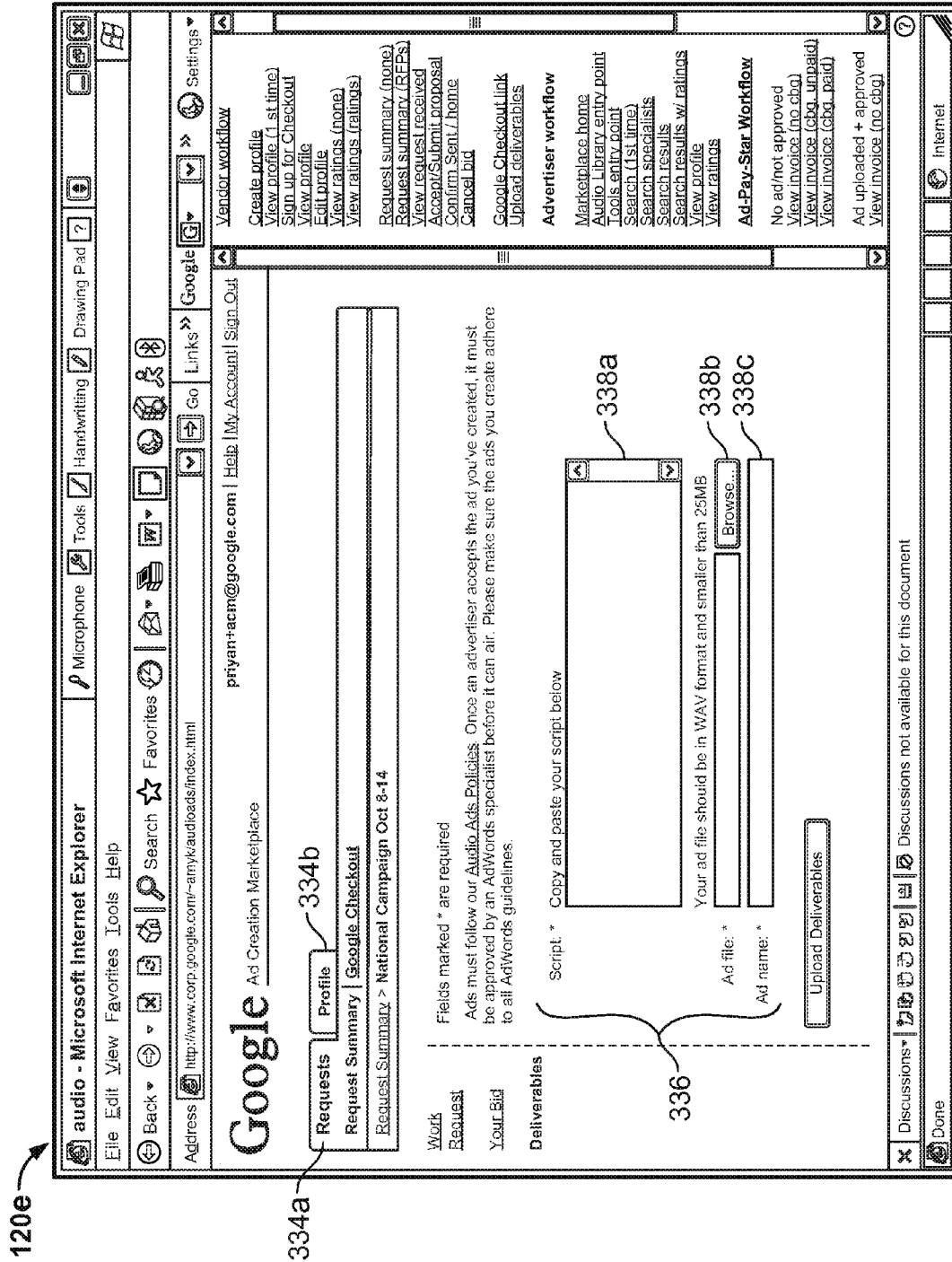


FIG. 3D



120f

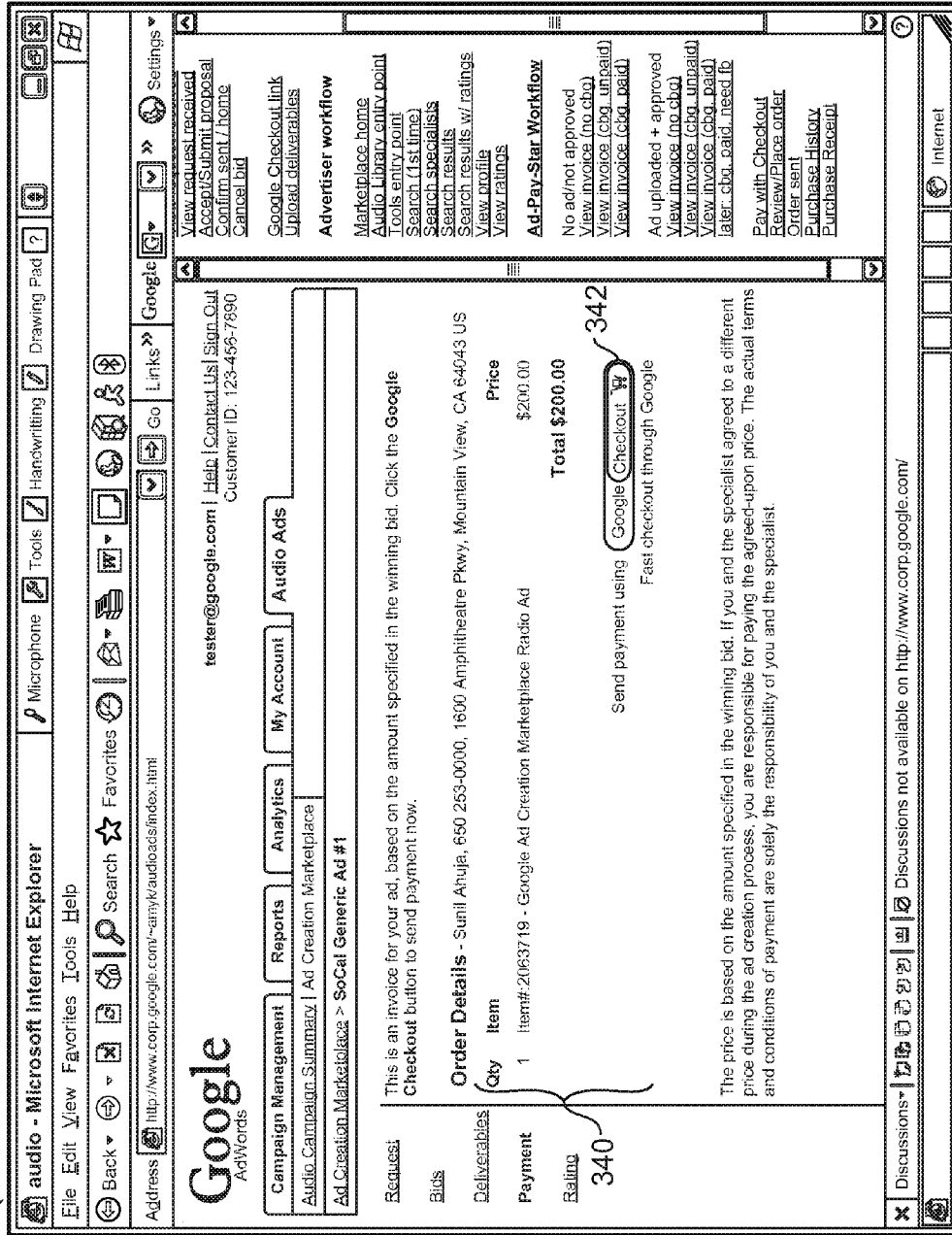


FIG. 3F

120g

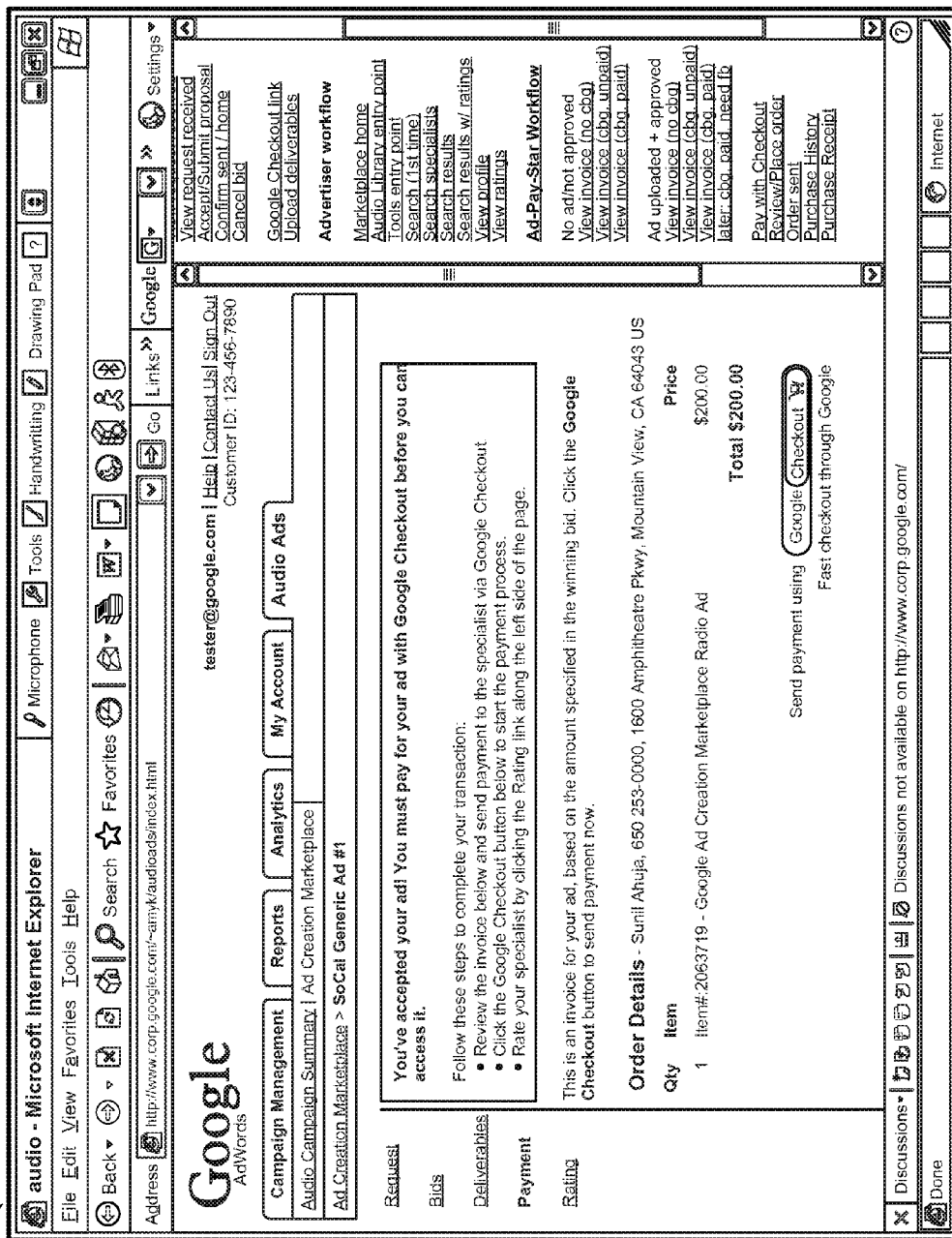


FIG. 3G

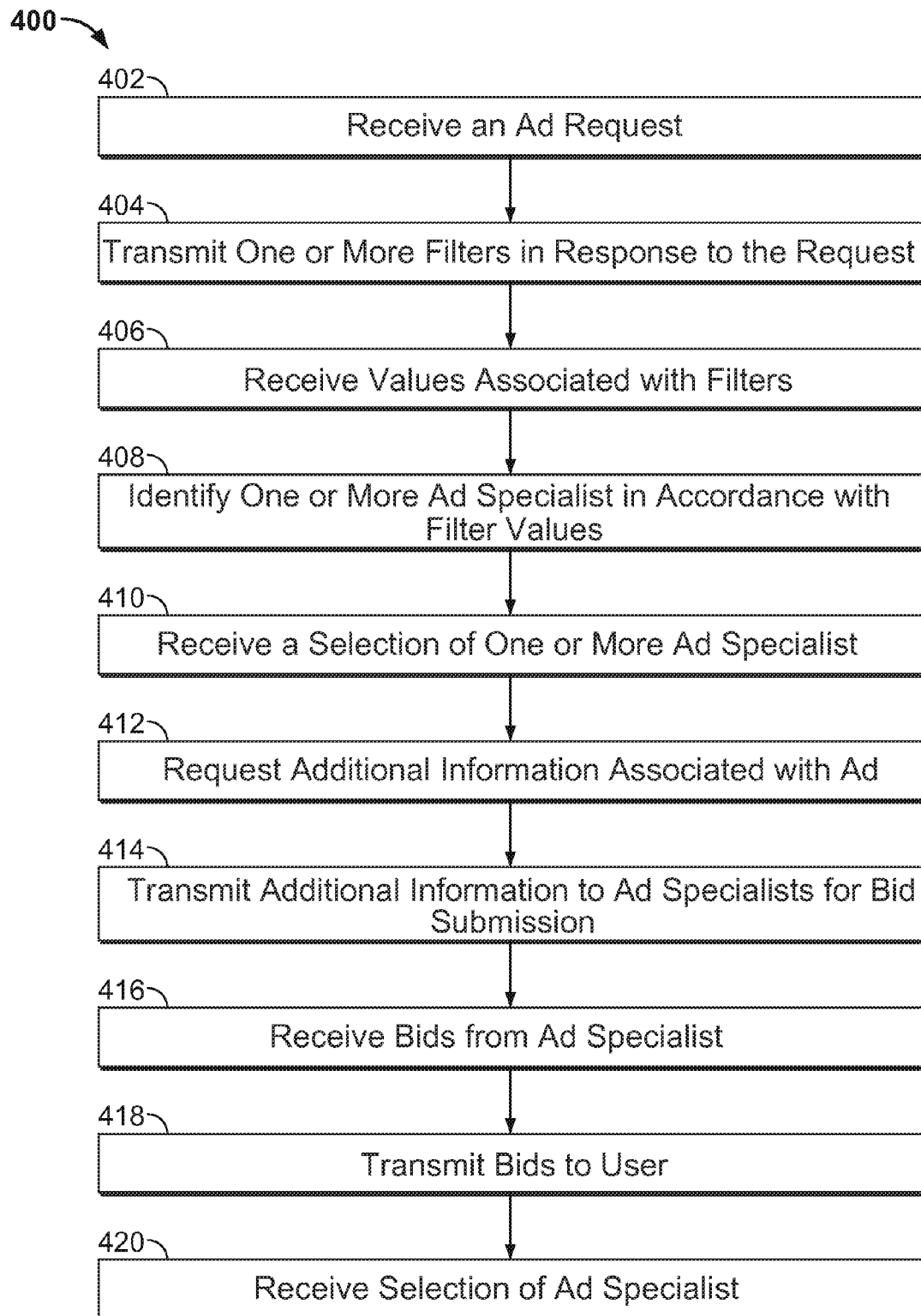
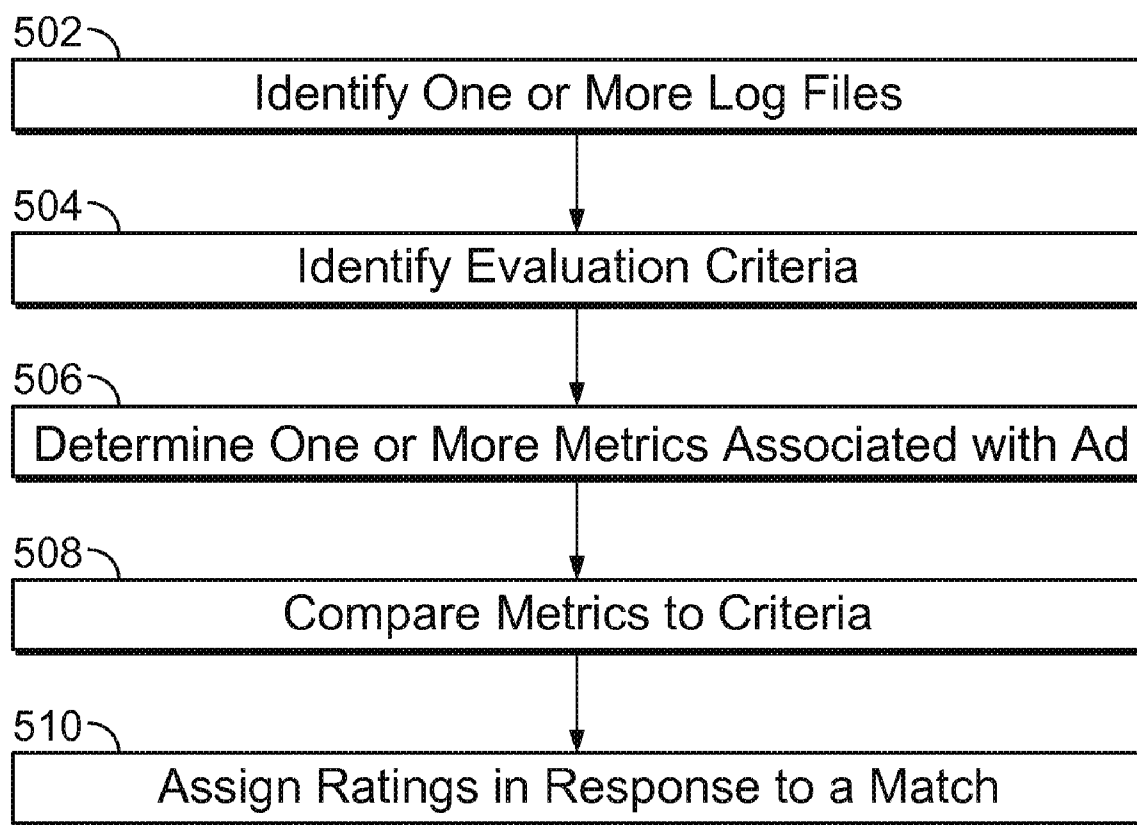


FIG. 4

**FIG. 5**

DETERMINING METRICS ASSOCIATED WITH ADVERTISING SPECIALIST

CLAIM OF PRIORITY

[0001] This application claims priority under 35 USC §119 (e) to U.S. Patent Application Ser. No. 60/889,727, filed on Feb. 13, 2007, the entire contents of which are hereby incorporated by reference.

TECHNICAL FIELD

[0002] This invention relates to advertising.

BACKGROUND

[0003] Content delivery over the internet continues to improve every day. Computer users can receive e-mail, news, games, entertainment, music, books, and web pages—all with a simple Internet connection (and with improved quality on a broadband connection). Internet users also have access to a plethora of services such as maps, shopping links, images, blogs, local search, satellite images, group discussions, hosted content, and e-mail. These service providers may track users' interactions with such services to determine associated metrics and/or modify these services based on such interactions to further enhance the user experience.

SUMMARY

[0004] The present disclosure includes a system and method for determining metrics associated advertising specialist. The method including identifying actions associated with an advertisement produced by an ad specialist. The ad specialist selected by a user from a plurality of ad specialist. One or more ratings are associated with the ad specialist are determined based, at least in part, on the identified actions.

[0005] The details of one or more embodiments of the invention are set forth in the accompanying drawings and the description below. Other features, objects, and advantages of the invention will be apparent from the description and drawings, and from the claims.

DESCRIPTION OF DRAWINGS

[0006] FIG. 1 is a block diagram illustrating an example for identifying one or more ad specialist in accordance with some implementations of the present disclosure;

[0007] FIG. 2 is a block diagram illustrating an example management system for managing the distribution of requested advertisements;

[0008] FIGS. 3A-G are example display pages for presenting information associated with the production and/or distribution of advertisements;

[0009] FIG. 4 is a flow chart illustrating an example method for identifying one or more advertising specialist; and

[0010] FIG. 5 is a flow chart illustrating an example method for determine one or more metrics associated with an advertising specialist.

[0011] Like reference symbols in the various drawings indicate like elements.

DETAILED DESCRIPTION

[0012] FIG. 1 is a block diagram illustrating an example system 100 for identifying one or more advertisement (“ad”) specialist. An ad specialist may include an entity (e.g., individual, enterprise) that produces and/or assists in the produc-

tion an ad in accordance with a request from a third party such as an advertiser. In some implementations, the system 100 may identify one or more parameters associated with a requested ad, and using these parameters, identify one or more ad specialist in accordance with the ad parameters. For example, the user may submit a request for ad specialist that has experience in producing television ads directed to certain demographic. In addition to identifying ad specialist, the system 100 may perform one or more of the following: enable the user and the identified ad specialist to work together, rate the specialist using feedback from the user and/or success of the ad, receiving payment for the ad based on previously agreed terms, distribute and/or track the ad, and/or generate feedback for the ad in accordance with tracking information. In performing one or more these functions, the system 100, in some implementations, may provide an end-to-end ad creation/distribution system in one or more media (e.g., audio, video).

[0013] In the implementation shown, system 100 includes clients 102 and a specialist server 104 coupled via network 106. Clients 102a-c are any devices (e.g., computing devices) operable to connect or communicate with specialist server 104 or network 106 using any communication link. Each client 102 includes, executes, or otherwise presents a Graphical User Interface (GUI) 110 and comprises an electronic device operable to receive, transmit, process and store any appropriate data associated with system 100. While the illustrated implementation includes clients 102a-c, system 100 may include any number of clients 102 communicably coupled to specialist server 104. Further, “client 102” and “user” may be used interchangeably as appropriate without departing from the scope of this disclosure. Moreover, for ease of illustration, each client 102 is described in terms of being used by one user. But this disclosure contemplates that many users may use one device or that one user may use multiple devices.

[0014] As used in this disclosure, a user of client 102 is any person, department, organization, small business, enterprise, or any other entity that may use or request others to use system 100. Client 102 is intended to encompass a personal computer, touch screen terminal, workstation, network computer, kiosk, wireless data port, smart phone, personal data assistant (PDA), one or more processors within these or other devices, or any other suitable processing or electronic device used by a user viewing content from the specialist server 104. For example, client 102 may be a PDA operable to wirelessly connect with an external or unsecured network. In another example, client 102 may comprise a laptop that includes an input device, such as a keypad, touch screen, mouse, or other device that can accept information, and an output device that conveys information associated with an advertisement of specialist server 104, including digital data, visual information, or GUI 110. Both the input device and output device may include fixed or removable storage media such as a magnetic computer disk, CD-ROM, or other suitable media to both receive input from and provide output to users of clients 102 through the display, namely the client portion of GUI 110.

[0015] GUI 110 comprises a graphical user interface operable to allow the user of client 102 to interface with at least a portion of system 100 for any suitable purpose, such as viewing advertisements. Generally, GUI 110 provides the particular user with an efficient and user-friendly presentation of data provided by or communicated within system 100. GUI 110 may comprise a plurality of customizable frames or

views having interactive fields, pull-down lists, and buttons operated by the user. For example, GUI 110 is operable to display Web pages in a user-friendly form based on the user context and the displayed data. It should be understood that the term graphical user interface may be used in the singular or in the plural to describe one or more graphical user interfaces and each of the displays of a particular graphical user interface. Indeed, reference to GUI 110 may indicate a reference to the front-end or a component of evaluation engine 132, as well as the particular interface accessible via client 102, as appropriate, without departing from the scope of this disclosure. Therefore, GUI 110 contemplates any graphical user interface, such as a generic web browser or touch screen, that processes information in system 100 and efficiently presents the results to the user. Specialist server 104 can accept data from client 102 via a the web browser (e.g., Microsoft Internet Explorer or Netscape Navigator) and return the appropriate HTML or XML responses to the browser using network 106.

[0016] Specialist server 104 comprises an electronic computing device operable to receive, transmit, process and store data associated with system 100. System 100 can be implemented using computers other than servers, as well as a server pool. Indeed, specialist server 104 may be any computer, electronic or processing device such as, for example, a blade server, general-purpose personal computer (PC), Macintosh, workstation, Unix-based computer, or any other suitable device. In other words, system 100 may include computers other than general purpose computers as well as computers without conventional operating systems. Specialist server 104 may be adapted to execute any operating system including Linux, UNIX, Windows Server, or any other suitable operating system. In certain implementations, specialist server 104 may also include or be communicably coupled with a web server and/or a mail server.

[0017] Specialist server 104 includes memory 116 and a processor 118. Memory 116 may be a local memory and include any memory or database module and may take the form of volatile or non-volatile memory including, without limitation, magnetic media, optical media, random access memory (RAM), read-only memory (ROM), removable media, or any other suitable local or remote memory component. In the illustrated implementation, memory 116 includes Web pages 120, request files 122, specialist profiles 124, rating profiles 126, bid files 128, and requested ads 130. Local memory 116 may also include any other appropriate data such as VPN applications or services, firewall policies, a security or access log, print or other reporting files, HTML files or templates, data classes or object interfaces, child software applications or sub-systems, and others.

[0018] Web pages 120 comprise displays through which information associated with the production and/or the distribution of ads can be presented to users of clients 102 (e.g., FIGS. 3A-G). In general, Web pages 120 include any machine readable and machine storable work product that may generate or be used to generate a display through GUI 110. Web pages 112 may be a file, a combination of files, one or more files with embedded links to other files, or any other suitable configuration. Web pages 120 may include text, audio, image, video, animation, and other attributes. In short, Web pages 120 comprise any source code or object code for generating a display that provides information for enabling users to perform one or more functions of the ad creation/distribution

process. Web page 120 may be written in or based on any suitable programming language such as HTML.

[0019] Request profiles 122 include any parameters, variables, policies, instructions, settings, rules or directives for defining attributes of requested ads 130. For example, the ad attributes may include: a budget, a deadline, services requested (e.g., script writing, voiceover, special effects, production, music), advertised product and/or service, target customers, target locations, messages to convey, and/or others associated with the requested ad 130 and/or associated service and/or product. Of course, the above attributes are for example purposes and may not reflect some implementations within the scope of this disclosure. Regardless of the specific settings included or defined in profile 122, the client 102 may select these attributes through one or more Web pages 120 (e.g., FIGS. 3A-G). Each profile 122 may be associated with a request for a specific ad or multiple profiles 122 may be associated with the ad request. In some implementations, a user may be associated with a single request profile 122 or multiple request profiles 122 or multiple users may be associated with a single request profile 122. For example, two different profiles 122 may present a request from a user for two different ads. Profiles 122 may be stored in one or more tables stored in a relational database described in terms of SQL statements or scripts. In other implementations, profiles 122 may be formatted, stored, or defined as various data structures in text files, Hyperlink Text Markup Language (HTML) files, eXtensible Markup Language (XML) documents, Virtual Storage Access Method (VSAM) files, flat files, Btrieve files, comma-separated-value (CSV) files, internal variables, or one or more libraries. In short, profiles 122 may comprise one table or file or a plurality of tables or files stored on one computer or across a plurality of computers in any appropriate format. Moreover, profiles 122 may be local or remote without departing from the scope of this disclosure and store any type of appropriate data.

[0020] Specialist profiles 124 include one or more data entries or structure operable to identify information associated with ad specialists. For example, the specialist profile 124 may identify that an ad specialist specializes in video ads and has produced a certain number of ads. In some implementations, the specialist profile 124 may include one or more of the following: types of services provided (e.g., script writing, voiceover, production, music, singing, sound effects), years of experience, types of experience, sample work (e.g., previously requested ad), types of fee structures (e.g., buyout, pay per play), language, and/or others. In some implementations, an ad specialist may be associated with a single specialist profile 124 or multiple specialist profiles 124 or multiple ad specialist may be associated with a single specialist profile 124. Profiles 124 may be stored in one or more tables stored in a relational database described in terms of SQL statements or scripts. In other implementations, profiles 124 may be formatted, stored, or defined as various data structures in text files, HTML documents, XML documents, VSAM files, flat files, Btrieve files, CSV files, internal variables, or one or more libraries. In short, profiles 124 may comprise one table or file or a plurality of tables or files stored on one computer or across a plurality of computers in any appropriate format. Moreover, profiles 124 may be local or remote without departing from the scope of this disclosure and store any type of appropriate data.

[0021] Ratings profiles 126 includes one or more data entries or structure operable to define one or more ratings

associated with ad specialists. For example, the ratings profile **126** may define one or more ratings associated with the performance of ads produced by the ad specialist as well as ratings based on feedback provided by one or more users. The ratings profile **126** may include one or more of the following: a performance rating, feedback ratings associated with different questions provided to users, an overall ratings, ratings based on different types of ads (e.g., audio, video), conversion rates associated with ads produced by a specialist, and other information. In some implementations, an ad specialist may be associated with a single ratings profile **126** or multiple ratings profiles **126** and multiple ad specialist may be associated with a single ratings profile **126**. Profiles **126** may be stored in one or more tables stored in a relational database described in terms of SQL statements or scripts. In other implementations, profiles **126** may be formatted, stored, or defined as various data structures in text files, HTML documents, XML documents, VSAM files, flat files, Btrieve files, CSV files, internal variables, or one or more libraries. In short, profiles **126** may comprise one table or file or a plurality of tables or files stored on one computer or across a plurality of computers in any appropriate format. Moreover, profiles **126** may be local or remote without departing from the scope of this disclosure and store any type of appropriate data.

[0022] Bid files **128** include one or more data structures or entries that identify bids associated with requested ads **130**. For example, a bid file **128** may identify bids and/or bid types (e.g., buyout, pay per play) submitted by ad specialists to produce a requested ad **130**. Bid file **128** may include one or more of the following: a bid amount, a production date, type of filming (e.g., on location, gather content), specific services (e.g., voice over, live acting, music), a bid type, and/or other information associated with the production and/or purchase of a requested ad **130**. Each bid file **128** may be associated with a single requested ad **130** or multiple requested ads **130**. Alternatively or in addition, each bid file **128** may be associated with a single user, a single ad specialist, multiple users, and/or multiple ad specialists. In some implementations, an ad specialist may be associated multiple bid files **128**. Bid files **128** may be stored in one or more tables stored in a relational database described in terms of SQL statements or scripts. In other implementations, bid file **128** may be formatted, stored, or defined as various data structures in text files, HTML documents, XML documents, VSAM files, flat files, Btrieve files, CSV files, internal variables, or one or more libraries. In short, bid file **128** may comprise one table or file or a plurality of tables or files stored on one computer or across a plurality of computers in any appropriate format. Moreover, bid file **128** may be local or remote without departing from the scope of this disclosure and store any type of appropriate data.

[0023] Requested ads **130** include any parameters, pointers, variables, algorithms, instructions, rules, files, links, or other data for easily providing secondary content. For example, the requested ad **130** may comprise an audio ad, a video ad, or other type of ad. Such ads **130** may include (among other things) primary content, secondary content, and/or sponsored content. For example, the requested ad **130** may include a text element, a graphics element, a multimedia element, an audio segment, or any other audio, graphical and/or display element. In a more specific example, the requested ad **130** may include or reference a publicly-available web page (or portion thereof), a telephone number, an internal e-mail, the user's personal contact information,

weather information, a profit and loss report of a company, an OLAP (on-line analytical processing) report, portion of a sales order, as well as many others. In certain implementations, requested ads **130** (or pointers thereto) may be stored in one or more tables in a relational database described in terms of SQL statements or scripts. In certain implementations, requested ads **130** may be formatted, stored, or defined as various data structures. For example, a particular requested ad **130** may merely be a pointer to a third party ad stored remotely. In another example, a particular requested ad **130** may be an internally stored advertisement for a tightly coupled service. In short, requested ads **130** may comprise one table or file or a plurality of tables or files stored on one computer or across a plurality of computers in any appropriate format. Indeed, some or all of requested ads **130** may be local or remote without departing from the scope of this disclosure and store any type of appropriate data.

[0024] Processor **118** executes instructions and manipulates data to perform operations of specialist server **104**. Although FIG. 1 illustrates a single processor **118** in server **104**, multiple processors **118** may be used according to particular needs, and reference to processor **118** is meant to include multiple processors **118** where applicable. In the illustrated implementation, processor **118** executes request engine **132** and management engine **134**. The request engine **132** can be of the form of software, for example, operable to manage request for ad production. For example, the request engine **132** may identify one or more ad specialist in accordance with the ad request. In some implementations, the request engine **132** may perform one or more of the following: receive a request for ad from client **102**, generate and/or update a request profile **122** in accordance with information received from the client **102**, identify one or more ad specialist using the specialist profiles **124** and/or the request profile **122**, and/or other functions associated with the creation of a requested ad **130**. In some implementations, the request engine **132** dynamically generates a Web page **120** based on one or more parameters. In this case, the request engine **132** may identify one or more parameters associated with the user, the ad specialist, the request ad **130**, and/or other information associated with the system **100**. For example, the request engine **132** may dynamically generate a Web page **120** based on previous user actions such as previous selections of the user. The previous selections may include providing values for one or more filters associated with an ad specialist.

[0025] Management engine **134** can be of the form of software, for example, operable to manage the release of a requested ad **132**. For example, the management engine **134** may identify a type of payment in bid files **128** and release the requested ad **132** to the user in response to the user submitting a payment. In some implementations, the management engine **134** may perform one or more of the following functions: identify a status of a requested ad **132**, transmits a notification to the user that payment is due, identify receipt of payment from the user, release the requested ad **132** to the user in response to receipt of the payment, and/or others. In some implementations, the management engine **134** may release the requested ad **132** to the user regardless of whether a payment has been verified.

[0026] Regardless of the particular implementation, "software," as used herein, may include software, firmware, wired or programmed hardware, or any combination thereof as appropriate. Indeed, evaluation engine **132** and criteria engine **134** may be written or described in any appropriate

computer language including C, C++, Java, J#, Visual Basic, assembler, Perl, any suitable version of 4 GL, as well as others. It will be understood that while request engine 132 and management engine 134 are illustrated in FIG. 1 as including individual modules, each of request engine 132 and management engine 134 may include numerous other sub-modules or may instead be a single multi-tasked module that implements the various features and functionality through various objects, methods, or other processes. Further, while illustrated as internal to server 104, one or more processes associated with request engine 132 and/or management engine 134 may be stored, referenced, or executed remotely. Moreover, request engine 132 and/or management engine 134 may be a child or sub-module of another software module or enterprise application (not illustrated) without departing from the scope of this disclosure.

[0027] Specialist server 104 may also include interface 136 for communicating with other computer systems, such as clients 102, over network 106 in a client-server or other distributed environment. In certain implementations, specialist server 104 receives data from internal or external senders through interface 136 for storage in local memory 116 and/or processing by processor 118. Generally, interface 136 comprises logic encoded in software and/or hardware in a suitable combination and operable to communicate with network 106. More specifically, interface 136 may comprise software supporting one or more communications protocols associated with communications network 106 or hardware operable to communicate physical signals.

[0028] Network 106 facilitate wireless or wireline communication between server 104 and any other local or remote computer, such as clients 102. Network 106 may be all or a portion of an enterprise or secured network. While illustrated as single network, network 106 may be a continuous network logically divided into various sub-nets or virtual networks without departing from the scope of this disclosure, so long as at least portion of network 106 may facilitate communications of ad creation/distribution information between server 104 and at least one client 102. In some implementations, network 106 encompasses any internal or external network, networks, sub-network, or combination thereof operable to facilitate communications between various computing components in system 100. Network 106 may communicate, for example, Internet Protocol (IP) packets, Frame Relay frames, Asynchronous Transfer Mode (ATM) cells, voice, video, data, and other suitable information between requested addresses. Network 106 may include one or more local area networks (LANs), radio access networks (RANs), metropolitan area networks (MANs), wide area networks (WANs), all or a portion of the global computer network known as the Internet, and/or any other communication system or systems at one or more locations.

[0029] In one aspect of operation, the client 102 transmit a request to the specialist server 104 to identify one or more ad specialist to facilitate the production of an ad. In response to at least the request, the request engine 132 identifies and/or dynamically generates one or more Web pages 120 including one or more filters associated with an ad request and transmits the Web pages 120. In response to receiving selections associated with the one or more filters, the client 102 transmits values for the filters to the request engine 132. Based, at least in part, on the filter values, the request engine 132 generates and/or updates one or more request profiles 122 associates with the ad request. In accordance with the filter values, the

request engine 132 identifies one or more ad specialist using the specialist profiles 124. The request engine 132 populates and/or generates one or more Web pages 120 including information associated with the identified specialist and transmits the Web pages 120 to the client 102.

[0030] FIG. 2 illustrates a system 200 for determining metrics associated with an ad specialist. Metrics may include number of conversions associated with a requested ad 130, number of inquiries associated with a requested ad 130, action rates, revenue per thousand ads (RPM), conversions per dollars spent, specialist ratings based on viewer actions, specialist ratings based on user feedback, and/or other metrics. Actions may include one or more of the following: a purchase, a specified time of viewing, filling in a form, an inquiry, and/or other actions associated with a viewer of an advertisement. For example, system 200 may dynamically modify ratings associated with an ad specialist based, at least in part, on purchase rates associated ads 130 produced by the ad specialist. Dynamically, as used herein, generally means that the appropriate processing is determined at run-time based upon the appropriate information. Based at least in part on viewer actions, system 200 may update such ad specialist ratings to illustrate attributes of an ad specialist (e.g., customer satisfaction, effectiveness of ads). For example, the system 200 may use the conversion rates associated with a requested ad 130 to determine a rating for an ad specialist. In addition, the system 200 may determine the cost charged to the user based, at least in part, on the performance of the ad 130. In some implementations, the cost charged to the user may be proportional to the performance of a requested ad 130. In some implementations, the performance of an ad 130 may be determined based on viewer actions such as conversion rates.

[0031] At a high level, the system 200, in some implementations, may be a single the computer 202 or any portion of a distributed or enterprise system including at least the computer 202, perhaps communicably coupled to a network 204. In the illustrated implementation, the computer 102 includes a GUI 206, a memory 208, and a processor 210. In certain embodiments, the computer 202 further includes or references a tracking files 212 and rating profiles 126 that may be stored in memory 208 and may be processed by processor 210. FIG. 2 illustrates only one example of a computer that may be used with the disclosure. The present disclosure contemplates computers other than general purpose computers as well as computers without conventional operating systems. As used in this document, the term "computer" is intended to encompass a mainframe, a personal computer, a client, a server, a workstation, a network computer, a personal digital assistant, a mobile phone, or any other suitable local or remote processing device. Moreover, "computer 202" and "user of computer 202" may be used interchangeably without departing from the scope of this disclosure.

[0032] The memory 208 includes the rating profiles 126, the log files 214, evaluation criteria 216, and pricing criteria 218. The log files 212 include one or more data structures or entries that identify or include information that identifies actions associated with one or more requested ads 130. For example, one or more log files 212 may include or identify actions associated with a requested ad 130 (e.g., audio) such as transactions associated with the presentation of the requested ad 130. In some implementations, the log files 212 may identify or include information that identifies one or more of the following parameters: media type, event, docu-

ment, times, dates, actions (e.g., purchase, inquiry), identifier for the requested ad **130**, the ad specialist, user, client, a publisher, an advertiser, and/or others. The log file **212** may be associated with a specific requested ad **130**, multiple requested ad **130**, an ad specialist, multiple ad specialist, a single advertiser or multiple advertisers or multiple log files **212** may be associated with a single ad specialist, a single advertiser, and/or a single content provider **104**. In some implementations, the association may be based on a parameter such as demographic, region, or other parameters. For example, a first log file **212** may be associated with a first geographic region and a second log file **212** may be associated with a second geographic region. In some implementations, the log files **212** may be formatted, stored, or defined as various data structures in text files, XML documents, VSAM files, flat files, Btrieve files, CSV files, internal variables, or one or more libraries. In short, the log files **212** may comprise one table or file or a plurality of tables or files stored on one computer or across a plurality of computers in any appropriate format. Moreover, the log files **212** may be local or remote without departing from the scope of this disclosure and store any type of appropriate data.

[0033] Evaluation criteria **216** include any parameters, variables, algorithms, instructions, rules, objects or other directives for evaluating ad specialists that produced requested ads **130**. For example, the evaluation criteria **216** may be used to determine action rates associated with requested ads **130**. In some examples, evaluation criteria **216** may be used to update one or more ratings of an ad specialist in ratings profiles **126** based, at least in part, on actions associated with requested ads **130**. As mentioned above, such actions may include one or more of the following: conversions, calls received, inquiries, clicks, click throughs, viewing time, and/or others. In some implementations, evaluation criteria **216** may include mathematical expressions for computing results (e.g., action rates) of the requested ad **130** based on associated actions, criteria for evaluating the results, and/or modifications to one or more rating profiles **126**. In terms of computing results, evaluation criteria **216** may identify expressions to determine action rates associated with the requested ads **130**. Using such results, evaluation criteria **216** may define criteria such as a logical expression for evaluating the requested ads **130**. For example, the criteria may be used to determine a range that the conversion rates fall within. In this case, each range may be associated with a certain number of stars, such as five stars for the highest conversion rates. Alternatively or in combination, the evaluation criteria **216** may be used to rate a specialist received from the user. For example, the evaluation criteria **216** may identify questions and/or parameters (e.g., customer service, quality of ad) that the user answers and/or assigns a value. The evaluation criteria **216** may also identify expressions for determining one or more ratings associated with the ad specialist using the user feedback.

[0034] Pricing criteria **218** include any parameters, variables, algorithms, instructions, rules, objects or other directives for determining the cost of producing the ad **130**. For example, the pricing criteria **218** may be used to determine the cost based, at least in part, on actions associated with the requested ad **130**. In some implementations, the pricing criteria **218** may comprise a cost per action. For instance, the pricing criteria **218** may indicate that the user be charged each time that a viewer performed a specific action (e.g., purchase) in response to a requested ad **130**. In some imple-

mentations, the pricing criteria **218** may indicate that the cost is based, at least in part, on the number of impressions of the requested ad **130**. In some implementations, the evaluation criteria **216** may identify expressions to determine action rates such as inquiry rates or other suitable results associated with the requested ad **130**.

[0035] Processor **210** executes evaluation engine **220** and pricing engine **222** at any appropriate time such as, for example, in response to a request or input from a user of computer **202** or any appropriate computer system coupled with network **204**. Evaluation engine **220** can include any software operable to determine and/or evaluate metrics associated with requested ads **130** based on any suitable process. For example, the evaluation engine **220** may determine ratings for an ad specialist based on one or more parameters. In some implementations, such ratings may be based on feedback provided by users and/or metrics associated with one or more requested ads **130** (e.g., action rates). In the case of evaluating an ad specialist, the evaluation engine **220** may identify log files **214** associated with the ad specialist, evaluate the identified log files **214** using the evaluation criteria **216**, and determine at least one rating associated with the ad specialist. In some implementations, prior to evaluating offers, evaluation engine **220** may determine one or more metrics using evaluation criteria **216** and/or log files **214**. For example, the evaluation engine **220** may determine a conversion rate for a requested ad **130** produced by the ad specialist using the log files **214**. For instance, if the requested ad **130** was presented **100** times with **5000** purchases associated with the requested ad **130**, the conversion rate is **50** purchases per impression. Regardless of calculations, the evaluation engine **220** may identify criteria for evaluating the ad specialist using evaluation criteria **216**. Criteria may include a number, a range, a threshold, and/or any other suitable criteria for evaluating the requested ad **130**. In some implementations, the evaluation engine **132** may compare associated actions and/or action rates and the criteria using any suitable mathematical and/or logical expression. For example, the evaluation engine **132** may determine or otherwise identify ranges associated with certain types of ads using the evaluations criteria **216**. For example, the evaluation engine **132** may identify **10** ranges associated with a certain type of ad. In response to satisfying criteria, the evaluation engine **132** may associate a level (e.g., a number of stars) for the ad specialist.

[0036] In one aspect of operation, the evaluation engine **220** identifies one or more log files **214** associated with a request ad **130** in response to an event (e.g., expiration of a period of time, a request). Additionally, the evaluation engine **220** identifies one or more evaluation criteria **216** for evaluating information associated with the request ad **130**. In some implementations, the evaluation engine **220** identifies expressions for determining one or more metrics associated with the request ad **130**. For example, the evaluation engine **220** may identify a mathematical expression for determining action rates associated with the requested ad **130**. Using the identified log files **214** and evaluation criteria **216**, the evaluation engine **220** determines one or more ratings associated with the ad specialist that produced the requested ad **130**. In connect with determining the one or more ratings, the evaluation engine **220** may generate and/or update one or more rating profiles **126** associated with the ad specialist. The pricing engine **222** may determine one or more metrics associated with the requested ad **130** and, using the metrics, determine a cost to charge the user. For example, the pricing engine **222**

may determine a number of times the requested ad **130** was presented using the log files **214** and determine a cost using the presentation times and pricing criteria **218**. In some implementations, the cost is directly proportional to the presentation times.

[0037] FIGS. 3A-G are example web pages **120** for presenting information associated with creating and/or distributing a requested ad **130**. It will be understood that the illustrated pages are for example purposes only. Accordingly, GUI **110** may include or present ad information, in any format or descriptive language and each page may present any appropriate advertisements in any layout without departing from the scope of the disclosure.

[0038] Referring to FIG. 3A, the display **120a** presents introductory information associated with the ad marketplace. In this example, the display includes tabs **302** and graphical buttons **304** and **306**. A user may select different displays using the tabs **302**. In this case, the tabs **302** include: Campaign Management, Reports, Analytics, My Account, and Audio Ads. Though, the display may include other tabs **302** such as Video Ads. As for the graphical buttons, a user may select the button **304** to view additional information associated with the ad marketplace such as a demonstration how the systems **100** and **200** may provide production-to-distribution support for the user. The user may select the graphical button **306** to begin the process of filtering through ad specialist and producing an ad.

[0039] Referring to FIG. 3B, the display **120b** presents filters that the user may select for identifying one or more ad specialist. In the present example, the display **120b** includes two sets of filters: Ad Details **308** and Specialist Details **310**. The Ad Details **308** include a plurality of filters associated with the specific ad. The Specialist Details **310** include a plurality of filters associated with types of specialist. In this implementation, the Ad Details **308** include a budget field **312** and a date filter **314**. The budget field **312** includes a field that the user may approximate the cost that the user is willing to pay for the ad. The date filter **314** includes pull down windows that enable a user to select a date the requested ad **130** will be available. The Specialist Details **310** include services filter **316**, additional services filter **318**, voice gender **320**, and voice age **322**. The services filter **316** enables the user to select specific services that the ad specialist may provide for the creation of the ad such as script writing, voiceover, and production. The additional services filter **318** enables a user to select additional services that the ad specialist may provide such as music, singing, and sound effects. The voice-gender filter **320** enables a user to select the gender of the voice used in the ad. The voice-age filter **322** enables a user to select the age of the voice used in the ad. These filters are for example purpose only and the display **120b** may include other filters such as visual effects, animation, and others.

[0040] Referring to FIG. 3C, the display **120c** presents information associated with one or more ad specialist in accordance with the filter values provided through the display **120b**. In some implementations, the display **120c** includes a specialist table **324**. The specialist table **324** presents information associated with each identified specialist. The specialist table **324** includes rows and columns whose intersection forms a cell that presents information. In the illustrated example, the specialist table **324** includes six columns: Name, Experience, Services, Demo, Fee Structure, and Checkout. Each row is associated with an identified specialist and includes a graphical check box **326**. A user may select a

check box **326** to request that the associated ad specialist submit a bid for the requested ad **130**. After selecting one or more check boxes **326**, the user may select the graphic button **328** to transmit the bid requests.

[0041] Referring to FIG. 3D, the display **120d** presents fields to submit additional information associated with the request ad **130**. In some implementations, the display **120d** includes an About-Your-Ad section **330** for providing additional information associated with the ad. The section **330** includes the following fields: Business name **332a**, item field **332b**, goal field **332c**, target field **332d**, area field **332e**, key message field **332f**. The business name **332a** enables the user to provide the name of the business requesting the ad services. The user may provide the specific product or service through the item field **332b**. The user may indicate the specific goal that the requested ad **130** should accomplish through the goal field **332c**. The user may indicate the target audience through the target field **332d**. The geographic location for the ad **130** may be provided through the area field **332e**. The user may indicate the key message that the requested ad **130** should convey. These fields **332** are for illustrative purposes only and the display **120d** may include other fields for providing information associated with the proposed ad.

[0042] Referring to FIG. 3E, the display **120e** presents fields for submitting ad information for approval. In some implementations, the display **120e** includes tabs **334** and a submission section **336**. The tabs **334** include a request tab **334a** for entering a summary of the requested ad **130** and a profile tab **334b**. The submission section **336** includes the fields **338** for submitting information associated with the requested ad **130**. In the illustrated implementation, the submission section **336** includes a script field **338a** for submitting a proposed script, an ad-file field **338b** for attaching the requested ad **130**, and an ad name **338c** for entering the name of the ad **130**.

[0043] Referring to FIG. 3F and 3G, the display **120f** and the display **120g** present information associated with an invoice of a requested ad. Prior to submitting payment for a requested ad, the user may view details associated with an ordered ad through the display **120f** and **120g**. In the illustrated implementations, the displays **120f** and **120g** include the invoice table **340**. The invoice table **340** includes three columns: Quantity, Item, and Price. In the case that the user has ordered more than one ad, the invoice table **340** may present a plurality of ordered items and present a total cost. The user may proceed to submitting a payment for the items by selecting the graphic button **342**. In some implementations, the system **200** may hold the requested ad **130** until payment is confirmed or otherwise verified, as indicated in the display **120g**.

[0044] FIG. 4 is a flowchart illustrating an example method **400** for identifying ad specialist in accordance with some implementations of the present disclosure. Generally, method **400** describes an example technique where ad specialist are selected in accordance with a user request. System **100** contemplates using any appropriate combination and arrangement of logical elements implementing some or all of the described functionality.

[0045] Method **400** begins at step **402** where a request for an ad is received. For example, the request engine **132** may receive a request to initiate an ad creation process from the client **102**. At step **404**, one or more filters are transmitted in response to at least the ad request. In the example, the request engine **132** may transmit a Web page **120** including one or

more filters associated with the request ad **130** and/or ad specialists. Values for the one or more filters is received at step **406**. Again in the example, the request engine **132** may receive values selected or otherwise provided by the user and generate and/or update a request profile **122** associated with the request ad **130**. Next, at step **408**, one or more ad specialist are identified in accordance with the filter values. In the example, the request engine **132** may identify one or more ad specialist using the specialist profiles **124** and the filter values. A selection of one or more ad specialist is received at step **410**. Turning to the example, the request engine **132** may receive a selection of one or more ad specialist from the identified specialist from the user. At step **412**, a request for additional information associated with the requested ad **130** is transmitted. In the example, the request engine **132** transmits a request for additional information and updates the associated request profiles **122** in accordance with the additional information. A request to submit bids is transmitted to ad specialist at step **414**. Next, at step **416**, bids are received from the ad specialist. In the example, the request engine **132** may receive bids from selected ad specialist and generate one or more bid files **128** in accordance with the received information. The bids are transmitted to the user at step **418** and, at step **420**, a selection of an ad specialist is received.

[0046] FIG. 5 is a flowchart illustrating an example method **500** for determining one or more metrics associated with an ad specialist in accordance with some implementations of the present disclosure. Generally, method **500** describes an example technique where ad specialist are selected in accordance with a user request. System **200** contemplates using any appropriate combination and arrangement of logical elements implementing some or all of the described functionality.

[0047] Method **500** begins at step **502** where one or more log files are identified **502**. For example, the evaluation engine **220** may identify one or more log files **214** associated with a request ad **130**. At step **504**, evaluation criteria is identified. In the example, the evaluation engine **220** identifies evaluation criteria **216**. One or more metrics associated with the ad is determined using the criteria and the identified log files at step **506**. Turning to the example, the evaluation engine **220** determines one or more metrics associated with the requested ad **130** using the log files **214** and the evaluation criteria **216**. At step **508**, the one or more metrics is compared to the evaluation criteria and, based at least in part on the comparison, one or more ratings are assigned to the ad specialist. As for the example, the evaluation engine **220** generates and/or updates one or more rating profiles **126** associated with the ad specialist in response to at least the metrics satisfying certain criteria **216**.

[0048] Although this disclosure has been described in terms of certain implementations and generally associated methods, alterations and permutations of these implementations and methods will be apparent to those skilled in the art.

1-4. (canceled)

5. A method, comprising:

determining one or more metrics associated with an advertisement produced by an ad specialist, the advertising specialist selected by a user; and

determining a cost of the advertisement based, at least in part, on the one or more metrics.

6. The method of claim **5**, wherein the one or more metrics are based, at least in part, on actions of individuals associated with presentations of the advertisement.

7. The method of claim **5**, further comprising:

identifying one or more profiles associated with the advertising specialist; and

updating one or more ratings associated with the advertising specialist based, at least in part, on the one or more metrics.

8-11. (canceled)

12. Software for identifying metrics comprising computer readable instructions embodied on media and operable to:

determine one or more metrics associated with an advertisement produced by an ad specialist, the advertising specialist selected by a user; and

determine a cost of the advertisement based, at least in part, on the one or more metrics.

13. The software of claim **12**, wherein the one or more metrics are based, at least in part, on actions of individuals associated with presentations of the advertisement.

14. The software of claim **12**, further operable to:

identify one or more profiles associated with the advertising specialist; and

update one or more ratings associated with the advertising specialist based, at least in part, on the one or more metrics.

15-18. (canceled)

19. A server for identifying metrics comprising one or more processors operable to:

determine one or more metrics associated with an advertisement produced by an ad specialist, the advertising specialist selected by a user; and

determine a cost of the advertisement based, at least in part, on the one or more metrics.

20. The server of claim **19**, wherein the one or more metrics are based, at least in part, on actions of individuals associated with presentations of the advertisement.

21. The server of claim **19**, further operable to:

identify one or more profiles associated with the advertising specialist; and

update one or more ratings associated with the advertising specialist based, at least in part, on the one or more metrics.

22. (canceled)

23. A system for identifying metrics, comprising:

a means for determining one or more metrics associated with an advertisement produced by an ad specialist, the advertising specialist selected by a user; and

a means for determining a cost of the advertisement based, at least in part, on the one or more metrics.

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