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[Continued on next page]

(54) Title: CONTROLLING AD DELIVERY TO MOBILE CLIENTS

(57) Abstract: Systems and methods for controlling ad delivery to mobile clients while maintaining user privacy are herein provided. One exemplary method involves a location broker service. The method includes receiving, at an ad delivery service, a location use token from a mobile client, which may be a single use token. The method includes sending, from the ad delivery service, the location use token to the location broker service for verification at the location broker service. The method includes receiving, at the ad delivery service, the mobile client location from the location broker service based on the verification. The method includes delivering, from the ad delivery service, a location-targeted ad to the mobile client at the mobile client location, where the delivering is further based on a geographic density of a plurality of mobile clients. An advertiser using the ad delivery service may be billed based on location use token history.

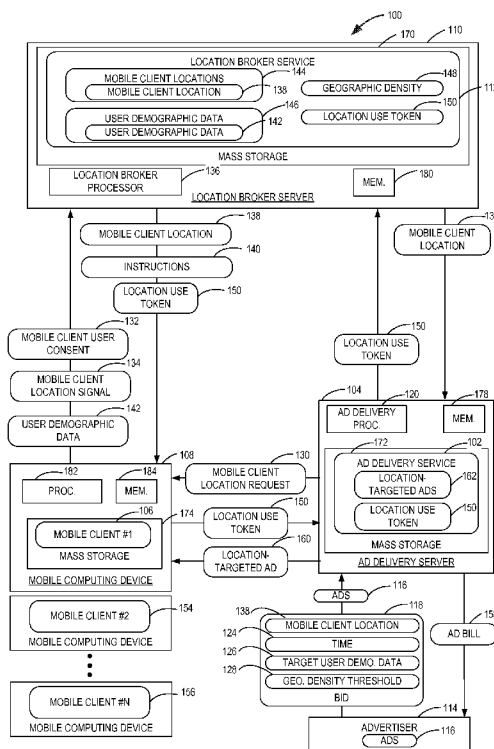
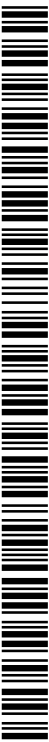


FIG. 1



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CONTROLLING AD DELIVERY TO MOBILE CLIENTS

BACKGROUND

[0001] Advertisers wish to target an advertising campaign to users most likely to
5 be influenced by the advertising campaign. At the same time, recipients of advertising
typically desire personal privacy. As a result, it has been a challenge to develop an
advertising system that balances an advertiser's wish for targeted advertising while
maintaining a user's desire for personal privacy. These competing desires have presented
a particular challenge to the adoption of location-based advertising on mobile computing
10 devices.

SUMMARY

[0002] Systems and methods for controlling ad delivery to mobile clients are
herein provided. One example method is for controlling ad delivery from an ad delivery
service to a mobile client using a location broker service. The method may include
15 receiving a location use token from a mobile client, and sending the location use token to a
location broker service for verification at the location broker service. The method may
further include receiving the mobile client location from the location broker service based
on the verification of the location use token. The method may further include delivering a
location-targeted ad to the mobile client at the mobile client location. The method as
20 described may be executable at an ad delivery service.

[0003] This Summary is provided to introduce a selection of concepts in a
simplified form that are further described below in the Detailed Description. This
Summary is not intended to identify key features or essential features of the claimed
subject matter, nor is it intended to be used to limit the scope of the claimed subject
25 matter. Furthermore, the claimed subject matter is not limited to implementations that
solve any or all disadvantages noted in any part of this disclosure.

BRIEF DESCRIPTION OF THE DRAWINGS

[0004] Fig. 1 shows a schematic view of an example advertising system for
controlling ad delivery from an ad delivery service to a mobile client.

30 [0005] Fig. 2A and 2B show a flowchart illustrating an example method for
controlling ad delivery from an ad delivery service to a mobile client using a location
broker service.

DETAILED DESCRIPTION

[0006] Fig. 1 illustrates an exemplary advertising system 100 for controlling ad delivery from an ad delivery service 102 executable on an ad delivery server 104 to a mobile client 106 (e.g., mobile client #1) executable on a mobile computing device 108.

5 The advertising system 100 includes a location broker service 112 executable on a location broker server 110 for interacting, as a trusted broker, with the mobile client 106 and the ad delivery service 102. The location broker service 112 is a program that is executed on location broker server 110, and responds to requests for the location of mobile clients 106 from the ad delivery service 102. In some examples, the location broker service 112 can
10 verify a mobile client location for the ad delivery service 102 without disclosing a precise mobile client location to the ad delivery service 102. Thus, the use of the location broker service 112 may help to maintain privacy of a mobile client user of the mobile client 106 while enabling location-targeted ad delivery by the ad delivery service 102 to the mobile client 106. It will be appreciated that a location-targeted ad is an ad that is requested by an
15 advertiser to be delivered to a mobile client 106 that is detected at a specified location.

[0007] Within system 100, the mobile client user of the mobile client 106 may share information regarding the mobile client user's location and/or demographic data with the location broker service 112. The location broker service 112 may verify the information, and provide restricted access to the information to the ad delivery service
20 102. In another example, the location broker service 112 may generalize the information and provide the generalized information to the ad delivery service 102. In this way, the advertiser 114 can provide one or more ads 116 to the ad delivery service 102, which may then deliver location-targeted ads to mobile clients such as mobile client 106 at mobile client location 138, while the advertiser 114 remains blind or partially blind to the mobile
25 client user's information (e.g., location, demographic data). Thus, a mobile client user of the mobile client 106 may be more willing to provide in-depth personal information, and thus, targeted advertising can be provided. Examples of such generalization techniques are discussed below.

[0008] In another example, the location broker service 112 may associate the
30 information with another source of information to further refine the information and provide the refined information to the ad delivery service 102. For example, a mobile client user may have multiple devices including a vehicle computer, a mobile client, and a laptop, and each of the devices may communicate with the location broker service 112. As such, the location broker service 112 may receive information from the vehicle

computer regarding the vehicle's location (e.g., as identified by vehicle GPS) and associate the vehicle's location with all of the devices, such that a user's "virtual identity" is associated with the vehicle's location. The virtual identity of the user is stored data representing the user that is created and managed by the location broker service 112 based on the detection of the location of the plurality of mobile clients associated with the user. Thus, single use tokens, discussed in detail below, of the vehicle computer, the mobile client, and the laptop may all be associated with the vehicle's location. Further, a single use token of the mobile client may be enabled to allow delivery of an ad to any of the devices including the vehicle computer and the laptop. In one example, this may be allowed if the devices are within a predetermined proximity to one another while the vehicle is at a given vehicle location.

[0009] By targeting ad delivery to mobile client users most likely to respond to ads, an advertiser can avoid repeating ads to a same set of users unlikely to respond, thereby avoiding fatigue on the part of mobile client users and a drop-off in effectiveness of advertising.

[0010] The delivery of an ad by system 100 may begin with a request from advertiser 114 to place the ad. Advertiser 114 may send a bid 118 to the ad delivery service 102 in order to purchase location-targeted ad delivery via the ad delivery service 102. A location-targeted ad may be any ad designated for delivery to mobile clients at a verifiable mobile client location. A location-targeted ad may further be designated for delivery to mobile clients having a particular user demographic profile and/or at a designated time, in addition to the particular mobile client location, as discussed in detail below. It will be appreciated that bid 118 may include other suitable characteristics for targeting the ad, such as keyword search terms, etc.

[0011] Accordingly, the ad delivery service 102 may include instructions executable by the ad delivery processor 120 using portions of associated memory 178, to receive the bid 118 from the advertiser 114 for delivering location-targeted ads to a plurality of mobile clients (e.g., mobile client 106, and mobile client 154 through mobile client 156). The bid may include a mobile client location 138 to which one or more ads 116 are to be delivered, and a predetermined time 124 for delivering of the one or more ads 116. Thus, the ads 116 may be received at the ad delivery service 102 and defined as location-targeted ads 116 based on the mobile client location 138 included in the bid 118.

[0012] The bid 118 may also include a target user demographic data 126 including one or more of an age (e.g., specific age, age range, etc.), a gender (e.g., male, female,

unspecified, both, etc.), a language (e.g., English, Spanish, French, etc.), a behavior (e.g., a search query, a blogging frequency, website visitations, etc.), and a psychographic characteristic (e.g., characteristics of mobile client user's personality, values, attitudes, interests, lifestyle, etc.) of mobile clients to which the advertiser 114 wishes to target. For example, a bid for an English-language hamburger advertisement may include target user demographic data specifying an age range of 40-50 years, a gender of male, a language of English, a behavior of attending sports games, and/or a psychographic characteristic of the mobile client user that the user is likely to respond to food ads at sports games. By receiving bids for delivering ads to specified mobile client locations at predetermined times and/or to mobile client users with target user demographic data, the system 100 is more likely to be used by advertisers. Further, by providing a wide variety of target user demographic data to which the ads can be targeted, advertisers are more likely to partake in the system as the system allows for ads to be more narrowly targeted to users with a high likelihood of responding to an ad.

[0013] The bid 118 may further include a desired geographic density threshold 128 of mobile client users, including said mobile client. That is, the bid 118 may specify that a location-targeted ad is to be delivered when a geographic density of a plurality of mobile clients having target user demographic data at a particular mobile client location is above a geographic density threshold. A geographic density may be a number of mobile client users in a predefined geographic region, such as a density of frequent shopping mall visitors in a shopping mall. The geographic density may be a number of mobile client users within a predefined distance from one another, such that the density is not defined by an actual geographic region, but is rather defined by relative proximity to one another. That is, the density of users may still be considered a density, even if the density of mobile client users is moving.

[0014] For example, a geographic density threshold may be a density of fifty mobile client users having an interest in cars within an area of 50,000 square feet. Thus, if at least fifty mobile client users interested in cars are at a car show and all of them are contained in a region of 50,000 square feet inside a building, the geographic density threshold is met, and a location-target ad may be delivered to the plurality of mobile client users. If that group, or crowd, of users moves to a region outside of the original 50,000 square feet (e.g., move outdoors to a car racing track), but are still within a total region of 50,000 square feet, the geographic density threshold is still met and the location-targeted ad may be delivered. If the geographic density exceeds a geographic density threshold,

the mobile client users may be eligible to be served a particular advertisement of an advertiser that has placed a bid for that density of mobile client users interested in cars.

5 [0015] By having advertisers place bids on mobile client user densities, the advertising system 100 allows for innovative pricing. For example, a plurality of advertisers may dynamically compete to set pricing for delivering ads to mobile clients at a particular location and a particular time along with other target user demographic information (e.g., mobile client users in a certain age range at a car racing event). Furthermore, advertisers may compete to set pricing for certain mobile client user densities (e.g., for advertising at concerts where certain audience demographics are

10 congregated).

[0016] Advertisers may be interested in competing for a mobile client user density so that the advertisers can offer “group discounts” to mobile client users of mobile clients of the mobile client user density. That is, an advertiser may offer a reduced price for a product or service if a threshold number of potential buyers are in the mobile client user

15 density such that the advertiser will still net a profit if the mobile client users purchase the product or service at the reduced price. The advertiser may have the flexibility to offer such group discounts if the threshold number of potential buyers exist in the mobile client user density and to not offer the group discounts if the number of potential buyers of the mobile client user density is below the threshold number.

20 [0017] Furthermore, the type of ads delivered may be dependent on the density of mobile clients receiving the ads. For example, if the density of a crowd of mobile client users with an interest in cars becomes even denser, the price of serving the ad may be increased. Further, the ads may be interactive, such that mobile client users receiving the ad can interact in order to receive a deal on sports merchandise, music downloads, etc. In

25 another example, the ads may be “lock and key” such that two mobile client users in close proximity to one another that have received the ad interact in order to receive a deal.

[0018] Once the advertiser 114 has placed the bid 118 for delivering ads, the ad delivery server 104 may send a mobile client location request 130 to the mobile client 106. The mobile client may be executable by a processor 182 using portions of associated

30 memory 184.

[0019] Responsive to receiving the mobile client location request 130, the mobile client 106 may be presented with a user consent request on an associated display (not shown). Thus, the location broker service 112 may receive a mobile client user consent 132 from the mobile client 106, whereby the mobile client 106 can “opt-in” to the

advertising system 100. The mobile client user consent 132 may be a one-time user consent, responsive to receiving a mobile client location request 130 from the ad delivery service 102. In still other examples, the mobile client user consent 132 may include a generalized consent whereby the mobile client user agrees to receive location-targeted ads in the future without providing further consent. In other examples, the mobile client user may deny consent, thereby disagreeing to receive location-targeted ads via the advertising system 100. If the mobile client user of the mobile client 106 denies consent, the advertiser 114 may not send location-targeted ads to the mobile client 106. By receiving user consent, the system 100 effectively enables mobile client users to select whether or not, and how much personal information to share with the location broker service.

[0020] Responsive to the sending of the mobile client location request 130 from the ad delivery service 102, and where mobile client user consent 132 has been received, the mobile client 106 may send a mobile client location signal 134 (e.g., visible beacons) to the location broker service 112. In this example, location broker service 112 may be executable by the location broker processor 136 using portions of associated memory 180 on the location broker server 110. The location broker service 112 may include instructions executable by the location broker processor 136 for receiving the mobile client location signal 134 from the mobile client 106, and for determining a mobile client location 138 based on the mobile client location signal 134. In some cases, the location broker service 112 may determine the precise location (e.g., latitude, longitude, orientation, etc.) of the mobile client 106 whereas in other cases, a location range, or a generalized location, i.e., a region (e.g., zip code, city, etc.) may be determined.

[0021] The location broker service 112 may also store said mobile client location 138 along with user demographic data 142 received from the mobile client 106. Further, the location broker service 112 may store mobile client locations 144 of the remaining of the plurality of mobile clients (e.g., mobile client 154 through mobile client 156) and user demographic data 146 of the plurality of mobile clients. By doing this, the location broker service 112 can provide a predictive ad targeting service for targeting ads to mobile clients at particular locations at predetermined times.

[0022] Responsive to receiving the mobile client location signal 134, the location broker service 112 may execute instructions, using the location broker processor 136, to send a location use token 150 associated with the mobile client location 138 to the mobile client 106. In some cases the mobile client location 138 may also be sent to the mobile client. The location use token 150 is a unit of data, such as a string, integer, or other data

type, that may be associated by the location broker service with the mobile client location 138 at which use of the mobile client 106 is detected. The location use token 150 itself is not data directly indicating the mobile client location 138, but is data that may be used by the location broker service 112 to identify the mobile client location 138 for a particular mobile client 106. In some cases, the location use token 150 is sent to the mobile client 106 responsive to the receiving of the mobile client location request 130 at the mobile client 106 from the ad delivery service 102. By sending the location use token 150 to the mobile client 106 for later upload to the ad delivery service 102, sending of sensitive location data directly from the mobile client to the ad delivery service can be avoided, and the mobile client user's privacy can be maintained, as will be appreciated by the description below. Further, use of the location use token 150 enables verification of the location of the mobile device 106 by the location broker service 112, and once verified, enables the ad delivery service 102 to deliver and bill for an ad served to a verified location, as discussed in detail below.

[0023] Thus, the location use token 150 may thereafter be sent by the mobile client 106 to the ad delivery service 102, responsive to a mobile client location request 130. The ad delivery service 102 includes instructions executable by an ad delivery processor 120 for receiving the location use token 150 from the mobile client 106. The ad delivery service 102 may further include instructions executable by the ad delivery processor 120 for sending the location use token 150 to the location broker service 112 for a verification.

[0024] The verification of the location use token 150 may include a location verification or a location determination. In another example, the verification may include determining that the location use token 150 originated from the location broker service 112, and/or that it is not a fraudulent, or duplicate, location use token.

[0025] The verification of the location use token 150 received from the ad delivery service 102 may also include determining that the mobile client 106 associated with the location use token is included in a geographic density 148 of mobile clients above a geographic density threshold (e.g., the geographic density threshold 128 specified by the bid 118). For example, the location broker service 112 may include instructions executable by the location broker processor 136 to identify a plurality of mobile clients having a target user demographic data, including said mobile client, and to calculate a geographic density 148 based on a number of the plurality of mobile clients (including said mobile client 106) within a predetermined area. Thus, the verification may include verifying that the location use token originated from a mobile client included in the

geographic density identified by the location broker service 112. Based on the geographic density of the plurality of mobile clients, ads may be served to the plurality of mobile clients using location use tokens as described below. In this way, ads can be sent to a crowd of mobile client users when mobile client users with a common user demographic characteristic are congregated in a region (e.g., when a volume of teenagers are in a mall, when a volume of sports fans are at a baseball game, etc.).

5 [0026] The verification may also include determining that the mobile client user has a particular user aggregate attribute (e.g., included in a particular density of users in a particular location, is moving with a crowd of users where the crowd has a predetermined density, etc.). The location use token 150 may also be verified by determining that a
10 mobile client user fits a target user demographic profile.

[0027] Upon verification of the location use token 150, the ad delivery service 102 may receive the mobile client location 138 from the location broker service 112. The mobile client location 138 is data representing a detected location of the mobile client 106,
15 and may be appropriately fuzzed to be a generalized location, i.e., a region, depending on privacy guidelines or user privacy preferences, as some examples. For example, an exact location of the mobile client 106 may be 47.674N latitude, -122.12W longitude, while the generalized location may be the city of Redmond, Washington USA. Thus, the mobile client location 138 may be made to be a location that is more general than the location data
20 that is known by the location broker service 112. By providing a generalized location as the mobile client location 138, the system 100 may protect a mobile client user's privacy. In still other examples, a mobile client user may be provided with a graphical user interface by which the mobile client user can modify and/or delete a mobile client location history. Since the mobile client location 138 is sent to the ad delivery service 102 by the
25 location broker service rather than individual mobile clients 106, the policies that govern how the location data is generalized may be centrally managed at the location broker service 112.

[0028] Once the ad delivery service 102 receives the mobile client location 138, the ad delivery server 104 can execute instructions for delivering a location-targeted ad
30 160, from a plurality of location-targeted ads 162, to the mobile client 106 at the mobile client location 138 with the use of the ad delivery processor 120.

[0029] The location use token 150 received at the ad delivery server 104 from the mobile client 106 may be a single use token, such that subsequent attempts by the ad delivery service 102 to use the location use token 150 (e.g. by sending it to the location

broker service 112) may be denied. A single use token is a token that is valid only for a single use. The first time the ad delivery service 102 attempts to verify the single use token with the location broker service 112, a verification may be sent from the location broker service 112 to the ad delivery service 102. However, subsequent attempts to verify the same single use token will be denied by the location broker service 112. Thus, the ad delivery service 102 sends a new mobile client location request to the mobile client 106 and receives a new location use token from the mobile client 106 each time the ad delivery service 102 wishes to send a location-targeted ad to the mobile client 106.

[0030] In some cases, the location broker service 112 may also send the actual mobile client location 138 to the mobile client 106 responsive to the sending of the mobile client location signal 134 to the location broker service 112 from the mobile client 106. This may be done, for example, if a mobile client user successively, or frequently, uses the mobile client 106 in the same location (e.g., at home, at work, etc.). Thus, the location broker service 112 may also send instructions 140 to the mobile client 106 to store the mobile client location 138 in a cache on the mobile computing device 108, and to refrain from sending a future mobile client location signal to the location broker service 112 once the mobile client location 138 has been sent to the mobile client 106. In such a case, a plurality of location use tokens may be sent from the location broker service to the mobile client. Such an example is discussed in detail with respect to Fig. 2.

[0031] The ad delivery service 102 further includes instructions executable by the ad delivery processor 120 to send an advertising bill 158 to the advertiser 114 based on delivery of the location-targeted ad 160 responsive to verification of the location use token 150 at the location broker service 112. That is, the advertiser 114 can be billed as a function of the location use tokens that the ad delivery service 102 sent to the location broker service 112 on behalf of the advertiser 114. The advertiser 114 may be periodically billed at a targeted advertising rate based on a number, or frequency of location use token use, as just some examples. In this way, the billing can be independently auditable, and the advertiser 114 can be confident the ads were location- and/or demographic-targeted while still maintaining the privacy of the mobile client users. Thus, advertising fraud can be avoided as the location broker service 112 may necessarily verify the validity of the location use token 150 before the advertiser 114 can be billed for use of the location use token 150 by the ad delivery service 102.

[0032] Further, the advertiser 114 may be billed as a function of the mobile client user's location, as well as an overall density of mobile client users, such that the advertiser

114 is billed at a higher rate for high-value locations, or densities. An advertising bill 158 may also reflect the mobile client user's behavior (e.g., an advertiser may be billed more for advertisements sent to mobile client users that frequent shopping malls).

5 [0033] The location broker service 112 and the ad delivery service 102 may be independent servers, as illustrated in Fig. 1, and may operate in separate server farms, or a common server farm. Alternately, the location broker service 112 and the ad delivery service 102 may be integrated into one server, or may be operated by one entity.

[0034] It may be appreciated that the location broker processor 136 and/or the ad delivery processor 120 may be provided on one server. In another example, the location broker processor 136 and the ad delivery processor 120 may be one integrated processor.

10 [0035] It may be further appreciated that the location broker service 112 may be a program executable locally on a location broker server, or executable remotely on an additional server. Similarly, the ad delivery service 102 may be a program executable locally on an ad delivery server, or the ad delivery service 102 may be executable remotely on an additional server. Further still, the location broker service 112 and ad delivery service 102 may be executable on a same server using a same processor. As shown, location broker service 112 may be stored on mass storage 170, ad delivery service 102 may be stored on mass storage 172, and mobile client 106 may be stored on mass storage 174 although other arrangements are suitable. Furthermore, a processor configured to execute the location broker service 112 and/or the ad delivery service 102 may be located outside of a server on which the location broker service 112 and/or the ad delivery service 102 are stored.

20 [0036] Although the location broker service 112 is shown in Fig. 1 as interacting with both the mobile client 106 and the ad delivery service 102, the location broker service 112 may be one of many services, or servers, in a trust chain hierarchy, or certificate trust chain. A trust chain hierarchy is a hierarchy of trusted certification authorities used to authenticate digital certificates. A certificate trust chain includes all of the certificates needed to certify a subject identified by an end certificate. In practice this includes an end certificate, certificates of intermediate certification authorities, and a certificate of a root certification authority of trusted by all certification authorities in the chain. As one example of chaining together location broker services in such a trust chain hierarchy, a mobile client user may first contact a location broker service in a corporate local area network in the case of a controlled corporate scenario, prior to attempting to contact an external location broker service.

[0037] Communication between a location broker service in a trust chain hierarchy and the mobile client, as well as communication between a location broker service and the ad delivery service may be secured by use of a secure communications protocol (e.g., https, etc.) that is resistant to eavesdropping.

5 [0038] Turning now to Fig. 2A and Fig. 2B, a flowchart illustrates an exemplary method 200 for controlling ad delivery from an ad delivery service to a mobile client using a location broker service. The method 200 and/or other processes described herein may be implemented by a system including hardware such as that described with respect to Fig. 1. In other examples the method 200 and/or other processes described herein may be
10 implemented by other suitable systems.

[0039] At 202, the method 200 includes receiving, at the ad delivery service, a bid for delivering ads to a plurality of mobile clients at the mobile client location, including said mobile client. The bid may include a predetermined time for delivering the ads. Advertisers may be more willing to partake in a system that receives bids for delivering
15 ads to a mobile client at the mobile client location at a predetermined time because such a system allows advertisers to narrowly target ads to potential consumers.

[0040] The method 200 may also include sending, from the ad delivery service, a mobile client location request to the mobile client at 204. The sending at 204 may occur, for example, when a mobile client user is visiting a website and the ad delivery service
20 requests to know the mobile client's location.

[0041] In some examples, mobile client user consent may be requested at the mobile client in the form of a graphical user interface whereby a user can opt-in, or opt-out of the system, responsive to sending of the mobile client location request at 204. If a mobile client user denies consent, the ad delivery service may not be able to send location-
25 targeted ads to the associated mobile client. However, at 206, the method 200 may include sending a mobile client user consent from the mobile client to the location broker service. Thus, the method 200 may include receiving the mobile client user consent at the location broker service from the mobile client at 208, and proceeding to step 210. By receiving mobile client user consent at the location broker service prior to receiving the
30 mobile client location signal, privacy of mobile client users can be maintained until the user opts-in, as one example.

[0042] In other examples, the location broker service may utilize a prior user consent database to silently service the mobile client location request of 204 using a stored

user consent. In this latter example, the method 200 may proceed directly from step 204 to step 210.

[0043] At 210, the method 200 may include sending, from the mobile client, a mobile client location signal to the location broker server. Thus, the method 200 may include receiving, at the location broker service, a mobile client location signal from the mobile client at 212. In some cases, the receiving of the mobile client location signal at the location broker service from the mobile client may occur responsive to the receiving of the mobile client user consent from the mobile client at 208. Receiving the mobile client location signal at the location broker service may include receiving information regarding different fixed beacons (e.g., cell towers, Wi-Fi access points, FM radios, etc.) visible to the mobile computing device at the mobile client, from the mobile client. The receiving of the mobile client location signal may also include receiving information regarding non-fixed beacons, such as peer-to-peer BLUETOOTH signals and other information regarding the environment of the mobile computing device 108. As discussed below, the use of non-fixed beacons may assist in a calculation of mobile client user density. At the mobile client in step 210, or at the location broker service at step 212 or step 218, the mobile client location signal or mobile client location may be randomly rendered inaccurate or generalized to a larger region, in cases where mobile client user privacy is desired.

[0044] The method 200 may further include sending user demographic data from a mobile client at 214, and thus, receiving user demographic data at the location broker service at 216.

[0045] At 218, the method 200 may include determining, at the location broker service, a mobile client location based on the mobile client signal. At 220, the method 200 may include storing the mobile client location, along with the user demographic data, at the location broker service responsive to determining the mobile client location at 218 and/or responsive to receiving the user demographic data. Thus, the stored mobile client location and user demographic data can be later used to provide a predictive ad targeting service for targeting ads to mobile clients at particular locations at predetermined times.

[0046] The method 200 may include sending a location use token associated with the mobile client location from the location broker service to the mobile client at 222. Accordingly, the method 200 may include receiving the location use token from the location broker service at 224. Use of a location broker service to receive the mobile client location signal, determine the mobile client location, and send the location use token associated with the mobile client location may help to maintain privacy of the mobile

client user while enabling location-targeted ad delivery by the ad delivery service to the mobile client, as described herein.

[0047] The mobile client location and user demographic data may not be shared with the ad delivery service, as the information sent to the ad delivery service is the location use token for a particular mobile client location request. In other words, location history, and user behavior may be used by the location broker service to predict a current location for advertisers, and can be centrally cleared, edited, and/or the use thereof can be managed by the mobile client user of a mobile client via a graphical user interface. In this way, the location broker service can respond to an advertiser's bid by enabling the ad delivery service to send ads to those mobile clients that meet the location and/or the target user demographic data specified in the bid, while the user can maintain his/her privacy.

[0048] In some examples, the method 200 may include sending the actual mobile client location to the mobile client from the location broker service responsive to the sending of the mobile client location signal to the location broker service from the mobile client, such as at 226. This may be done, for example, if a mobile client user successively, or frequently, uses the mobile client in the same location (e.g., at home, at work, etc.). Thus, the location broker service may also send instructions, at 226, to the mobile client to store the mobile client location in a cache on the mobile computing device, and to refrain from sending a future mobile client location signal to the location broker service once the mobile client location has been sent to the mobile client. In such a case, a plurality of location use tokens may be sent to the mobile client to be cached and used as requested by the mobile client until the mobile client runs out of location use tokens. In other examples, the mobile client may be sent an unlimited amount of location use tokens. By caching the mobile client location and/or location use tokens at the mobile client, for example, for a mobile client that is repetitively operated at a same location, the system reduces the amount of repetitive communication between components of the system. The mobile client location and instructions may be received at the mobile client at 228.

[0049] Continuing to Fig. 2B, the method 200 includes sending the location use token from the mobile client to the ad delivery service at 230. Thus, the method includes receiving, at an ad delivery service, the location use token from the mobile client at 232. In some cases, the receiving of the location use token may occur responsive to the sending of the mobile client location request to the mobile client at 204. In this way, the location use token can be readily used, by the ad delivery service, as described below. The method 200 may include sending the location use token from the ad delivery service to the

location broker service at 234 for verification at the location broker service. The method 200 includes receiving the location token from the ad delivery service at 236.

[0050] At 238, the method 200 may include identifying, at the location broker service, a plurality of mobile clients having a target user demographic data, including said mobile client. Thus, at 240, the method 200 may include calculating, at the location broker service, a geographic density based on a number of the plurality of mobile clients (including said mobile client) within a predetermined area. The calculating may be implemented using information regarding non-fixed beacons. That is, the geographic density may be calculated based on the radio signals detected in a given environment. For example, the radio frequency environment may be very dense in a metropolitan area, thereby leading to a calculation of a high geographical density whereas the radio frequency environment may be less dense in a forest, thereby leading to a calculation of a low geographical density. To determine radio frequency density for a geographic location, a scan of radio frequencies in a predetermined spectrum may be performed by a mobile client at the geographic location and a number of detected signals may be recorded. The number of detected signals may be compared against a predetermined threshold to determine whether the geographic location is in a city, for example. Further, information regarding such radio frequency scans may be aggregated from a plurality of mobile clients in a geographic location, and used to compute a radio frequency density based on signals received at each mobile client. This may produce more accurate results, since the radio frequency reception at any given mobile client may be adversely affected by its physical environment, such as surrounding buildings, etc.

[0051] Thus, at 242, the method 200 includes determining, at the location broker service, that the geographic density of the plurality of mobile clients is above a geographic density threshold (e.g., the target geographic density threshold specified by a bid of an advertiser). Responsive to the determination of the geographic density being above the geographic density threshold, the method 200 may include verifying the location use token at 244. In the method 200, it may be appreciated that the verification of the location use token may occur responsive to receiving the location use token from the ad delivery service at 236. In this way, the location use token can be verified as being associated with a mobile client location of a mobile client that is a part of a target crowd of mobile clients, and ads can be delivered to said mobile client at the mobile client location.

[0052] Thus, the method 200 may include sending, at 246, the mobile client location to the ad delivery service responsive to the verifying of the location use token. In

this way, the ad delivery service may be enabled to deliver a location-targeted ad to the mobile client at the mobile client location. Specifically, the method 200 includes receiving the mobile client location at the ad delivery service at 248, and delivering, from the ad delivery service, a location-targeted ad to the mobile client at the mobile client
5 location at 250. The location-targeted ad may be received at the mobile client for display at 252.

[0053] Thereafter, the method 200 may include sending, at 254, an advertising bill from the ad delivery service to the advertiser based on the delivery of location-targeted ads responsive to verifications of location use tokens at the location broker service, as
10 discussed above. In this way, the advertiser may receive a bill that is a function of the advertiser's own use of the system. Thus, advertisers may more readily use such a system.

[0054] It will be appreciated that the computing devices and servers described herein may be any suitable computing device configured to execute the programs described herein. For example, the computing devices may be a mainframe computer,
15 personal computer, laptop computer, portable data assistant (PDA), computer-enabled wireless telephone, networked computing device, or other suitable computing device, and may be connected to each other via computer networks, such as the Internet. These computing devices typically include a processor and associated volatile and non-volatile memory, and are configured to execute programs stored in non-volatile memory using
20 portions of volatile memory and the processor.

[0055] It may be appreciated that a "service", as used herein, may be an application program executable across multiple user sessions and available to other operating system components and applications. A service may run on a server responsive to a request from a client.

25 [0056] Further, as used herein, the term "program" refers to software or firmware components that may be executed by, or utilized by, one or more computing devices described herein, and is meant to encompass individual or groups of executable files, data files, libraries, drivers, scripts, database records, etc. It will be appreciated that computer-readable media may be provided having program instructions stored thereon, which upon
30 execution by a computing device, cause the computing device to execute the methods described above and cause operation of the systems described above. Computer-readable media may include a memory device such as random-access memory (RAM), read-only memory (ROM), a hard disk, a compact disc (CD), digital video disc (DVD), etc. Some or

all of the modules described herein may be software modules or hardware components, such as memory devices.

5 [0057] The configurations and/or approaches described herein are exemplary in nature, and these specific embodiments or examples are not to be considered in a limiting sense, because numerous variations are possible. The specific routines or methods described herein may represent one or more of any number of processing strategies. As such, various acts illustrated may be performed in the sequence illustrated, in other sequences, in parallel, or in some cases omitted. Likewise, the order of the above-described processes may be changed.

10 [0058] It should be understood that the embodiments herein are illustrative and not restrictive, since the scope of the invention is defined by the appended claims rather than by the description preceding them, and all changes that fall within metes and bounds of the claims, or equivalence of such metes and bounds thereof are therefore intended to be embraced by the claims.

15

CLAIMS:

1. A method (200) for controlling ad delivery from an ad delivery service (102) to a mobile client (106) using a location broker service (112), the method (200) comprising:
 - receiving (S232), at an ad delivery service (102) , a location use token (150) from a
5 mobile client (106);
 - sending (S234), from the ad delivery service (102), the location use token (150) to a location broker service (112) for verification at the location broker service (112);
 - receiving (S248), at the ad delivery service (102), the mobile client location (138) from the location broker service (112) based on the verification of the location use token
10 (150); and
 - delivering (S250), from the ad delivery service (102), a location-targeted ad (160) to the mobile client (106) at the mobile client location (138).
2. The method (200) of claim 1, further comprising, prior to receiving (S232) the location use token (150) at the ad delivery service (102):
 - 15 receiving (S212), at the location broker service (112), a mobile client location signal (134) from the mobile client (106);
 - determining (S218), at the location broker service (112), a mobile client location (138) based on the mobile client signal (134); and
 - 20 sending (S222), from the location broker service (112), the location use token (150), which is associated with the mobile client location (138), to the mobile client (106).
3. The method of claim 2, where the receiving (S212) of the mobile client location signal (134), determining (S218) of the mobile client location (138), and sending (S222) of the location use token (150) and the mobile client location (138) to the mobile client (106) are implemented at the location broker service (112) by a location broker processor (136)
25 of a location broker server (110), and where the receiving (S232) of the location use token (150) from the mobile client (106), sending (S234) of the location use token (150) to the location broker service (112), receiving (S248) of the mobile client location (138) from the location broker service (112), and delivering (S250) of the location-targeted ad (160) are implemented at the ad delivery service (102) by an ad delivery processor (120) of an ad
30 delivery server (104).
4. The method of claim 1, further comprising:
 - receiving user demographic data at the location broker service from the mobile client; and

storing the mobile client location and the user demographic data at the location broker service responsive to receiving the user demographic data.

5. The method of claim 4, further comprising:

identifying, at the location broker service, a plurality of mobile clients having a target user demographic data, including said mobile client;

calculating, at the location broker service, a geographic density of a number of the plurality of mobile clients within a predetermined area; and

determining, at the location broker service, that the geographic density of the plurality of mobile clients is above a geographic density threshold, where the verification of the location use token at the location broker service is responsive to said determining.

6. The method of claim 5, further comprising:

receiving, at the ad delivery service from an advertiser, a bid for delivering ads to the plurality of mobile clients, the bid including a predetermined time for delivering the ads.

7. The method of claim 5, where the target user demographic data is one or more of an age, a gender, a language, a behavior, and a psychographic characteristic.

8. The method of claim 1, further comprising:

receiving a mobile client user consent at the location broker service from the mobile client; and

where the receiving of the mobile client location signal at the location broker service from the mobile client is responsive to the receiving of the mobile client user consent.

9. The method of claim 1, where the mobile client location is a region.

10. The method of claim 6, further comprising:

sending an advertising bill from the ad delivery service to the advertiser based on a delivery of a location-targeted ad responsive to a verification of a location use token at the location broker service.

11. The method of claim 1, further comprising:

sending, from the ad delivery service, a mobile client location request to the mobile client; and

where the receiving of the location use token at the ad delivery service is responsive to the sending of the mobile client location request to the mobile client.

12. The method of claim 11, further comprising:

sending, from the location broker service to the mobile client, the mobile client location responsive to the sending of the mobile client location request to the location broker service; and

5 sending instructions, from the location broker service to the mobile client, to store the mobile client location in a cache and refrain from sending a future mobile client location signal to the location broker service, responsive to sending the mobile client location to the mobile client.

13. An advertising system (100) for controlling ad delivery from an ad delivery service (102) to a mobile client (106), the advertising system (100) comprising:

10 an ad delivery service (102) including instructions executable by an ad delivery processor (120) of an ad delivery server (104) for receiving a location use token (150) from the mobile client (106), sending the location use token (150) to a location broker service (112) for a verification, receiving the mobile client location (138) from the location broker service (112) based on the verification of the location use token (150), and
15 delivering a location-targeted ad (160) to the mobile client (106) at the mobile client location (138).

14. The advertising system of claim 13, further comprising:

a location broker service, including instructions executable by a location broker processor of a location broker server for receiving a mobile client location signal from the
20 mobile client, determining a mobile client location based on the mobile client location signal, and sending a location use token associated with the mobile client location to the mobile client.

15. The advertising system of claim 14, where the location broker further includes instructions for storing mobile client locations of a plurality of mobile clients, including
25 the mobile client location of said mobile client and user demographic data of the plurality of mobile clients including the user demographic data of said mobile client.

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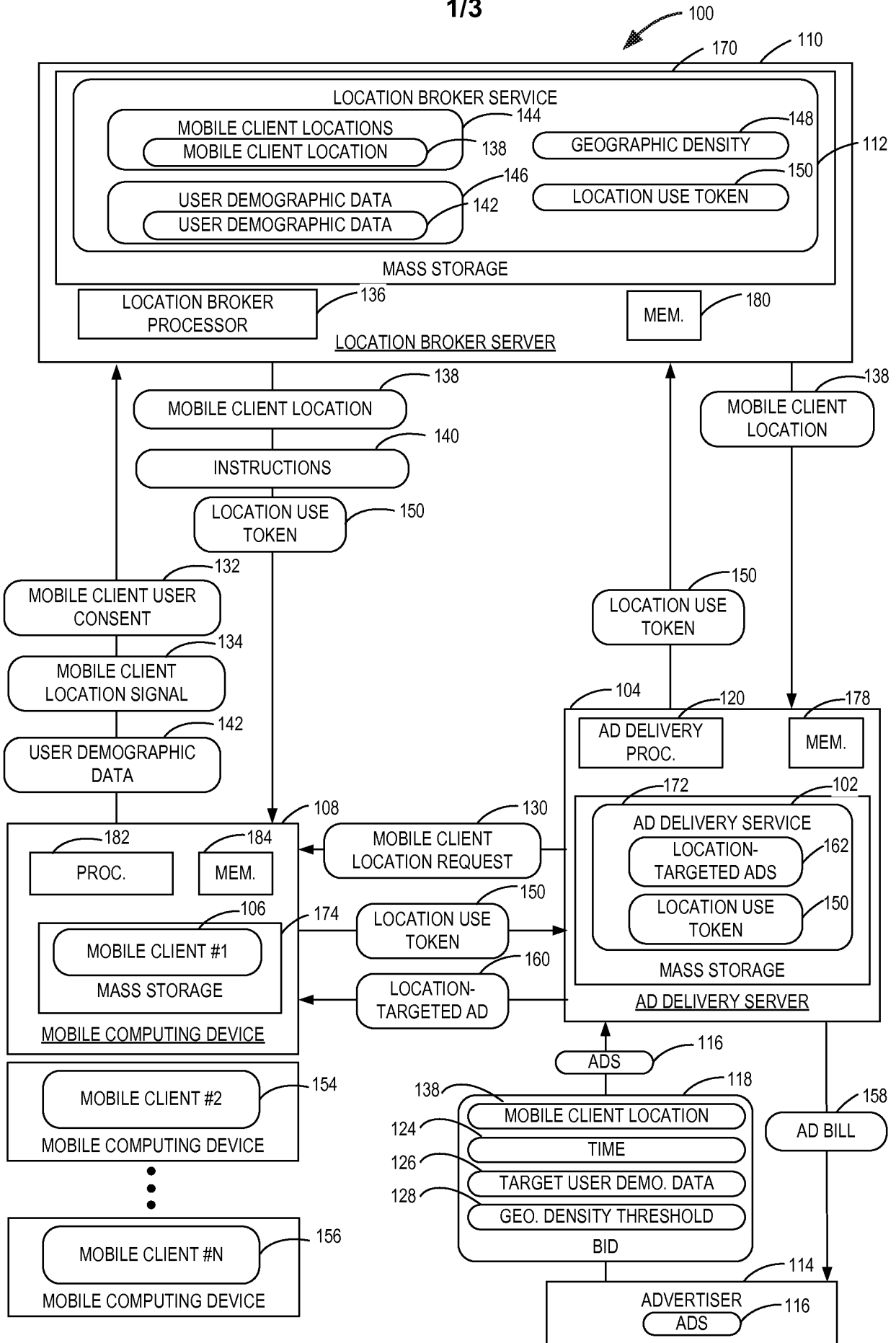


FIG. 1

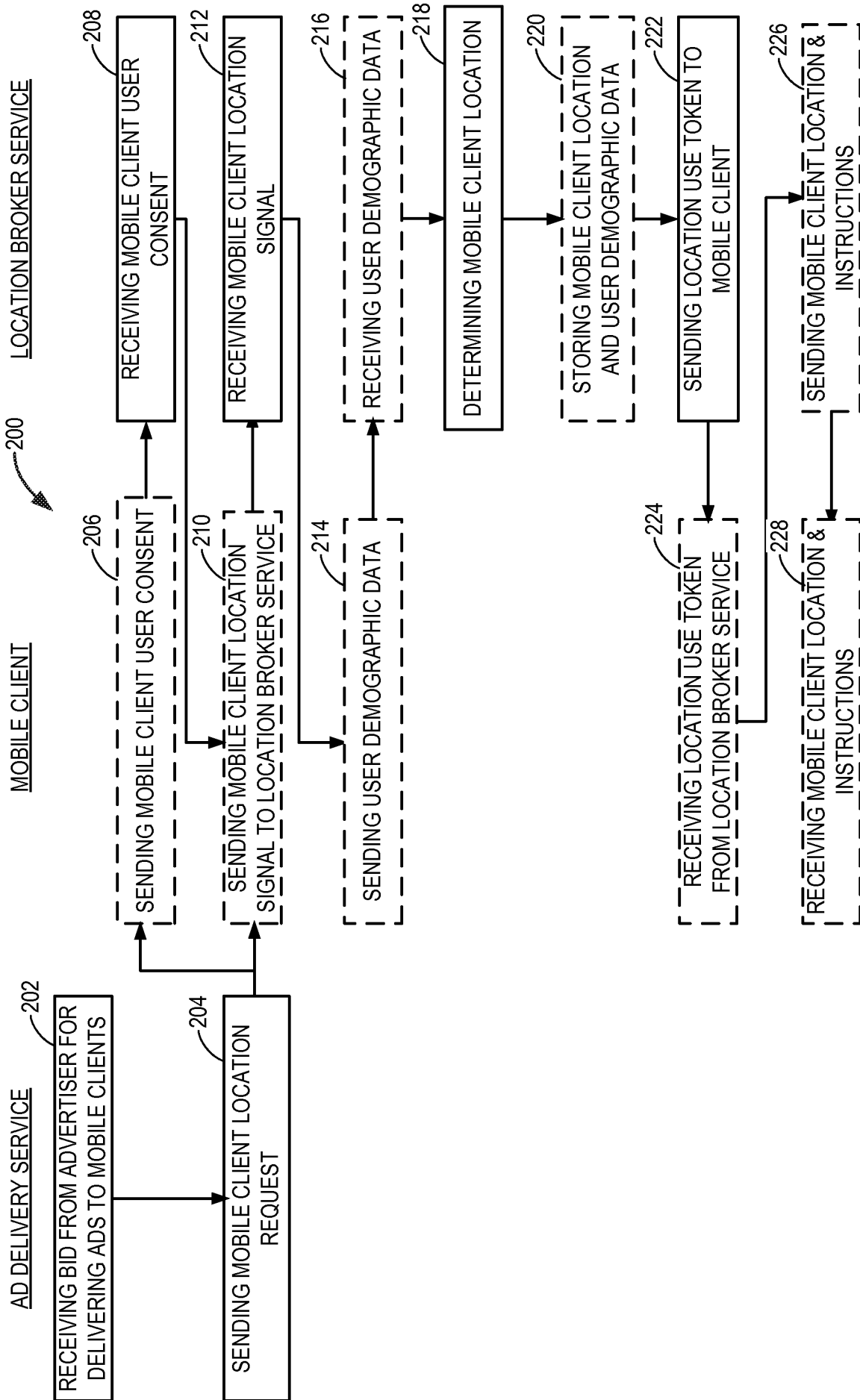


FIG. 2A

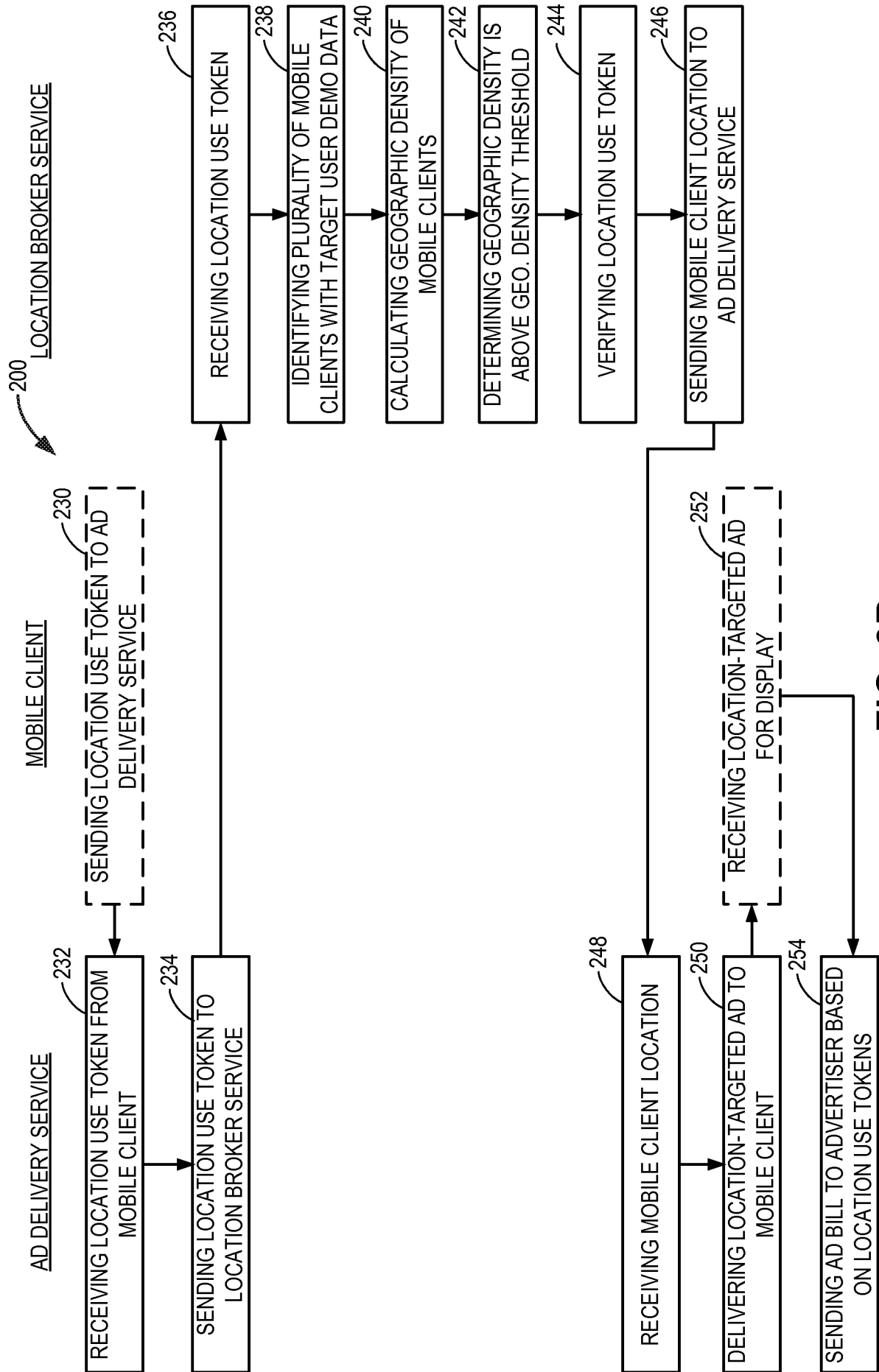


FIG. 2B