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(54) **ADVERTISEMENT PROVIDING SYSTEM AND ADVERTISEMENT PROVIDING METHOD**

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USPC **705/14.66**

(57) **ABSTRACT**

The present invention relates to an advertisement providing system that takes advantage of the comment function of an SNS to expand Internet advertising, such as affiliate advertising, between members. Upon receiving a predetermined notification from an advertiser server, an SNS site control unit identifies a first user identifier associated with a second user identifier included in the notification and transmits, as content data, comment data including user information pertaining to a user of a second communication terminal and link information for a commercial website to a first communication terminal to which is allocated the identified first user identifier.

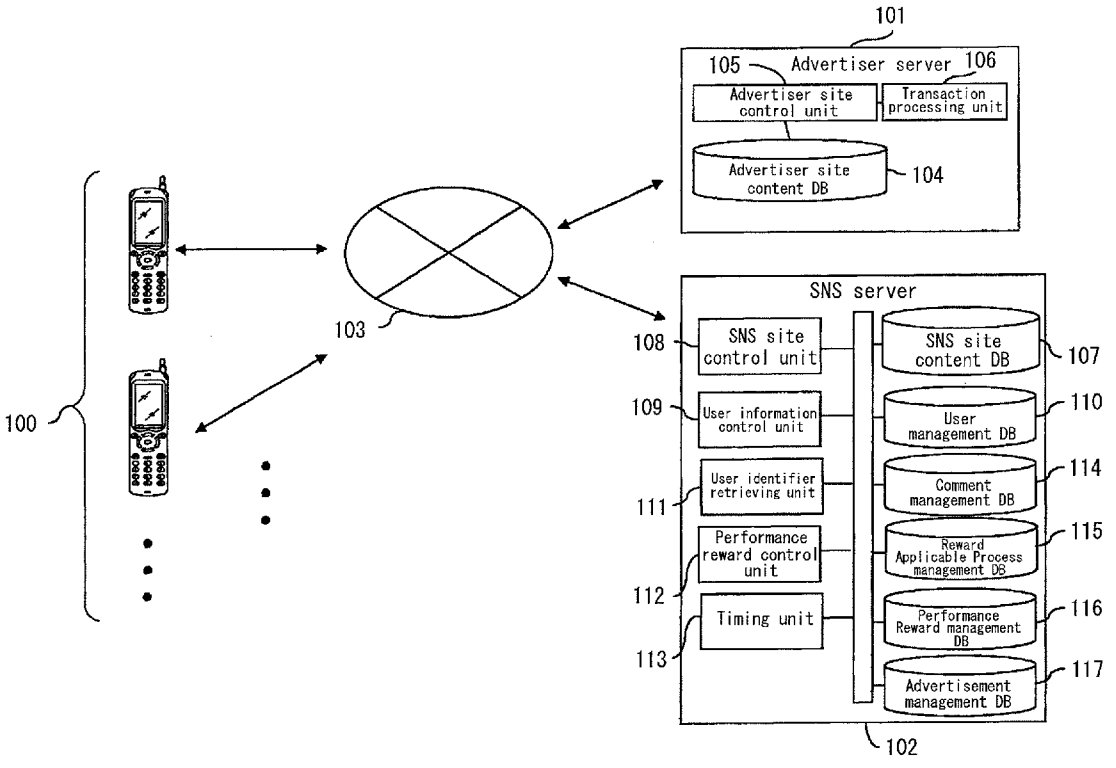


FIG. 1

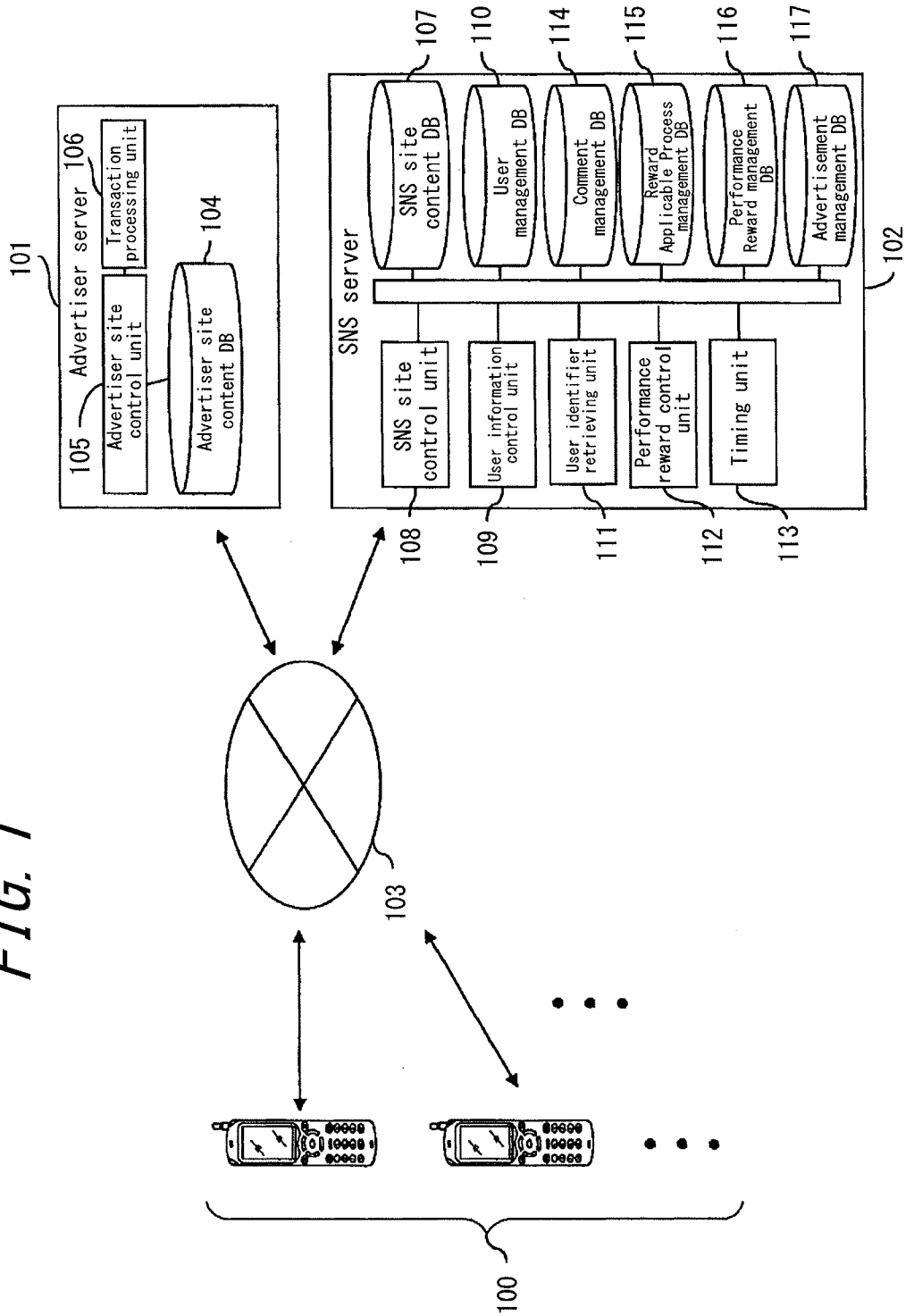

101
Advertiser server
106
Transaction processing unit
105
Advertiser site control unit
104
Advertiser site content DB
SNS server
107
SNS site content DB
110
User management DB
114
Comment management DB
115
Reward Applicable Process management DB
116
Performance Reward management DB
117
Advertisement management DB
102
SNS site control unit
User information control unit
User identifier retrieving unit
Performance reward control unit
Timing unit
108
109
111
112
113
103
100

FIG. 2

201 User identifier	202 Username	203 Password	204 Name	205 E-mail address	206 Related user identifier	207 Points
U1D001	Takuya	12bcdeaa	Takuya Tanaka	abcd@xxx.ne.jp	U1D002 U1D003 U1D005	430
U1D002	Shingo	3513bacd	Shingo Kobayashi	efgh@xxx.ne.jp	U1D001 U1D004 U1D007	150
U1D003	Nami	B125ixyz	Nami Kishibe	ijk@xxx.ne.jp	U1D001	0
⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG. 3

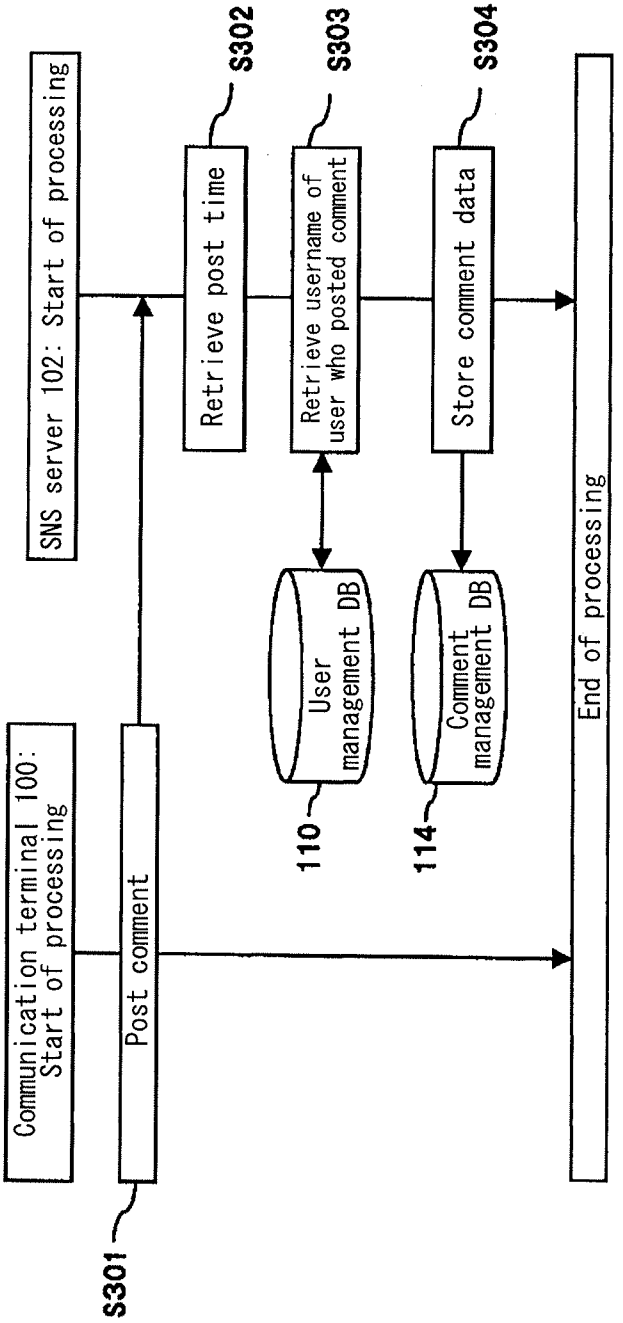

Communication terminal 100: Start of processing
SNS server 102: Start of processing
Post comment
Retrieve post time
Retrieve username of user who posted comment
Store comment data
End of processing
User management DB
Comment management DB
S301
S302
S303
S304
110
114

FIG. 4

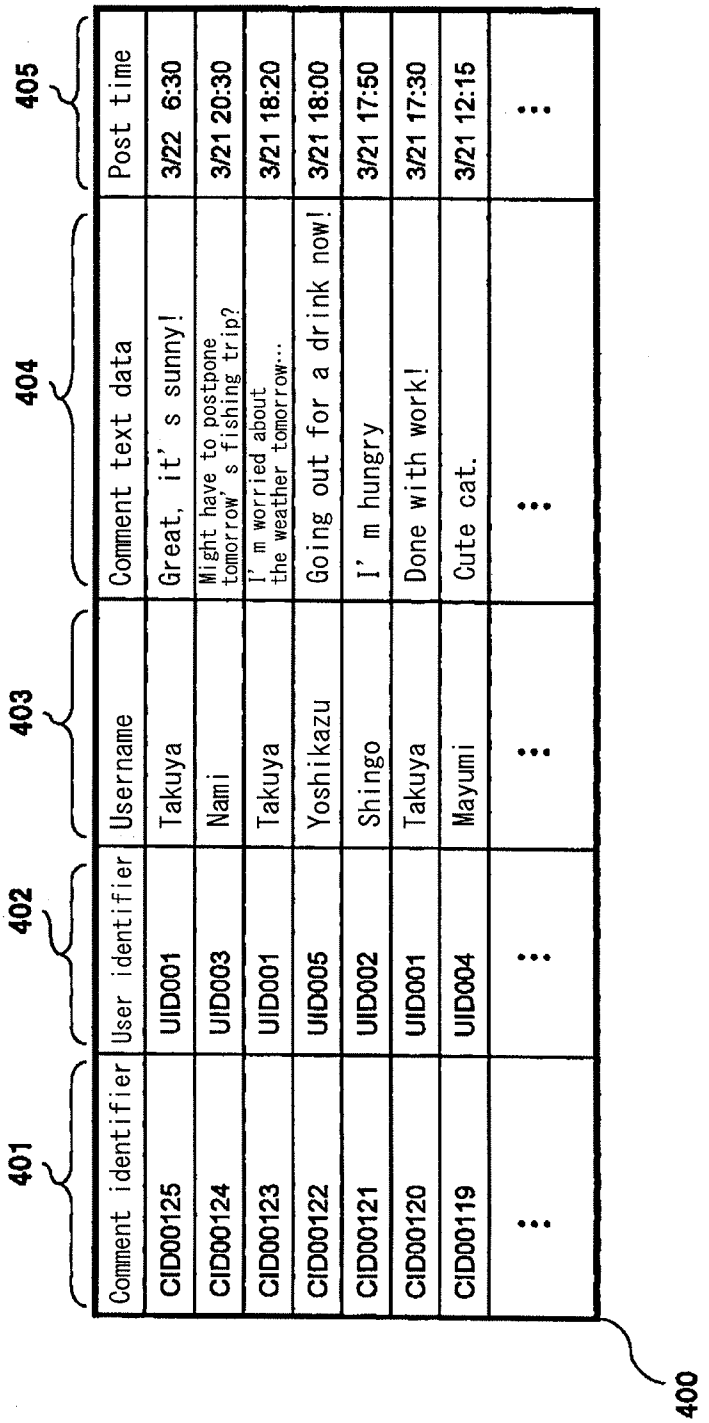

401
402
403
404
405
400
Comment identifier
User identifier
Username
Comment text data
Post time
CID00125
UID001
Takuya
Great, it's sunny!
3/22 6:30
CID00124
UID003
Nami
Might have to postpone tomorrow's fishing trip?
3/21 20:30
CID00123
UID001
Takuya
I'm worried about the weather tomorrow...
3/21 18:20
CID00122
UID005
Yoshikazu
Going out for a drink now!
3/21 18:00
CID00121
UID002
Shingo
I'm hungry
3/21 17:50
CID00120
UID001
Takuya
Done with work!
3/21 17:30
CID00119
UID004
Mayumi
Cute cat.
3/21 12:15

FIG. 5

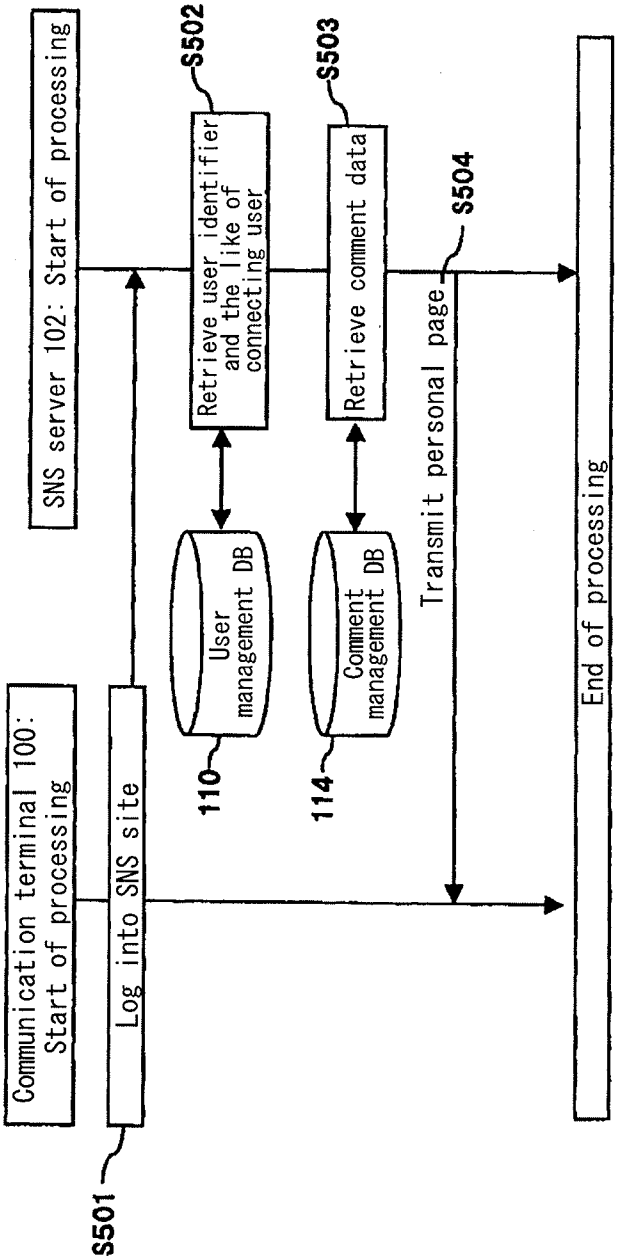

Communication terminal 100: Start of processing
SNS server 102: Start of processing
Log into SNS site
Retrieve user identifier and the like of connecting user
Retrieve comment data
Transmit personal page
End of processing
User management DB
Comment management DB
S501
S502
S503
S504
110
114

FIG. 6

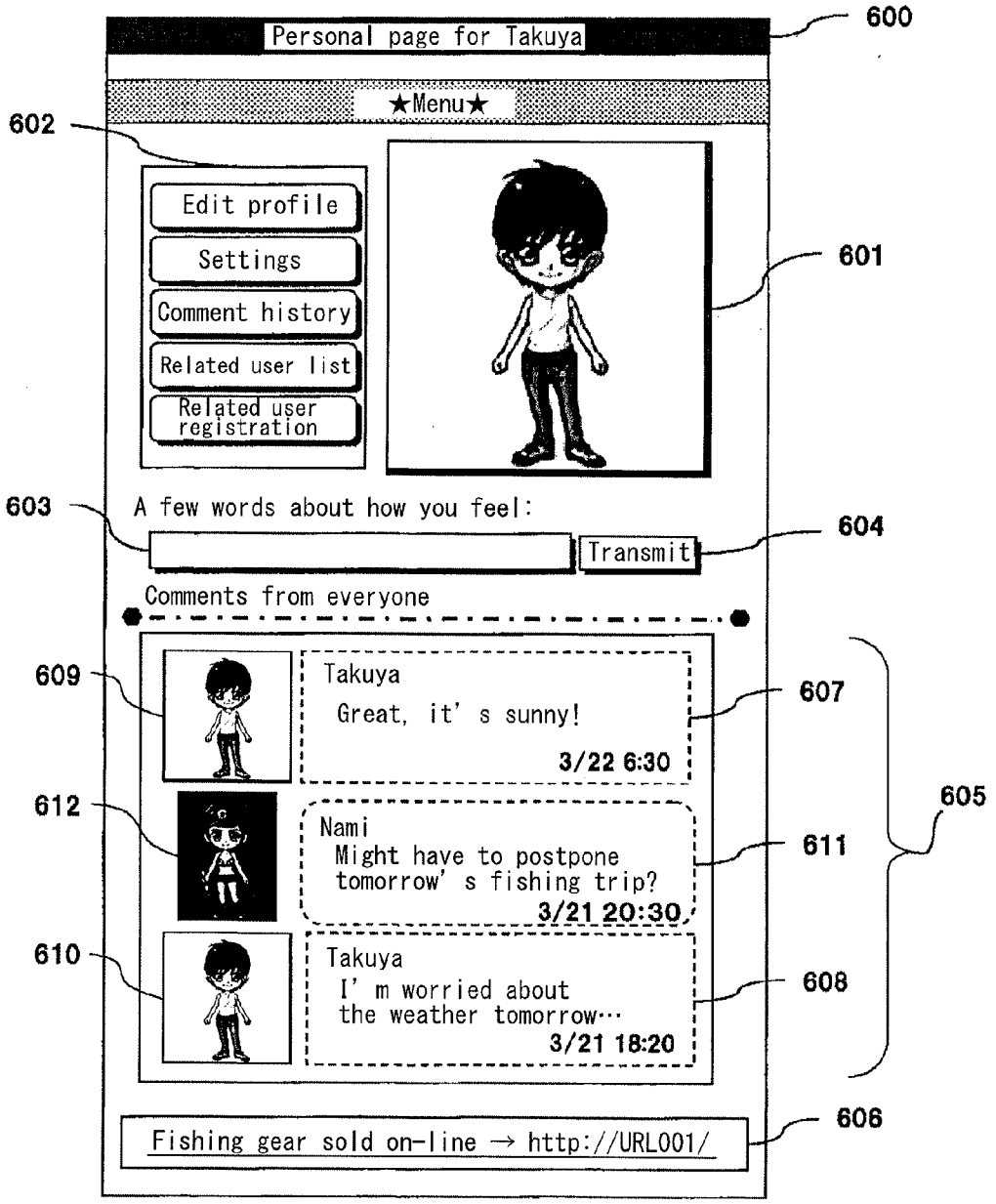

Personal page for Takuya
600
★Menu★
602
Edit profile
Settings
Comment history
Related user list
Related user registration
601
603
A few words about how you feel:
Transmit
604
Comments from everyone
609
Takuya
Great, it's sunny!
3/22 6:30
607
612
Nami
Might have to postpone tomorrow's fishing trip?
3/21 20:30
611
605
610
Takuya
I'm worried about the weather tomorrow…
3/21 18:20
608
Fishing gear sold on-line → http://URL001/
606

FIG. 7

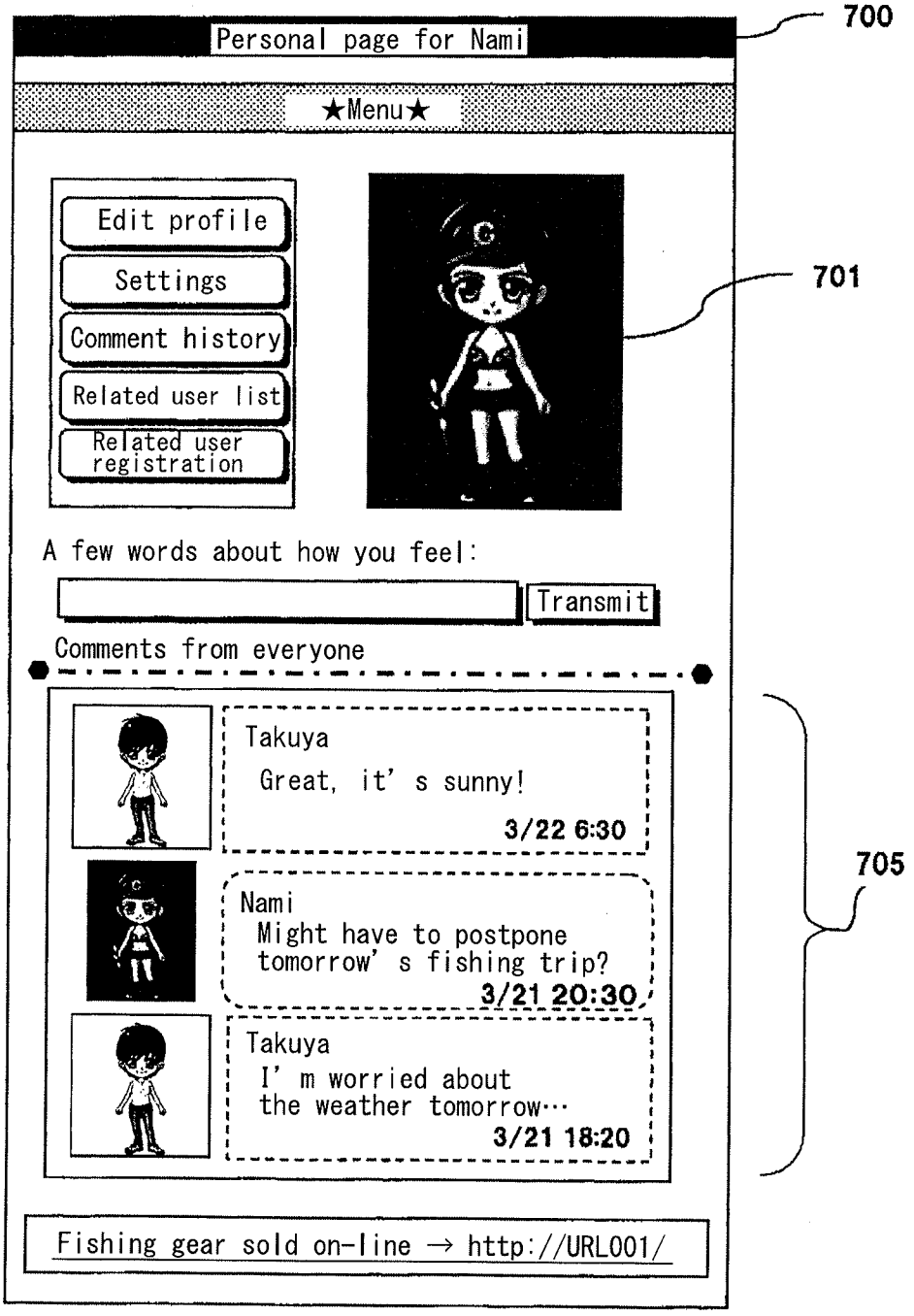

Personal page for Nami
700
★Menu★
Edit profile
Settings
Comment history
Related user list
Related user registration
701
A few words about how you feel:
Transmit
Comments from everyone
Takuya
Great, it' s sunny!
3/22 6:30
Nami
Might have to postpone tomorrow' s fishing trip?
3/21 20:30
Takuya
I' m worried about the weather tomorrow…
3/21 18:20
705
Fishing gear sold on-line → http://URL001/

FIG. 8

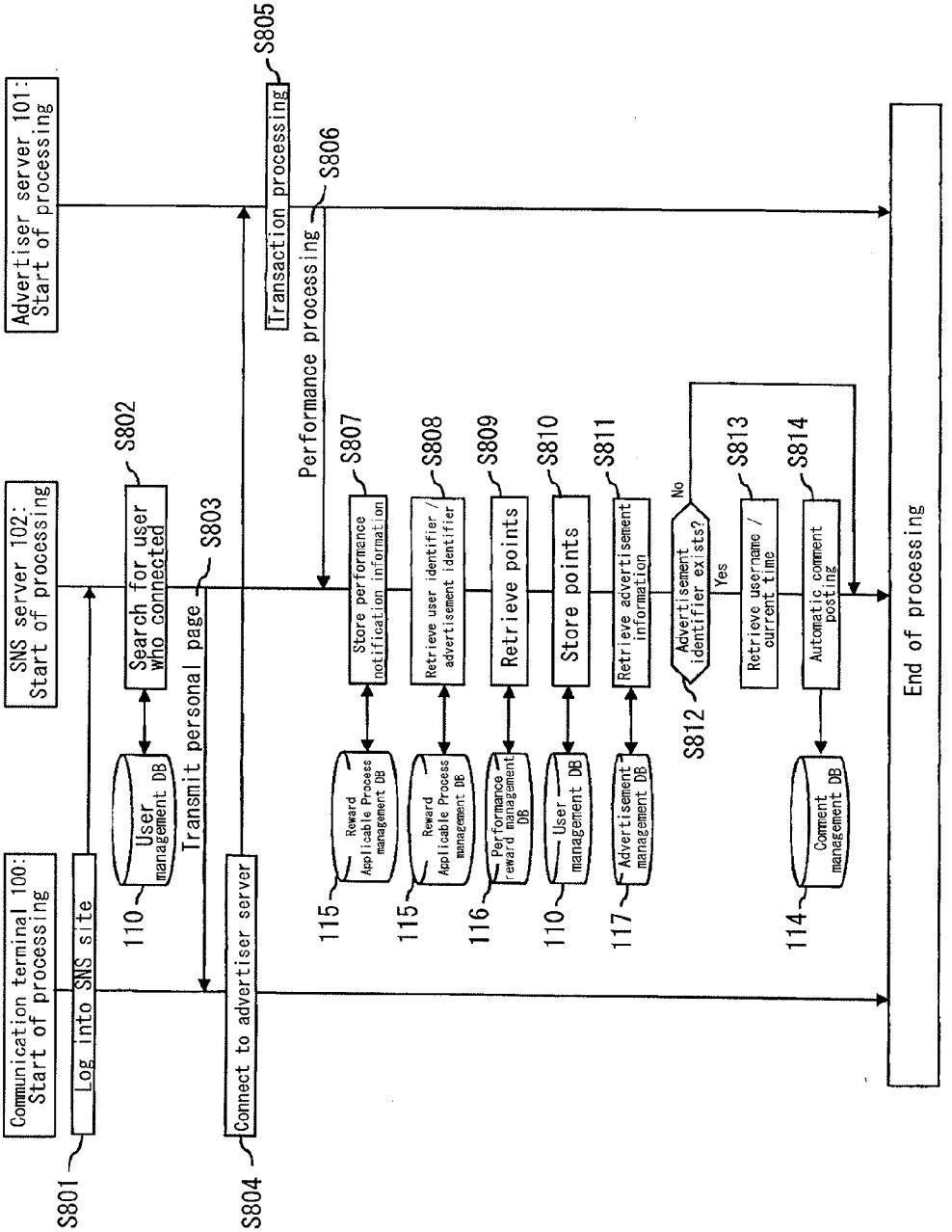
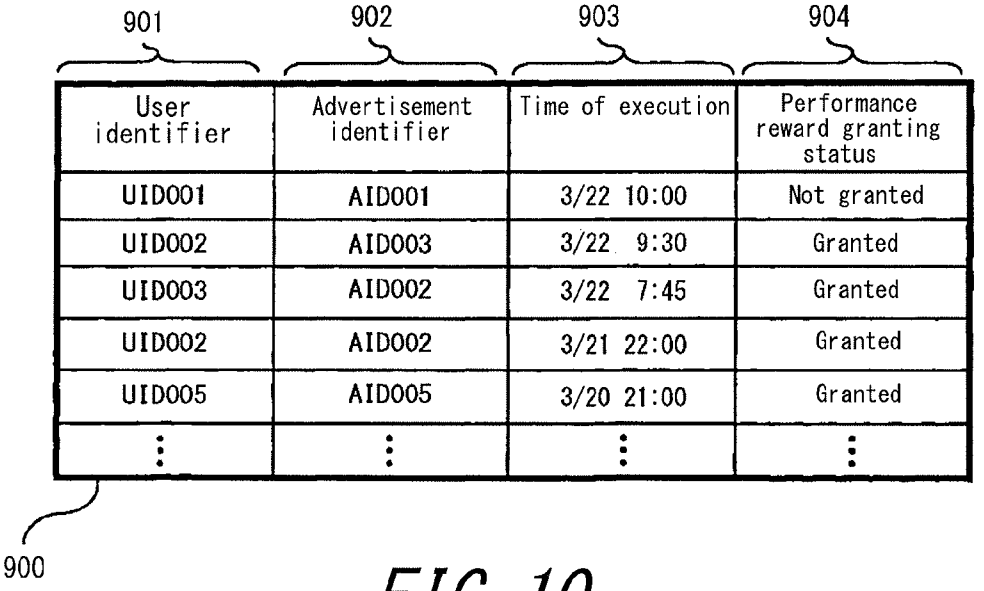
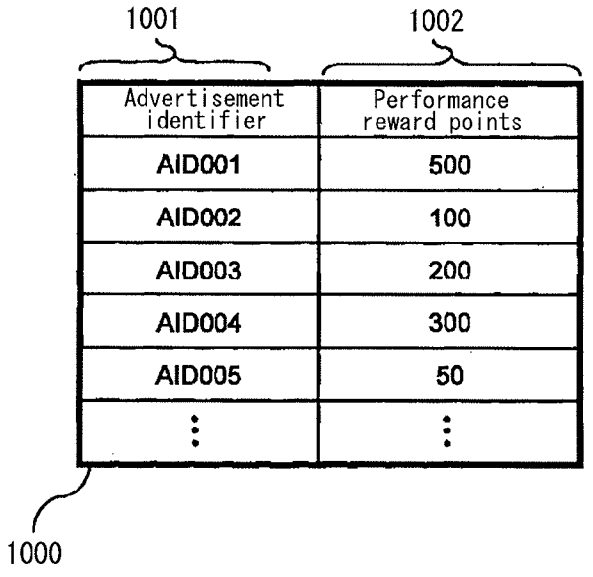

Communication terminal 100: Start of processing
SNS server 102: Start of processing
Advertiser server 101: Start of processing
Log into SNS site
Search for user who connected
Transmit personal page
Connect to advertiser server
Transaction processing
Performance processing
Store performance notification information
Retrieve user identifier / advertisement identifier
Retrieve points
Store points
Retrieve advertisement information
Advertisement identifier exists?
Yes
No
Retrieve username / current time
Automatic comment posting
End of processing
User management DB
Reward Applicable Process management DB
Reward Applicable Process management DB
Performance reward management DB
User management DB
Advertisement management DB
Comment management DB
S801
S802
S803
S804
S805
S806
S807
S808
S809
S810
S811
S812
S813
S814
110
115
115
116
110
117
114

FIG. 9



User identifier	Advertisement identifier	Time of execution	Performance reward granting status
UID001	AID001	3/22 10:00	Not granted
UID002	AID003	3/22 9:30	Granted
UID003	AID002	3/22 7:45	Granted
UID002	AID002	3/21 22:00	Granted
UID005	AID005	3/20 21:00	Granted
⋮	⋮	⋮	⋮

FIG. 10



Advertisement identifier	Performance reward points
AID001	500
AID002	100
AID003	200
AID004	300
AID005	50
⋮	⋮

FIG. 11

1101 1102 1103

Advertisement identifier	Advertiser site URL	Comment text data
AID001	http://URL001/	I got 500 points during a campaign! Get some points with me ♪ http://URL001/
AID002	http://URL002/	I got 100 points for registering as a member! Come on and register, everyone! http://URL002/
⋮	⋮	⋮

1100

FIG. 12

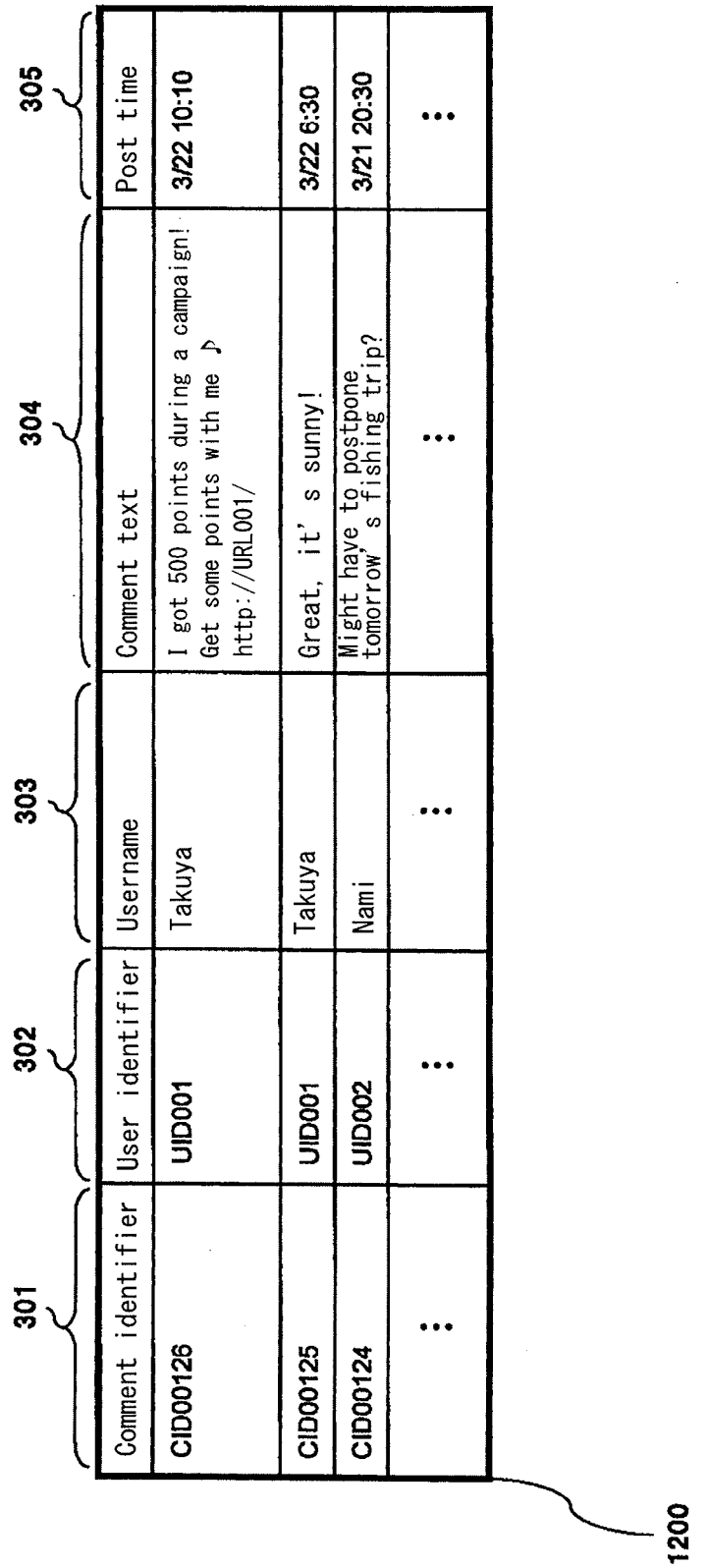

301
302
303
304
305
Comment identifier
User identifier
Username
Comment text
Post time
CID00126
UID001
Takuya
I got 500 points during a campaign!
Get some points with me ♪
http://URL001/
3/22 10:10
CID00125
UID001
Takuya
Great, it's sunny!
3/22 6:30
CID00124
UID002
Nami
Might have to postpone
tomorrow's fishing trip?
3/21 20:30
1200

FIG. 13

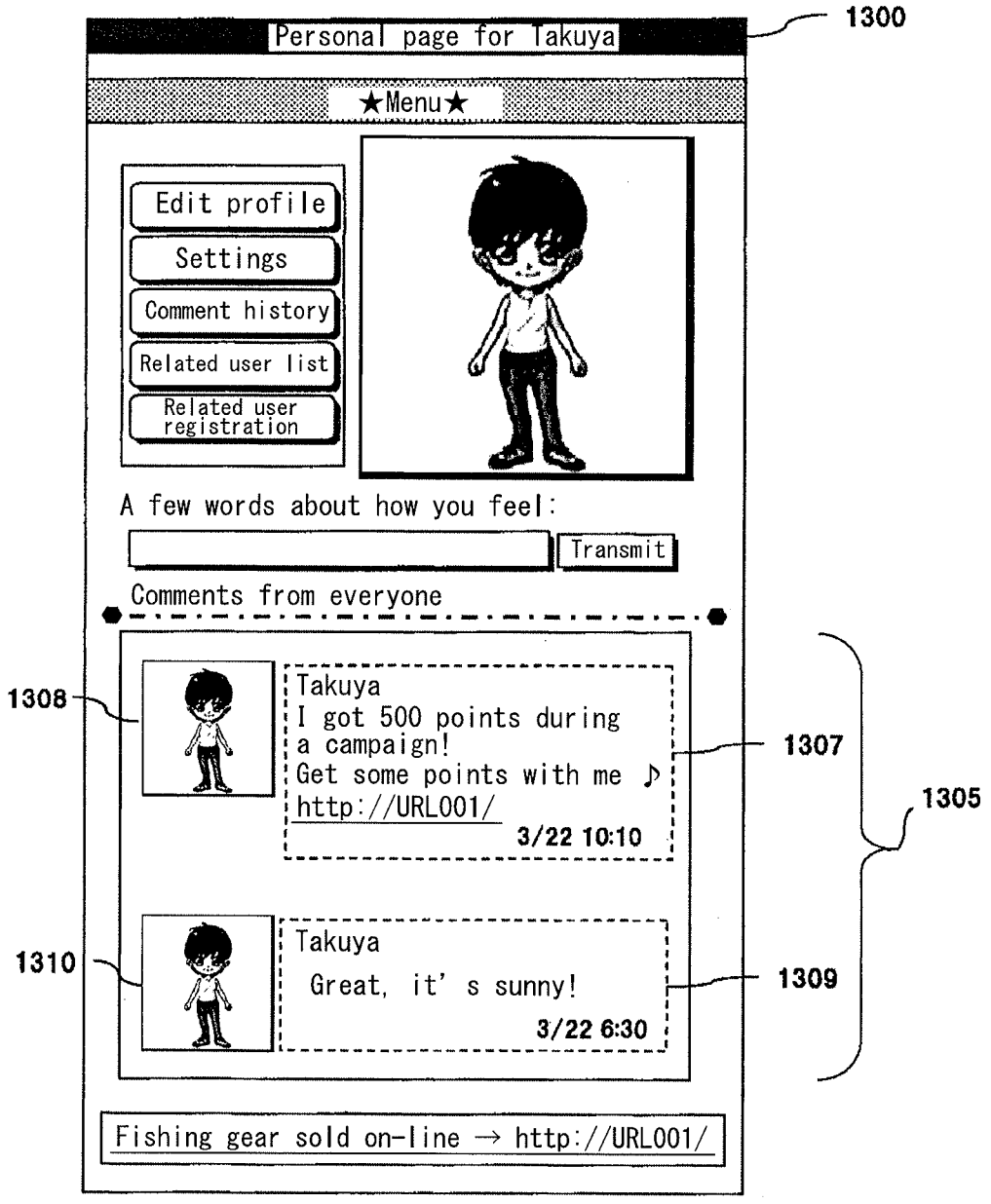

Personal page for Takuya
1300
★Menu★
Edit profile
Settings
Comment history
Related user list
Related user registration
A few words about how you feel:
Transmit
Comments from everyone
1308
Takuya
I got 500 points during a campaign!
Get some points with me ♪
http://URL001/
3/22 10:10
1307
1305
1310
Takuya
Great, it's sunny!
3/22 6:30
1309
Fishing gear sold on-line → http://URL001/

FIG. 14

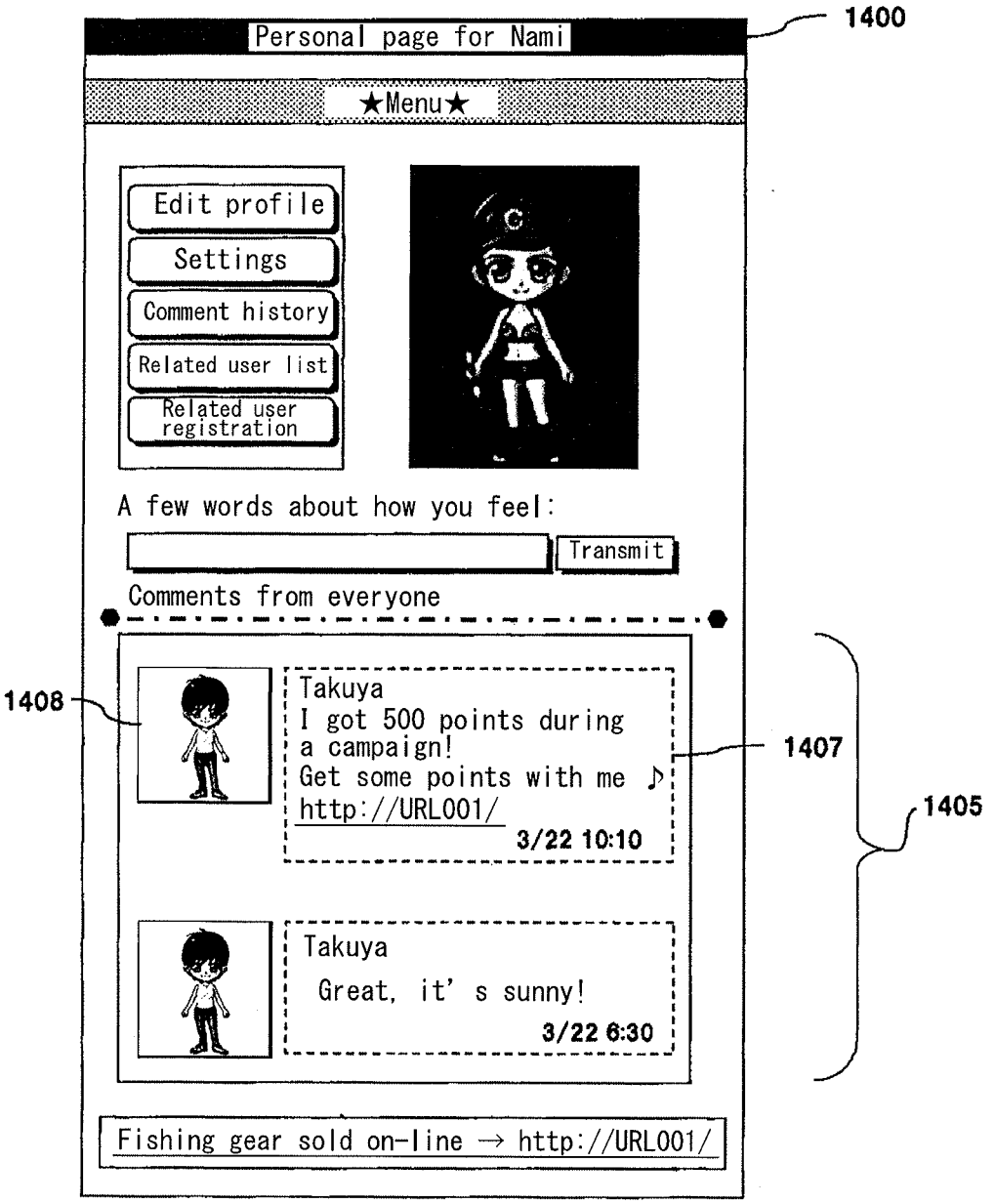

Personal page for Nami
1400
★Menu★
Edit profile
Settings
Comment history
Related user list
Related user registration
A few words about how you feel:
Transmit
Comments from everyone
1408
Takuya
I got 500 points during a campaign!
Get some points with me ♪
http://URL001/
3/22 10:10
1407
1405
Takuya
Great, it's sunny!
3/22 6:30
Fishing gear sold on-line → http://URL001/

FIG. 15

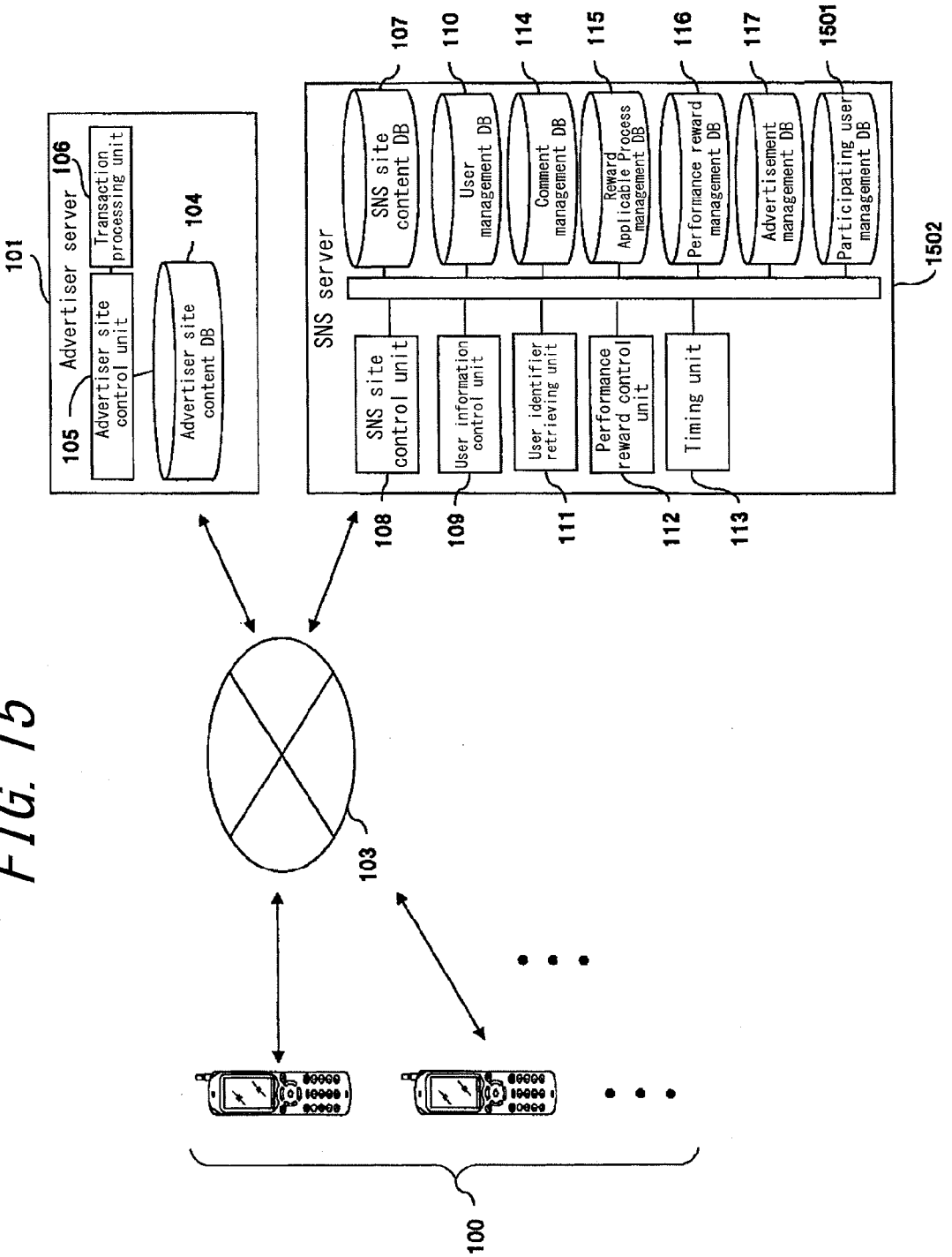
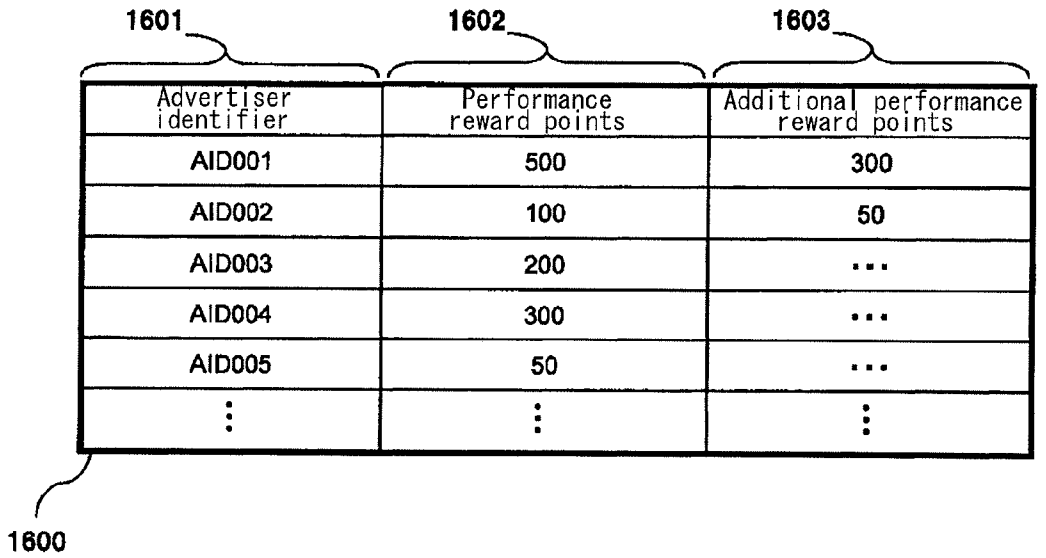
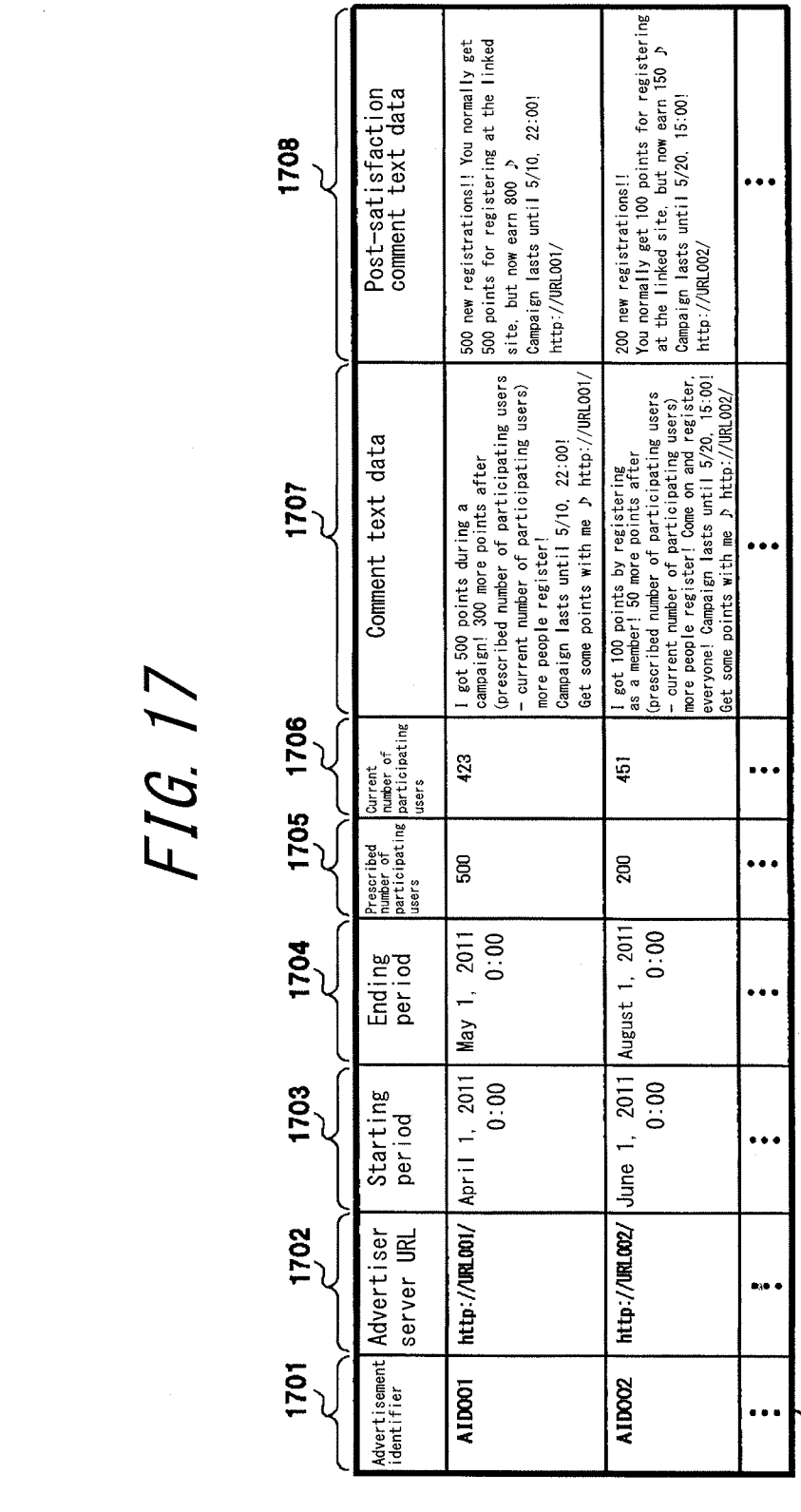

101
Advertiser server
106
Transaction processing unit
105
Advertiser site control unit
104
Advertiser site content DB
SNS server
107
SNS site content DB
110
User management DB
114
Comment management DB
115
Reward Applicable Process management DB
116
Performance reward management DB
117
Advertisement management DB
1501
Participating user management DB
1502
SNS site control unit
User information control unit
User identifier retrieving unit
Performance reward control unit
Timing unit
108
109
111
112
113
103
100

FIG. 16



Advertiser identifier	Performance reward points	Additional performance reward points
AID001	500	300
AID002	100	50
AID003	200	...
AID004	300	...
AID005	50	...
⋮	⋮	⋮

FIG. 17



Advertisement identifier	Advertiser server URL	Starting period	Ending period	Prescribed number of participating users	Current number of participating users	Comment text data	Post-satisfaction comment text data
AID001	http://URL001/	April 1, 2011 0:00	May 1, 2011 0:00	500	423	I got 500 points during a campaign! 300 more points after (prescribed number of participating users - current number of participating users) more people register! Campaign lasts until 5/10, 22:00! Get some points with me ♪ http://URL001/	500 new registrations!! You normally get 500 points for registering at the linked site, but now earn 800 ♪ Campaign lasts until 5/10, 22:00! http://URL001/
AID002	http://URL002/	June 1, 2011 0:00	August 1, 2011 0:00	200	451	I got 100 points by registering as a member! 50 more points after (prescribed number of participating users - current number of participating users) more people register! Come on and register, everyone! Campaign lasts until 5/20, 15:00! Get some points with me ♪ http://URL002/	200 new registrations!! You normally get 100 points for registering at the linked site, but now earn 150 ♪ Campaign lasts until 5/20, 15:00! http://URL002/
...	...	...	...	...	...	...	...

FIG. 18

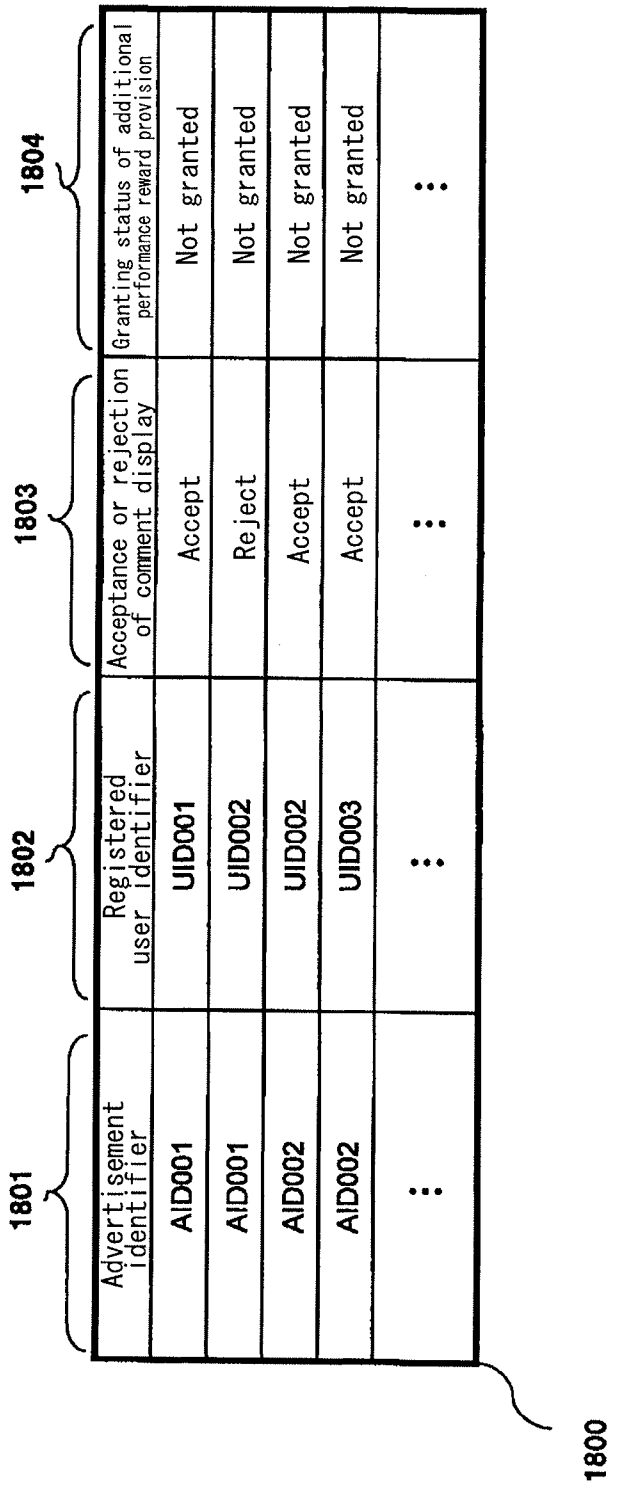

1801
1802
1803
1804
Advertisement identifier
Registered user identifier
Acceptance or rejection of comment display
Granting status of additional performance reward provision
AID001
UID001
Accept
Not granted
AID001
UID002
Reject
Not granted
AID002
UID002
Accept
Not granted
AID002
UID003
Accept
Not granted
1800

FIG. 19

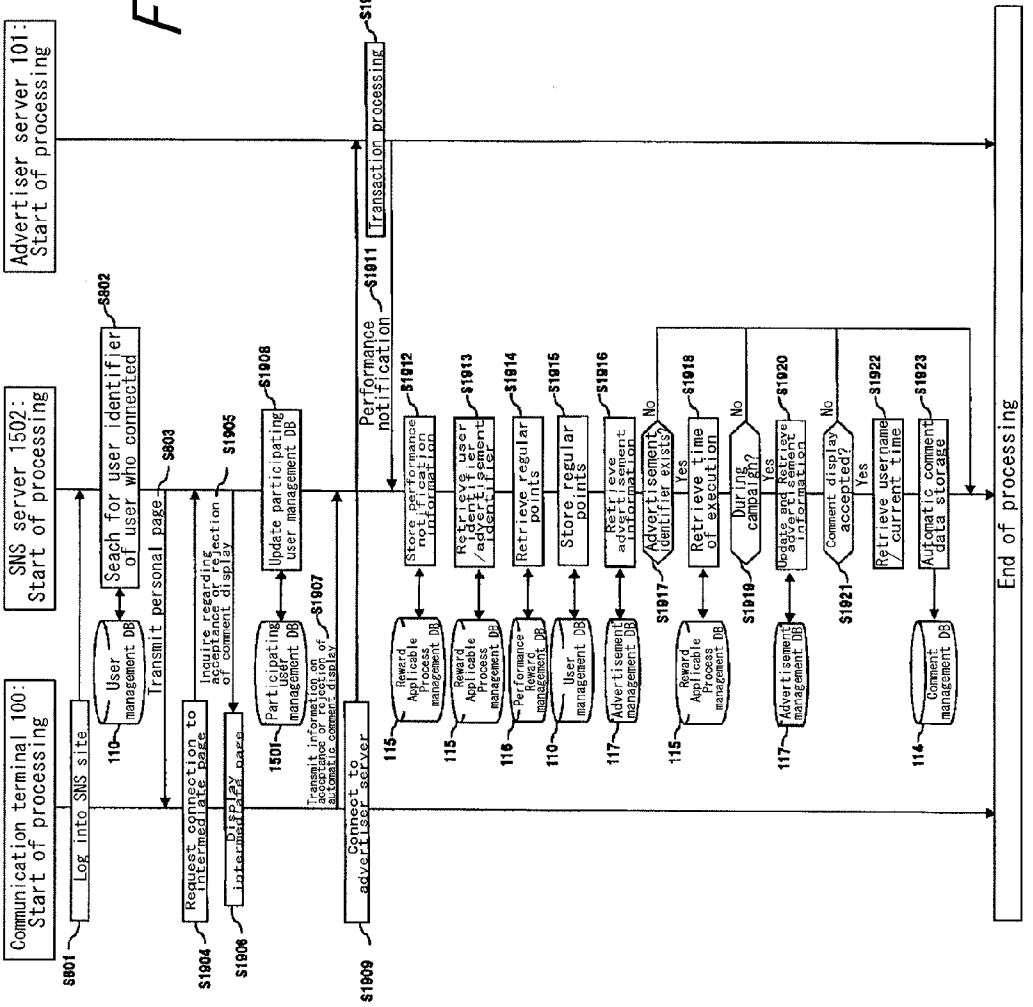

Communication terminal 100: Start of processing
SNS server 1502: Start of processing
Advertiser server 101: Start of processing
Log into SNS site
User management DB
Seach for user identifier of user who connected
Transmit personal page
Request connection to intermediate page
Inquire regarding acceptance or rejection of comment display
Display intermediate page
Participating user management DB
Update participating user management DB
Transmit information on acceptance or rejection of automatic comment display
Connect to advertiser server
Performance notification
Transaction processing
Reward Applicable Process management DB
Store performance notification information
Retrieve user /advertisement identifier
Performance Rewards management DB
Retrieve regular points
User management DB
Store regular points
Advertisement management DB
Retrieve advertisement information
Advertisement identifier exists?
Yes
No
Retrieve time of execution
During campaign?
Yes
No
Update and Retrieve advertisement information
Comment display accepted?
Yes
No
Retrieve username / current time
Automatic comment data storage
Comment management DB
End of processing
S801
S802
S803
S1904
S1905
S1906
S1907
S1908
S1909
S1910
S1911
S1912
S1913
S1914
S1915
S1916
S1917
S1918
S1919
S1920
S1921
S1922
S1923
110
114
115
116
117
1501

FIG. 20

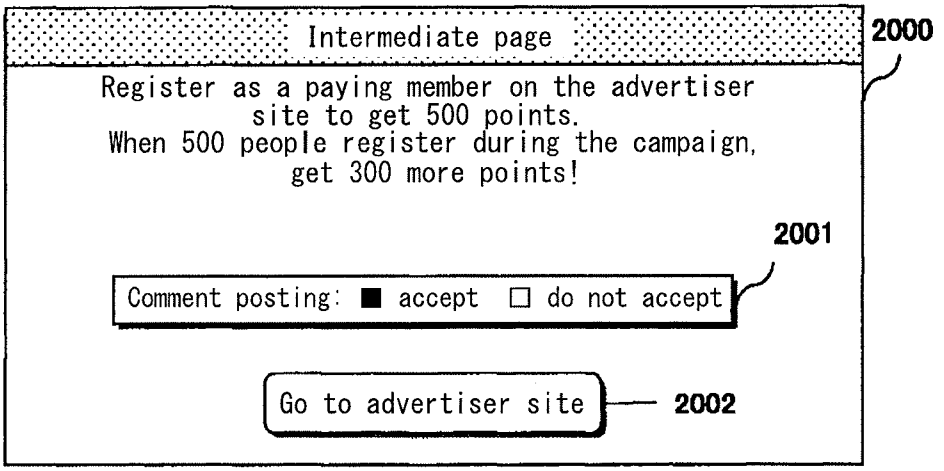

Intermediate page
2000
Register as a paying member on the advertiser site to get 500 points.
When 500 people register during the campaign, get 300 more points!
2001
Comment posting: ■ accept □ do not accept
Go to advertiser site
2002

FIG. 21

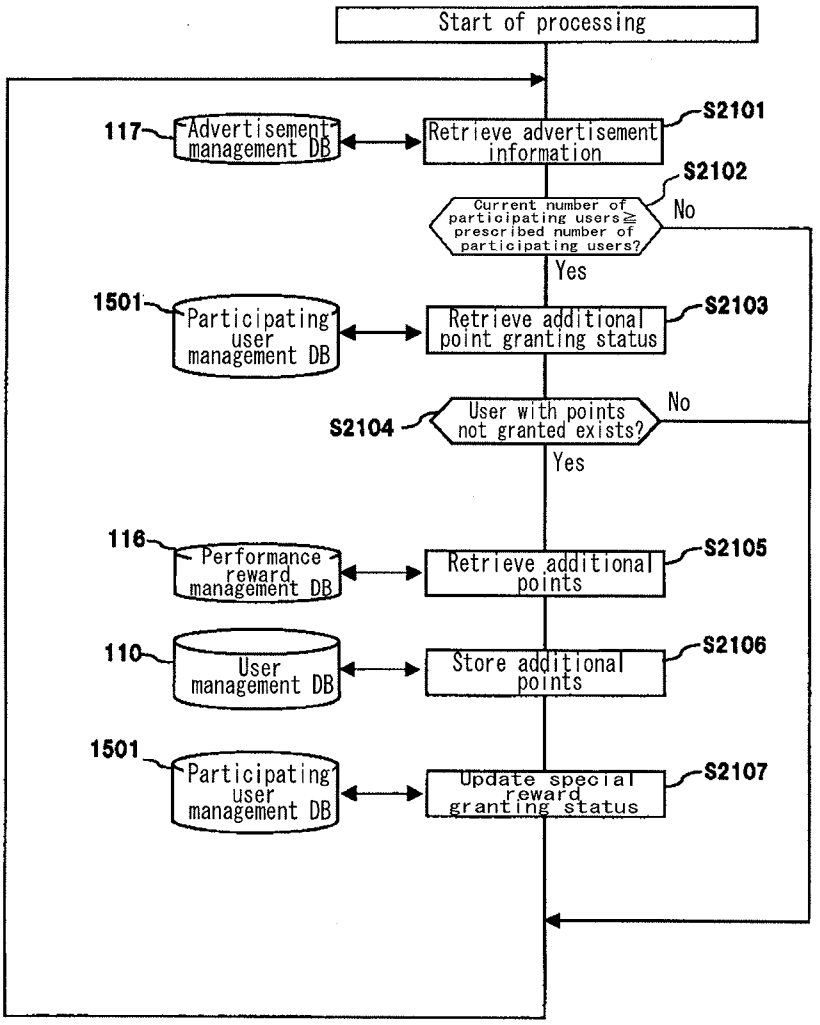

Start of processing
117
Advertisement management DB
Retrieve advertisement information
S2101
S2102
Current number of participating users≧ prescribed number of participating users?
No
Yes
1501
Participating user management DB
Retrieve additional point granting status
S2103
S2104
User with points not granted exists?
No
Yes
116
Performance reward management DB
Retrieve additional points
S2105
110
User management DB
Store additional points
S2106
1501
Participating user management DB
Update special reward granting status
S2107

FIG. 22

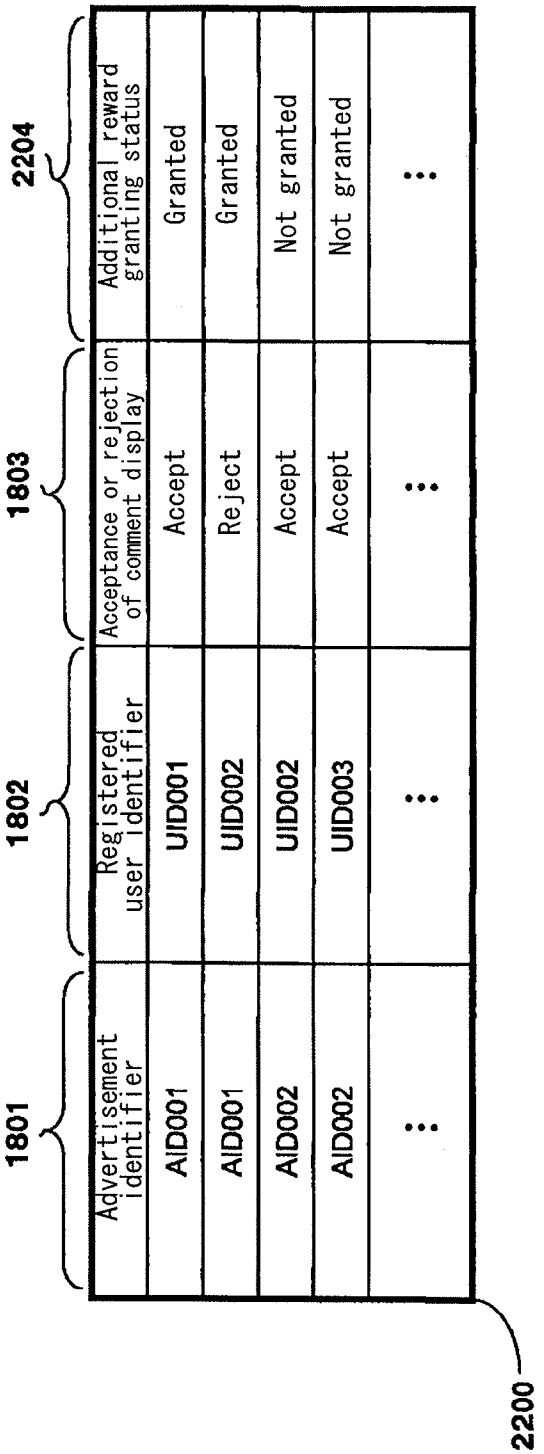

1801
1802
1803
2204
Advertisement identifier
Registered user identifier
Acceptance or rejection of comment display
Additional reward granting status
AID001
UID001
Accept
Granted
AID001
UID002
Reject
Granted
AID002
UID002
Accept
Not granted
AID002
UID003
Accept
Not granted
2200

FIG. 23

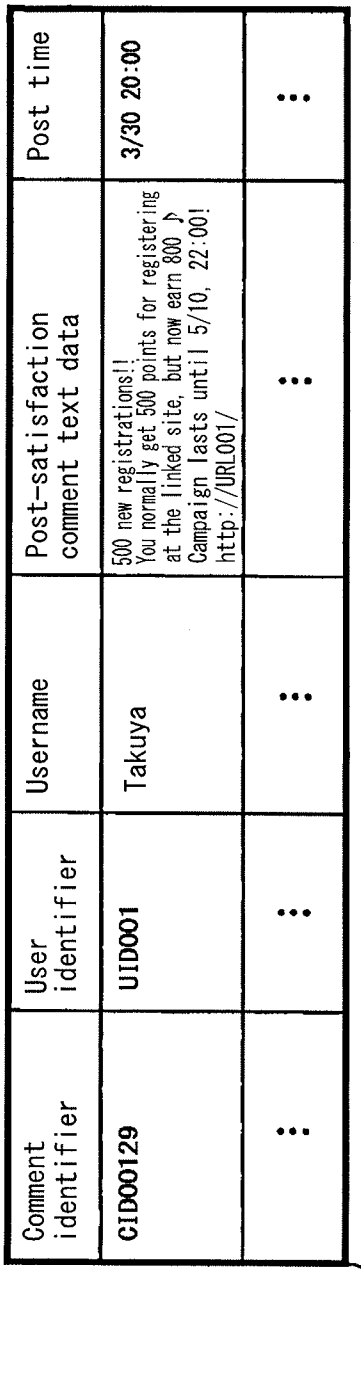
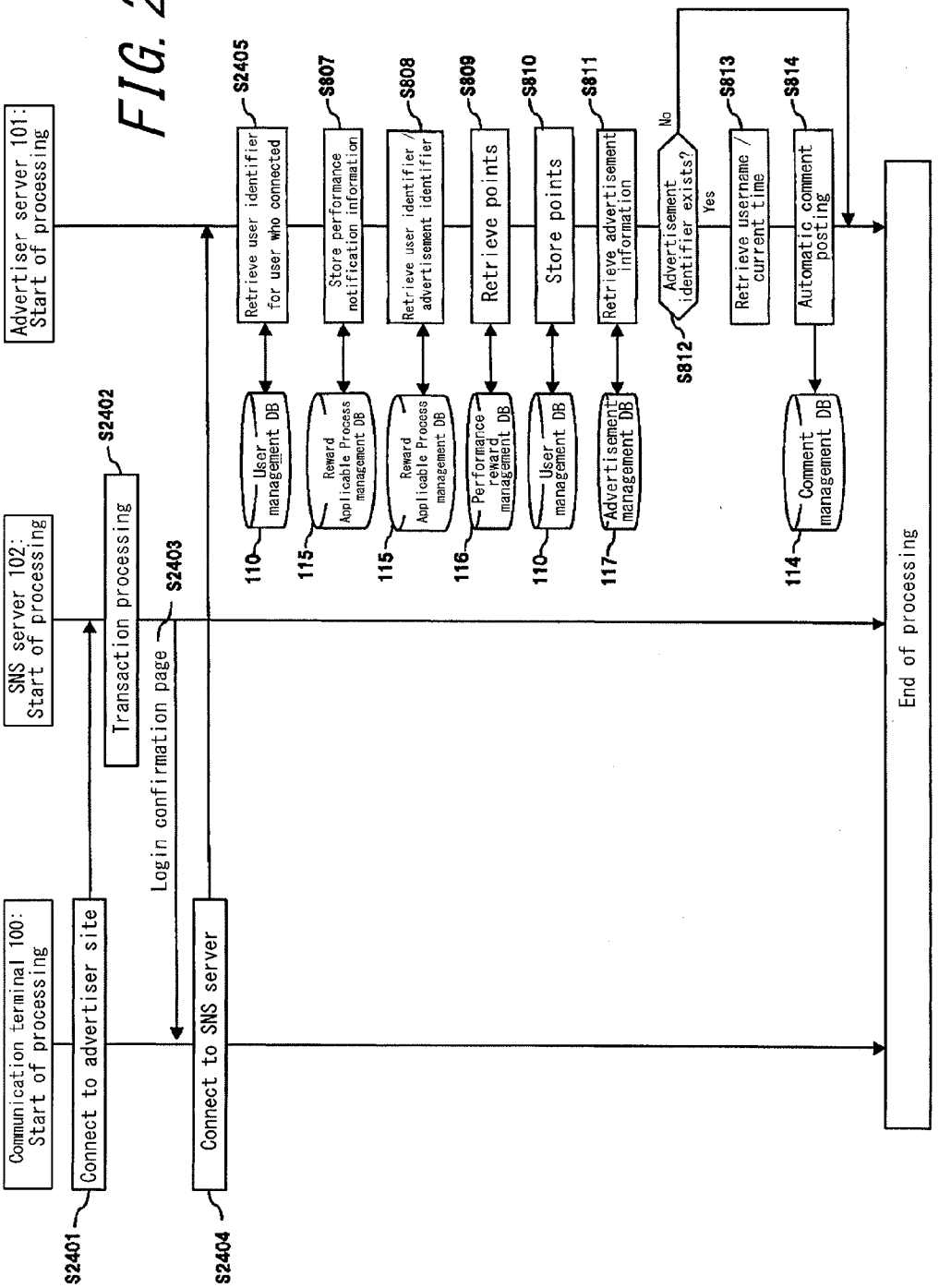

Comment identifier
User identifier
Username
Post-satisfaction comment text data
Post time
CID00129
UID001
Takuya
500 new registrations!!
You normally get 500 points for registering at the linked site, but now earn 800 ♪
Campaign lasts until 5/10, 22:00!
http://URL001/
3/30 20:00
2300

FIG. 24


Communication terminal 100: Start of processing
SNS server 102: Start of processing
Advertiser server 101: Start of processing
Connect to advertiser site
Transaction processing
Login confirmation page
Connect to SNS server
Retrieve user identifier for user who connected
Store performance notification information
Retrieve user identifier / advertisement identifier
Retrieve points
Store points
Retrieve advertisement information
Advertisement identifier exists?
Yes
No
Retrieve username / current time
Automatic comment posting
End of processing
User management DB
Reward Applicable Process management DB
Reward Applicable Process management DB
Performance reward management DB
User management DB
Advertisement management DB
Comment management DB
S2401
S2402
S2403
S2404
S2405
S807
S808
S809
S810
S811
S812
S813
S814
110
115
115
116
110
117
114

ADVERTISEMENT PROVIDING SYSTEM AND ADVERTISEMENT PROVIDING METHOD

CROSS REFERENCE TO RELATED APPLICATION

[0001] This application claims priority to and the benefit of Japanese Patent Application No. 2011-110851 filed on May 17, 2011, the entire contents of which are incorporated herein by reference.

TECHNICAL FIELD

[0002] The present invention relates to an advertisement providing system.

BACKGROUND ART

[0003] In recent years, as a means for providing advertisements related to goods and services (hereinafter referred to as "goods or the like") for which transactions are conducted over the Internet on a commercial website, affiliate programs have been widely used. By using an affiliate program, an individual, business, or the like that provides goods or services on a commercial website (hereinafter the "advertiser") can reach a wider base of users with interest in the goods through the advertisement carrier's website. Furthermore, an affiliate program is very cost effective, since the advertising rate is normally determined based on performance. A conventional affiliate program providing service is disclosed in JP2007-193613A (PTL 1), for example.

[0004] On the other hand, a social networking service (SNS) is an example of a member service for constructing a social network over the Internet. In an SNS, a social network is normally established by posting member profiles and other such information on an SNS site and having members register with each other as friends or the like. Furthermore, in an SNS, a unique webpage is allocated to each member for display of comments posted by the member and by friends via a comment function on the webpage, thus facilitating smooth communication between members. If Internet advertising, beginning with the above-described affiliate programs, can be expanded between members of an SNS using the SNS comment function, a strong advertising effect can be expected.

CITATION LIST

Patent Literature

[0005] PTL 1: JP2007-193613A

SUMMARY OF INVENTION

Technical Problem

[0006] However, when using the comment function of an SNS to expand Internet advertising, such as affiliate advertising, between members of an SNS, conventionally members/users themselves need to create comments, such as advertising copy, individually. This is cumbersome for members and makes it difficult to create advertisements that attract customers.

[0007] In order to resolve the above problems with conventional techniques, the present invention provides an advertisement providing system that takes advantage of the comment function of an SNS to provide advertisements that attract customers without members/users themselves having to enter advertising copy or the like.

Solution to Problem

[0008] In order to solve the above problems, an advertisement providing system according to the present invention comprises an advertiser server configured to provide a commercial website for executing a commercial transaction; an SNS server configured to provide an SNS site; a first communication terminal configured to connect to the SNS server; and a second communication terminal configured to connect to the advertiser server; the SNS server comprising: a user management database configured to store a first user identifier allocated to the first communication terminal in association with a second user identifier allocated to the second communication terminal; and an SNS site control unit configured to cause a display unit provided in the first communication terminal to display content data forming the SNS site by transmitting the content data to the first communication terminal; wherein the advertiser server transmits a notification including the second user identifier to the SNS server when the second communication terminal executes predetermined processing on the commercial website provided by the advertiser server, and upon receiving the notification, the SNS site control unit identifies the first user identifier associated with the second user identifier included in the notification and transmits, as the content data, comment data including user information pertaining to a user of the second communication terminal and link information for the commercial website to the first communication terminal to which is allocated the identified first user identifier.

[0009] In the advertisement providing system according to the present invention, the SNS control unit transmits an inquiry to the second communication terminal as to whether permission for transmitting the comment data to the first communication terminal is granted, and transmits the comment data to the first communication terminal as the content data upon receiving the notification when, as a result of the inquiry, permission for transmitting the comment data to the first communication terminal is granted.

[0010] In the advertisement providing system according to the present invention, the SNS server further comprises a performance reward control unit configured to control performance reward usable on the SNS site, the user management database stores the second user identifier in association with the performance reward granted to the second user identifier, and the performance reward control unit adds a first performance reward to the performance reward granted to the second user identifier when the notification is received, and adds a second performance reward to the performance reward granted to the second user identifier when a predetermined condition is satisfied.

[0011] In the advertisement providing system according to the present invention, at least one of the first performance reward and the second performance reward is further included in the comment data.

[0012] In the advertisement providing system according to the present invention, the predetermined condition is that a total number of communication terminals executing the predetermined processing on the commercial website reaches a predetermined number.

[0013] In the advertisement providing system according to the present invention, the predetermined condition is that the

first communication terminal connects to the commercial website based on the link information included in the comment data transmitted to the first communication terminal and the first communication terminal executes predetermined processing on the commercial website.

[0014] An SNS server according to the present invention is for providing an SNS site, the SNS server being connected with an advertiser server that provides a commercial website for executing a commercial transaction and with a first communication terminal, the SNS server comprising: a user management database configured to store a first user identifier allocated to the first communication terminal in association with a second user identifier allocated to a second communication terminal that connects to the advertiser server; an SNS site control unit configured to cause a display unit provided in the first communication terminal to display content data forming an SNS site by transmitting the content data to the first communication terminal; and a reception unit configured to receive a notification that includes the second user identifier and is transmitted by the advertiser server when the second communication terminal executes predetermined processing on the commercial website provided by the advertiser server, wherein upon the reception unit receiving the notification, the SNS site control unit identifies the first user identifier associated with the second user identifier included in the notification and transmits, as the content data, comment data including user information pertaining to a user of the second communication terminal and link information for the commercial website to the first communication terminal to which is allocated the identified first user identifier.

[0015] A method for Internet advertisement providing according to the present invention is used in an advertisement providing system including an advertiser server that provides a commercial website for executing a commercial transaction, an SNS server that provides an SNS site, a first communication terminal that connects to the SNS server, and a second communication terminal that connects to the advertiser server, the method comprising the steps of: the SNS server storing a first user identifier allocated to the first communication terminal in association with a second user identifier allocated to the second communication terminal; the advertiser server transmitting a notification including the second user identifier to the SNS server when the second communication terminal executes predetermined processing on the commercial website provided by the advertiser server; the SNS server identifying the first user identifier associated with the second user identifier included in the notification upon receipt of the notification; and the SNS server transmitting, as content data forming the SNS site, comment data including user information pertaining to a user of the second communication terminal and link information for the commercial website to the first communication terminal to which is allocated the identified first user identifier, and causing a display unit provided in the first communication terminal to display the comment data.

Advantageous Effect of Invention

[0016] The advertisement providing system with the above structure according to the present invention takes advantage of the comment function of an SNS, and an SNS site control unit automatically creates member comments in order to provide advertisements that attract customers without members/users themselves having to enter advertising copy or the like.

BRIEF DESCRIPTION OF DRAWINGS

[0017] The present invention will be further described below with reference to the accompanying drawings, wherein:

[0018] FIG. **1** is a block diagram illustrating the structure of Embodiment 1 of the present invention;

[0019] FIG. **2** illustrates the content of a user management table according to Embodiment 1 of the present invention;

[0020] FIG. **3** illustrates operations for comment posting according to Embodiment 1 of the present invention;

[0021] FIG. **4** illustrates the content of a comment management table according to Embodiment 1 of the present invention;

[0022] FIG. **5** illustrates operations to display a comment according to Embodiment 1 of the present invention;

[0023] FIG. **6** illustrates an example of displaying a personal page according to Embodiment 1 of the present invention;

[0024] FIG. **7** illustrates an example of a displaying a personal page of a related user according to Embodiment 1 of the present invention;

[0025] FIG. **8** is a flowchart illustrating operations of an advertisement providing system according to Embodiment 1 of the present invention;

[0026] FIG. **9** illustrates the content of a reward applicable process management table according to Embodiment 1 of the present invention;

[0027] FIG. **10** illustrates the content of a performance reward management table according to Embodiment 1 of the present invention;

[0028] FIG. **11** illustrates the content of an advertisement management table according to Embodiment 1 of the present invention;

[0029] FIG. **12** illustrates the content of an updated comment management table according to Embodiment 1 of the present invention;

[0030] FIG. **13** illustrates an example of displaying an updated personal page according to Embodiment 1 of the present invention;

[0031] FIG. **14** illustrates an example of displaying an updated personal page of a related user according to Embodiment 1 of the present invention;

[0032] FIG. **15** is a block diagram illustrating the structure of Embodiment 2 of the present invention;

[0033] FIG. **16** illustrates the content of a performance reward management table according to Embodiment 2 of the present invention;

[0034] FIG. **17** illustrates the content of an advertisement management table according to Embodiment 2 of the present invention;

[0035] FIG. **18** illustrates the content of a participating user management table according to Embodiment 2 of the present invention;

[0036] FIG. **19** is a flowchart illustrating operations of Embodiment 2 of the present invention;

[0037] FIG. **20** illustrates an example of displaying an intermediate page according to Embodiment 2 of the present invention;

[0038] FIG. **21** is a flowchart illustrating operations related to granting additional performance reward according to Embodiment 2 of the present invention;

[0039] FIG. **22** illustrates the content of an updated participating user management table according to Embodiment 2 of the present invention;

[0040] FIG. **23** illustrates the content of an updated comment management table according to Embodiment 2 of the present invention; and

[0041] FIG. **24** is a flowchart illustrating operations of Embodiment 3 of the present invention.

DESCRIPTION OF EMBODIMENTS

[0042] The following describes embodiments of the present invention.

(1) Embodiment 1

(1.1) Overall Structure of Advertisement Providing System

[0043] FIG. **1** is a block diagram illustrating the structure of an advertisement providing system according to Embodiment 1 of the present invention. As illustrated in FIG. **1**, the advertisement providing system in Embodiment 1 of the present invention includes a plurality of communication terminals **100**, an advertiser server **101**, and an SNS server **102**. The advertiser server **101** is operated by the advertiser and provides a commercial website for goods, services, and the like (hereinafter referred to as "goods or the like"). The SNS server **102** provides a website for a social networking service (SNS) (hereinafter referred to as an "SNS site"). The SNS site carries advertisements by the advertiser for the goods or the like. In other words, the SNS site according to the present invention is a website of an advertisement carrier. The advertiser server **101**, the SNS server **102**, and the communication terminals **100** are connected to each other over the Internet **103** by a wired and/or wireless connection.

[0044] The communication terminal **100** is a communication device connected over the Internet to the advertiser server **101** and the SNS server **102** by a wired and/or wireless connection. The communication terminal **100** is preferably a mobile phone, a tablet terminal, a personal computer, or the like. FIG. **1** shows the case of a mobile phone, but this example is not limiting. The communication terminal **100** includes a wireless communication unit, a display, a keyboard, and the like and sends and receives information to and from servers via the wireless communication unit. For example, the communication terminal **100** receives information constituting a website from the server via the wireless communication unit and displays the website on the display. In this way, a website viewer (hereinafter referred to as a "user") using the communication terminal **100** can view websites. Furthermore, the communication terminal **100** is configured for input of characters, symbols, numbers, and the like via the keyboard into registration forms, login screens, and the like on a variety of websites.

(1.2) Structure of Advertiser Server **101**

[0045] Next, the structure of the advertiser server **101** is described.

[0046] The advertiser server **101** includes an advertiser site content database (DB) **104**, an advertiser site control unit **105**, and a transaction processing unit **106**. The advertiser site content database (DB) **104** stores content data for the commercial website operated by the advertiser and data on goods or services for which transactions are executed on the commercial website. Specifically, the advertiser site content database **104** stores content data such as characters, symbols, numbers, images, videos, and the like constituting a webpage displayed on the commercial website.

[0047] The advertiser site control unit **105** controls the content data stored in the advertiser site content database **104** to allow viewing by the user. Specifically, the advertiser site control unit **105** transmits the content data stored in the advertiser site content database **104** to the communication terminal **100** based on a URL transmitted by the communication terminal **100**. The transaction processing unit **106** controls the transaction when a user purchases goods or the like on the commercial website.

[0048] The transaction processing unit **106** retrieves user information (name, address, contact information, credit card number, user identifier (described below) used on the SNS site, and the like) transmitted by the user's communication terminal **100** on a webpage for purchasing goods or the like and executes transaction processing such as sale of goods, software licensing, service provision (monthly member registration), and the like. The goods or the like may be free, in which case the credit card number need not be retrieved. These transactions are preferably executed with a secure communication protocol such as SSL or TSL. When the completed transaction processing corresponds to a predetermined reward applicable process, the transaction processing unit **106** transmits a performance notification to the SNS server **102** via a communication unit (not illustrated) in the advertiser server **101**. The reward applicable process is processing for which points (described below) that can be used on the SNS site are granted when the processing is executed. The performance notification indicates that a predetermined user has executed the reward applicable process. For example, the advertiser server **101** keeps a table storing, in association, an identifier of goods for which advertisements are carried on the SNS site, information indicating transaction processing pertaining to the goods, and an advertisement identifier attached to an advertisement for the goods pertaining to the transaction processing. When the completed transaction processing is stored in this table, the transaction processing unit **106** transmits to the SNS server **102** a performance notification including the advertisement identifier corresponding to the completed transaction processing, the user identifier used on the SNS site, and the time of execution of the transaction processing.

(1.3) Structure of SNS Server **102**

[0049] The SNS server **102** includes an SNS site content database **107**, an SNS site control unit **108**, a user information control unit **109**, a user management database **110**, a user identifier retrieving unit **111**, a performance reward control unit **112**, a timing unit **113**, a comment management database **114**, a reward applicable process management database **115**, a performance reward management database **116**, and an advertisement management database **117**.

[0050] The SNS site content database **107** stores content data for the SNS site. For example, the content data stored in the SNS site content database **107** is data such as characters, symbols, numbers, images, video, and the like constituting webpages included in the SNS site.

[0051] The SNS site control unit **108** controls the SNS site content database **107** and the databases described below so that users can view the SNS site and post and display comments.

[0052] The user information control unit **109** issues a user identifier allocated to each communication terminal **100** and associates user identifiers with each other. The user manage-

ment database **110** stores both the user identifiers issued and those associated with each other by the user information control unit **109**.

[0053] The user information control unit **109** allocates a user identifier to a user viewing the SNS site based on user preference. A user to whom a user identifier has thus been allocated is hereinafter referred to as a "member/user". The user identifier is different for each member/user and is formed by characters, symbols, numbers, and the like identifying the member/user, for example such as "UID001". The user may be allowed to select a desired user identifier, or the username may be used as the user identifier.

[0054] The user information control unit **109** preferably transmits a new user registration form to the communication terminal **100** based on a request from the communication terminal **100**. The new user registration form is configured to allow for input of user information (username, name, e-mail address, and the like) and a password that the user wishes to newly register. Upon receiving the user information and password transmitted by the communication terminal **100**, the user information control unit **109** verifies whether the same e-mail address as the e-mail address included in the received user information is already registered by referring to the user management database **110**. As a result of verification, if the same e-mail address is not registered, the user information control unit **109** stores the received user information and password in the user management database **110**. The user information control unit **109** allocates user identifiers as sequential numbers in the order of storage in the user management database **110**. For example, different identifiers are allocated to users by allocating "UID001" to the first user stored in the user management database **110** and "UID002" to the next user. Note that when a terminal using a plurality of e-mail addresses is used as the communication terminal **100**, a user identifier can be allocated uniquely to the communication terminal **100** by confirming an identifier unique to the terminal in addition to the e-mail address.

[0055] Based on a request from the communication terminal **100**, the user information control unit **109** also associates user identifiers that have been allocated to users with each other. Here, "associates user identifiers . . . with each other" refers to storing a second user identifier in the user management database **110** as user information related to a first user identifier. Upon a request from the user's communication terminal **100** to register a related user, the user information control unit **109** preferably transmits a related user registration form. The related user registration form is configured to allow a first user to input the user identifier of a second user (second user identifier) whom the first user wishes to register as a related user. The first user inputs the second user identifier via the related user registration form, and the input second user identifier is transmitted to the SNS server **102**. The user information control unit **109** retrieves the input second user identifier and associates the second user identifier as user information related to the first user. In this way, a member/user can for example register a friend as a related user. Note that the information that can be input with the related user registration form is not limited to a user identifier and may be a username, e-mail address, or a combination thereof. Furthermore, when storing a second user identifier in the user management database **110** as user information related to a first user identifier, the first user identifier may be stored as user information related to the second user identifier.

[0056] The method of registering related users is not limited to the above method. An alternative example is to allow for the users registered on the SNS site and their user information to be searched and to allow a request to register a related user to be made by accessing, from search results, the page on which the profile of a user is displayed and clicking on a related user request button provided on the page.

[0057] FIG. **2** illustrates the user identifiers, and user information associated therewith, stored in the user management database **110** by the user information control unit **109**. A variety of information is stored in the user management database **110** preferably in the form of a user management table **200**.

[0058] The user identifier is stored in the first column **201** of the user management table **200**, and the user information is stored from the second column onwards. The username is stored in the second column **202**, the password is stored in the third column **203**, each user's name is stored in the fourth column **204**, each user's e-mail address is stored in the fifth column **205**, and any associated user identifiers are stored in the sixth column **206**. The number of points each user has is stored in the seventh column **207**. In the user management table **200** illustrated in FIG. **2**, the username, password, name, e-mail address, associated user identifiers, and points that are stored in association with the user identifier "UID001", for example, are respectively "Takuya", "12bcdeaa", "Takuya Tanaka", "abcd@xxx.ne.jp", "UID002, UID003, UID005", and "430 points". Note that the information stored in the user management table **200** is not limited to the above information. For example, information such as place of birth, age, address, and the like may be stored.

[0059] The "points" referred to here are a privilege that can be exchanged for goods, services, or cash, or that provide a discount when purchasing goods or services. Points are granted by the performance reward control unit **112** when a user registers as a member/user on the SNS site or executes predetermined processing such as purchasing goods or using services on the SNS site. The goods that can be exchanged for points are, for example, music data, image data, game software, and the like.

[0060] The user identifier retrieving unit **111** retrieves the user identifier allocated to a user when the user views the SNS site using the communication terminal **100**. For example, the user identifier retrieving unit **111** retrieves the user's user identifier by causing the user to transmit predetermined information (user identifier, username, e-mail address, or the like, together with a password) to the SNS server **102** by inputting the information, using the communication terminal **100**, into a login form provided on the SNS site.

[0061] The user identifier retrieving unit **111** compares the user identifier and password retrieved from the communication terminal **100** with the user identifier and password stored in the user management database **110**, transmitting the user identifier to the SNS site control unit **108** if the user identifier and password match. The SNS site control unit **108** transmits content data for the user's unique webpage (hereinafter referred to as a "personal page") to the communication terminal **100** based on the user identifier. As a result, the personal page is displayed on the display of the communication terminal **100**.

[0062] The performance reward control unit **112** controls the usable number of points within the SNS site for each user identifier. The performance reward control unit **112** grants a predetermined number of points to a user upon receipt of a

performance notification. Based on control by the SNS site control unit **109**, the timing unit **113** records the time at which each user makes a comment. The timing unit **113** may also record other times, such as the time at which a performance notification is received.

[0063] The comment management database **114** stores comments posted by users. The reward applicable process management database **115** stores information on a user when the user executes reward applicable process. The performance reward management database **116** stores information on points granted by the performance reward control unit **112** when a performance notification is received. The advertisement management database **117** stores a variety of information on advertisements which are carried on the SNS site. The information stored in these databases is described in detail along with the operations below.

(1.4) Operations of Advertisement Providing System

[0064] Next, operations by the advertisement providing system in Embodiment 1 are described with reference to FIGS. **3**, **5**, and **8**. FIG. **3** illustrates operations for comment posting, FIG. **5** illustrates operations for displaying a comment, as FIG. **8** illustrates operations for automatic comment posting executed when reward applicable process is executed. The operations below are described assuming that the user management table **200** illustrated in FIG. **2** has been stored in the user management database **110** of the SNS server **102** in advance by new user registration and related user registration.

(1.4.1) Operations for Posting a Comment

[0065] First, FIG. **3** displays operations when the communication terminal **100** transmits a comment to the SNS server **102** by user input operation. In step S**301**, the communication terminal **100** first transmits text data (hereinafter referred to as "comment text data") including the user identifier and the comment to the SNS server **102** based on the user input operation. Upon the SNS server **102** receiving the data, the SNS site control unit **108** refers to the timing unit **113** to retrieve the time of receipt of the data as the post time (step S**302**). The user identifier is described here as being "UID001", the comment text data as "Great, it's sunny!", and the post time as "3/22 6:30". Next, the SNS site control unit **108** retrieves the username of the user who posted the comment (step S**303**). Specifically, the SNS site control unit **108** refers to the user management database **110** to retrieve the username corresponding to the user identifier. In this case, the SNS site control unit **108** retrieves the username "Takuya" corresponding to "UID001". Finally, in step S**304**, the SNS site control unit **108** stores comment data including the user identifier, username, comment text data, and post time in the comment management database **114**, thus concluding operations for comment posting.

[0066] FIG. **4** illustrates information on comments that the SNS site control unit **108** stores in the comment management database **114**. A variety of information is stored in the comment management database **114** preferably in the form of a comment management table **400**.

[0067] A comment identifier that uniquely identifies a comment is stored in the first column **401** of the comment management table **114**, and the user identifier is stored in the second column **402**. The username is stored in the third column **403**, and the comment text data posted by the user is stored in the fourth column **404**. The post time at which the comment was posted is stored in the fifth column **405**. In this case, the comment that was transmitted as described above is stored in the line for the comment identifier "CID00125".

(1.4.2) Operations for Displaying a Comment

[0068] FIG. **5** illustrates operations by which the SNS site control unit **108** displays a comment on a personal page. First, in step S**501**, on the homepage of the SNS site, the communication terminal **100** transmits a login request to the SNS server **102** based on user input. The following describes the case of the user identifier and password being included in the login request, but instead of the user identifier, the username may be included in the login request.

[0069] Upon the SNS server **102** receiving a login request, the user identifier retrieving unit **111** compares the received user identifier and password with the user management database **110** (step S**502**). As a result of comparison, if the retrieved user identifier and password match a predetermined user identifier and password stored in the user management database **110**, the user identifier retrieving unit **111** transmits the user identifier to the SNS site control unit **108**. The matching user identifier is described here as being "UID001" (i.e. the username "Takuya").

[0070] In the following step S**503**, the SNS site control unit **108** retrieves from the comment management database **114** a plurality of pieces of comment data (username, comment text data, post time, and the like) for comments by the user identifier "UID001" and related users of "UID001" in order, starting from the newest. Based on the content data included in the retrieved comment data, the SNS site control unit **108** builds a personal page for user identifier UID001 and transmits the personal page to the user terminal **100**, thus concluding operations for displaying a comment (step S**504**).

[0071] FIG. **6** illustrates an example of comment data and other content data that is controlled by the SNS site control unit **108**, transmitted to the communication terminal **100**, and displayed as a personal page **600** for "Takuya", the member/user whose user identifier is "UID001". At the top of the personal page **600**, an avatar display region **601** displaying an avatar, photograph, or image of "Takuya", a menu region **602** displaying menu icons for changing settings, a comment input form **603** for inputting and transmitting a comment, and a transmission button **604** are provided. At approximately the middle of the personal page **600**, a comment display region **605** displaying comments posted by the user and related users is provided. Furthermore, at the bottom of the personal page **600**, an advertisement display region **606** displaying advertisements by the advertiser server for goods or the like is provided. The positions for display are not, however, limited to the above positions. For example, the advertisement display region **606** may be provided at the top, the left side, or the right side of the personal page **600**.

[0072] When a member/user clicks on any of the menu icons displayed in the menu region **602**, a webpage corresponding to the menu is displayed. For example, when the profile editing icon is clicked, the user can change a portion or the entirety of the user information that has already been transmitted via the new user registration form and stored in the user management database **110**. Additionally, a variety of setting icons, a comment history icon for displaying past comment history, a related user list icon for displaying a list of related users, and a related user registration icon for registering a related user are illustrated in FIG. **6**. The displayed menu icons are not, however, limited in this way. For example, a

password change icon, a member search icon for searching for other members/users, and the like may be displayed.

[0073] The comment input form **603** and the transmission button **604** allow a member/user to post a comment on a personal page using the communication terminal **100**. A comment is formed by characters, symbols, images, and the like and is a way for a member/user to express an opinion or to explain something. After the user enters a comment into the comment input form **603** and clicks on the transmission button **604**, the comment is transmitted to the SNS server **102**, and via the operations illustrated in FIG. **3**, data for the comment are stored in the comment management database **114**.

[0074] An advertising banner, text advertisement, and the like are displayed in the advertisement display region **606** of FIG. **6**. Link information for connecting to the commercial website provided by the advertiser server and an advertisement identifier are associated with the advertising banner, text advertisement, and the like. Link information is preferably constituted by the advertiser server's address (for example, a URL). The URL of the advertiser server is described here as being http://URL001/. Below, the case in which the link information is the URL of the advertiser server is described, yet the link information may further include link information for connecting to a particular webpage displayed on the commercial website. For example, the link information may include the address of a webpage that introduces particular goods.

[0075] In the comment display region **605** in FIG. **6**, comments **607** and **608** by member/user "Takuya" and avatars **609** and **610** for "Takuya" are displayed. A comment is thus displayed in combination with the member/user's avatar, making it easy to recognize which member/user posted the comment. On the personal page for member/user "Takuya", a comment **611** for "Nami", who is registered as a related user for Takuya, is displayed along with Nami's avatar **612**. These comments **607**, **608**, and **611** are retrieved from the comment management database **114**, respectively have the times 3/22 6:30, 3/21 20:30, and 3/21 18:20, and are displayed in the comment region **605** in order from top to bottom starting with the newest comment. Note that in FIG. **3**, only three comments are shown, yet the total number of comments displayed is not limited to three. Furthermore, the comments may be displayed in order from the oldest comment, or a certain number of past comments may be displayed starting with the most recent comment.

[0076] FIG. **7** illustrates a personal page **700** for member/user "Nami", registered as a related user for "Takuya". A description of portions similar to FIG. **6** is omitted. The avatar for user "Nami" is displayed in an avatar display region **701**, and a comment by member/user "Nami" and comments by "Takuya", who is a related user for "Nami", are displayed in a comment display region **705**. On the personal page for each member/user, comments by that member/user and related users are displayed, which is a useful way for members/users to communicate with each other, as illustrated in FIGS. **6** and **7**.

[0077] Note that while "Takuya" only appears as a related user for "Nami" in the example in FIG. **7**, comments by "Takuya" are also similarly displayed in the comment display region of any other users for whom "Takuya" is registered as a related user.

(1.4.3) Operations for Automatic Comment Posting

[0078] FIG. **8** illustrates operations by the advertisement providing system for automatic comment posting. Automatic comment posting is executed when reward applicable process is executed by the communication terminal **100**. First, in step S**801**, on the homepage of the SNS site, the communication terminal **100** transmits a login request based on user input to the SNS server **102**. The following describes the case of the user identifier and password being included in the login request, but instead of the user identifier, the username may be included in the login request.

[0079] Upon the SNS server **102** receiving a login request, the user identifier retrieving unit **111** compares the received user identifier and password with the user management database **110** (step S**802**). As a result of comparison, if the retrieved user identifier and password match a predetermined user identifier and password stored in the user management database **110**, the user identifier retrieving unit **111** transmits the user identifier to the SNS site control unit **108**. The matching user identifier is described here as being "UID001" (i.e. the username "Takuya"). The SNS site control unit **108** transmits the personal page **600** for the user identifier UID001 to the user terminal **100** (step S**803**).

[0080] Next, in step S**804**, when the member/user "Takuya" clicks on the advertising banner or the like displayed in the advertisement region **317** of the personal page **300**, the communication terminal **100** connects to the advertiser server **101**. In step S**805**, the transaction processing unit **106** executes transaction processing in communication with the communication terminal **100**. Upon completion of the transaction processing, if the transaction processing corresponds to predetermined reward applicable process, the advertiser server **101** transmits a performance notification to the SNS server **102** (step S**806**). The performance notification includes the user identifier of the user of the communication terminal **100** that executed the transaction processing corresponding to the reward applicable process, the advertisement identifier allocated to the advertisement for the goods pertaining to the transaction processing, and the time of execution of the transaction processing. With this performance notification, the SNS server **102** can determine that the communication terminal **100** has executed reward applicable process.

[0081] Upon receiving the performance notification, the performance reward control unit **112** stores information pertaining to the performance notification in the reward applicable process management database **115** in step S**807**. FIG. **9** illustrates a reward applicable process management table **900** stored in the reward applicable process management database **115**. A user identifier is stored in the first column **901** of the reward applicable process management table **900**, and an advertisement identifier is stored in the second column **902**. The user identifier in the first column **901** is the user identifier included in the performance notification, and the advertisement identifier stored in the second column **902** is the advertisement identifier included in the performance notification. Note that the advertisement identifier is an identifier for uniquely identifying an advertisement and is allocated to each advertisement for goods pertaining to transaction processing. The time of execution of the transaction included in the performance notification is stored in the third column **903**, and a status indicating whether points have been granted to the user corresponding to the user identifier is stored in the fourth column **904**. It is assumed here that a performance notification is received for an advertisement pertaining to user identifier "UID001" and advertisement identifier "AID001". Furthermore, the time of execution of the transaction processing is described here as being "3/22 10:00".

[0082] Next, in step S**808**, the performance reward control unit **112** refers to the reward applicable process management database **115** to retrieve a combination of a user identifier and an advertisement identifier for which the reward granting status is "not granted". In this case, the user identifier "UID001" and the advertisement identifier "AID001" are retrieved as the combination for which the reward granting status is "not granted".

[0083] In the following step S**809**, the performance reward control unit **112** refers to the performance reward management database **116** to retrieve the number of points for the advertisement identifier "AID001" for which the reward granting status was "not granted". FIG. **10** illustrates a performance reward management table **1000** stored in the performance reward management database **116**. An advertisement identifier is stored in the first column **1001** of the performance reward management table **1000**, and the number of points is stored in the second column **1002**. In this case, the performance reward control unit **112** retrieves 500 points as the number of points for the advertisement identifier "AID001".

[0084] Next, in step S**810**, the performance reward control unit **112** grants points to the user. Specifically, the performance reward control unit **112** adds the number of points retrieved in step S**809** to the points held by the user identifier "UID001" retrieved in step S**808**. In other words, 500 points are added to the points of the user identifier "UID001" stored in the user management database **110**. As a result, the number of points held by the user "Takuya" becomes 930.

[0085] Next, the SNS site control unit **108** refers to the advertisement management database **117** to retrieve information pertaining to the advertisement identifier "AID001" (step S**811**). FIG. **11** illustrates an advertisement management table **1100** stored in the advertisement management database **117**. The advertisement management table **1100** stores, in association, an advertisement identifier, link information for connecting to the commercial website provided by the advertiser server, and comment text data made up of a predetermined character sequence. In Embodiment 1, the advertisement identifier is stored in the first column **1101** and the URL of the advertiser's site is stored as the link information in the second column **1102** of the advertisement management table **1100**. The comment text data is stored in the third column **1103**. The comment text data includes at least link information for connecting to the commercial website provided by the advertiser server. The comment text data may further' include the number of points corresponding to the associated advertisement identifier. In other words, in step S**811**, the SNS site control unit **108** retrieves at least the comment text data corresponding to the advertisement identifier retrieved in step S**808** and proceeds to step S**813**. Note that the information stored in the advertisement management database **117** is not limited to the above information and may include the advertiser's name, advertised goods, term of validity of the advertisement, and the like, and the SNS site control unit **108** may retrieve these pieces of information in addition to the comment text data.

[0086] The SNS site control unit **108** terminates processing when the advertisement identifier retrieved in step S**808** does not exist in the advertisement management database **117** (step S**812**). In this case, since the advertisement identifier "AID001" is stored in the advertisement management database **117**, processing proceeds to step S**813**.

[0087] In the following step S**813**, the SNS site control unit **108** refers to the user management database **110** to retrieve the username corresponding to the user identifier retrieved in step S**808** and refers to the timing unit **113** to retrieve the current time "3/22 10:10" as the post time. In step S**814**, the SNS site control unit **108** stores automatic comment data in the comment management database **114**. The automatic comment data includes the user identifier retrieved in step S**808**, the username and post time retrieved in step S**813**, and the comment text data retrieved in step S**811**. FIG. **12** illustrates a comment management table **1200** in which comments have been stored by the SNS site control unit **108**. As illustrated in FIG. **12**, "Takuya: I got 500 points during a campaign! Get some points with me ♪ http://URL001/" is stored in the comment management database **114** as a comment for user identifier "UID001". The comment is stored in this way by the SNS site control unit **108** when a performance notification is received from the advertiser server **101**, and therefore users need not manually post comments by filling out the comment input form **603** provided on the personal page and pressing the transmission button **604**. Accordingly, to users it appears that this comment has been posted and displayed automatically in the comment display region of the personal page for user identifier "UID001" and of the personal page of related users.

[0088] FIGS. **13** and **14** illustrate examples of a comment created in this way being displayed on personal pages. FIG. **13** illustrates a personal page **1300** for "Takuya". A comment **1307** stored in the comment management database **114** is displayed along with an avatar **1308** for Takuya in a comment display region **1305** of the personal page **1300**. The created comment is newer than comment **1309** and therefore is displayed closer to the top of the comment display region **1310** than the comment **1309**.

[0089] FIG. **14** illustrates a personal page **1400** for "Nami", a related user for Takuya. A created comment **1407** is displayed along with an avatar **1408** for Takuya in a comment display region **1405** of the personal page **1400**. The created comment is newer than comment **1409** and therefore is displayed closer to the top of the comment display region **1405** than the comment **1409**. When "Nami" views this comment, she can see the link information for the advertiser server **101** to which "Takuya" connected and learn that he retrieved 500 points. Furthermore, since the comment is displayed in the comment display region **605** at approximately the center of the personal page, the link information for the advertiser server **101** will not be overlooked.

(1.5) Effects of Advertisement Providing System of Embodiment 1

[0090] According to the advertisement providing system of Embodiment 1, when a certain member/user of the SNS executes transaction processing corresponding to reward applicable process on a commercial website provided by the advertiser server, a comment including link information to the advertiser server is created, without needing to be posted by hand, and is displayed on the personal page of any user registered as a related user of the certain member/user. Therefore, it is possible easily to provide advertisements that attract customers without members/users having to enter advertising copy and the like themselves.

[0091] In greater detail, when a performance notification is received from the advertiser server **101**, link information for connecting to the commercial website provided by the adver-

tiser server is included in the comment text data that the SNS site control unit **108** stores in the comment management database **114**. For example, "http://URL001" within a comment is link information for connecting to the advertiser server **101** and can be clicked by the user via the communication terminal **100**. Accordingly, since a related user viewing the comment on the personal page can easily retrieve the link information for connecting to the commercial website, the comment fulfills its role as an advertisement.

[0092] Furthermore, also including information on points that a member/user can earn by executing transaction processing corresponding to reward applicable process (such as information displaying the number of points, e.g. "500 points") creates an incentive for members/users to visit the advertiser's site using the link information and execute transaction processing. The advertisement in the comment can thus be afforded with an even better ability to attract customers. Moreover, since the comment is displayed as a comment by "Takuya", who is a related user, other users can recognize that a related user is using the advertiser's site, which lowers their psychological barrier against executing transaction processing on the advertiser's site. Accordingly, the advertising effect of the comment can be increased to the same level as a word-of-mouth advertising effect.

[0093] When "Nami", who is a related user, clicks on the link information in an automatic comment **1407** displayed on the personal page **1400**, Nami's communication terminal **100** is connected to the advertiser server **101** (step S**804**), and subsequent steps S**805** to S**813** are executed in the same way. At this point, the performance reward control unit **112** may grant predetermined reward to "Takuya", who is the member/user corresponding to the automatic comment in FIG. **14** that served as the opportunity for Nami's communication terminal **100** to connect to the advertiser server **101**. Thus granting reward to the member/user corresponding to the automatic comment when a related user connects to the advertiser server **101** can further increase the incentive for members/users to connect to the advertiser server, thereby allowing for more effective provision of advertisements.

(1.6) Modifications

[0094] While a method has been described in which receipt of a performance notification from the advertiser server **101** serves as the opportunity for automatic comment posting, this example is not limiting. For example, in Embodiment 1, transaction processing on a commercial website is described as reward applicable process, yet simply connecting to the advertiser server **101** may be reward applicable process. In this case, the following structure may be adopted. First, when the terminal device **100** connects to the advertiser server **101** by clicking on an advertising banner or the like (step S**804**), the performance reward control unit **112** retrieves the advertisement identifier associated with the advertising banner. The performance reward control unit **112** may store the advertisement identifier in the reward applicable process management database **115**.

[0095] Furthermore, a performance notification received from the server of an advertisement service provider (ASP server) other than the advertiser server **101** may be treated as an opportunity for automatic comment posting. In the case of an intermediary ASP server, the communication terminal **100** first connects to the ASP server when the advertising banner is clicked, and a session ID is provided on the ASP server. The session ID is used for tracking. Subsequently, the communication terminal **100** connects (redirects) to the advertiser server **101**. The performance notification from the advertiser server **101** is transmitted to the ASP server along with the session ID. Upon receiving the performance notification and the session ID, the ASP server identifies the user from the session ID and grants points to the identified user.

[0096] An example of displaying an avatar along with the comments in the comment display regions **1305**, **1405**, and the like has been illustrated, yet this example is not limiting. Alternatively, comments may be displayed alone.

[0097] Within the comments, "Takuya" is one piece of user information pertaining to the user identifier of the user who posted the comment. Other examples include the user's name or the like. Furthermore, the "500 points" in the comment represents the number of points granted for a connection request to the advertiser server and may be a different number.

[0098] While the granting of points has been described above, this example is not limiting. The granting of goods, services, or cash may be stored in the user management database **100**. Image data or the like for decorating an avatar has exchange value on the SNS site, and alternatively the granting of such image data may be stored in the user management database **100**.

[0099] Note that connection to the advertiser server in step S**804** is executed by clicking on the advertising banner on the personal page of user "Takuya", yet connection is not limited in this way. Connection to the advertiser server may be executed by clicking on an advertising banner located on any page on the SNS site.

[0100] Furthermore, while the case of link information being included in advance in the comment text data has been described, the link information is not limited in this way. For example, the following structure may be adopted. First, comment text data that does not include link information is stored in the advertisement management table **1100**. The SNS site control unit **108** retrieves both the comment text data and link information from the advertisement management table **1100** and amends the retrieved comment text data to add the link information. The SNS site control unit **108** then stores the amended comment text data in the comment management database **114**.

(2) Embodiment 2

(2.1) Structure of SNS Server **1502**

[0101] The following describes Embodiment 2 of the present invention. FIG. **15** is a block diagram illustrating the structure of Embodiment 2 of the present invention. Structures that are the same as in Embodiment 1 are provided below with the same labels, and a description thereof is omitted. In the advertisement providing system according to Embodiment 2, the SNS server **1502** includes a participating user management database **1501**. Furthermore, in Embodiment 2, the advertising banner, text advertisement, and the like do not have associated therewith link information for connecting to the commercial website provided by the advertiser server, but rather link information for connecting to an intermediate page, described below. Also, the user is made to decide whether to execute automatic comment posting. In Embodiment 2, two types of points are provided: regular points and additional points. When predetermined conditions are satisfied, the additional points are also granted to a user. In Embodiment 2, two types of comment text data are also

provided, and different wording is used for the automatic comment posting before and after predetermined conditions are satisfied.

[0102] The participating user management database **1501** stores the user identifier included in the performance notification and is used to manage, for each user identifier, whether automatic comment posting is to be executed for a predetermined advertisement identifier.

[0103] FIG. **16** illustrates a performance reward management table **1600** stored in the performance reward management database **801** of Embodiment 2. An advertisement identifier is stored in the first column **1601** of the performance reward management table **1600**, the number of regular points is stored in the second column **1602**, and the number of additional points is stored in the third column **1603**. The number of points in Embodiment 2 is modified depending on the number of users of the communication terminal **100** who have executed transaction processing corresponding to reward applicable process (hereinafter referred to as the "number of participating users"). Specifically, when the number of participating users who participate in reward applicable process such as member registration on the advertiser's site reaches a certain number, each of the participating users is granted additional points in addition to the regular points. The performance reward management table **1600** is stored in advance at the time of system operation.

[0104] FIG. **17** illustrates an advertisement management table **1700** stored in the advertisement management database **117** of Embodiment 2. The advertisement management table **1700** stores, in association, an advertisement identifier, link information for connecting to the commercial website provided by the advertiser server, a starting period and an ending period, a prescribed number of participating users and a current number of participating users, and pre-satisfaction comment text data and post-satisfaction comment text data each made up of a predetermined character sequence. In Embodiment 2, the advertisement identifier is stored in the first column **1701** and the URL of the advertiser site is stored as the link information in the second column **1702** of the advertisement management table **1700**. The starting period is stored in the third column **1703**, and the ending period is stored in the fourth column **1704**. The time periods designated by the starting period and the ending period are time period conditions for granting the regular points and the additional points. The number of participating users prescribed as a condition for granting the additional points (hereinafter referred to as "prescribed number of participating users") is stored in the fifth column **1705**, and the current number of participating users, which indicates the number of participating users at the current point in time, is stored in the sixth column **1706**. The pre-satisfaction comment text data is stored in the seventh column **1707**, and the post-satisfaction comment text data is stored in the eighth column **1708**. The pre-satisfaction comment text data is used for automatic comment posting before conditions for granting the additional points are satisfied (pre-satisfaction), whereas the post-satisfaction comment text data is used for automatic comment posting after conditions for granting the additional points have been satisfied (post-satisfaction).

[0105] FIG. **18** illustrates a participating user management table **1800** stored in the participating user management database **1501**. An advertisement identifier is stored in the first column **1801** of the participating user management table **1800**, and the user identifier included in a performance notification is stored in the second column **1802**. Information indicating whether to allow execution of automatic comment posting by the SNS site control unit **108** is stored in the third column **1803**. In the table, "accept" indicates acceptance of automatic comment posting, and "reject" indicates rejection of automatic comment posting. The granting status of additional points is stored in the fourth column **1804**.

(2.2) Operations of Advertisement Providing System

[0106] Next, operations by the advertisement providing system in Embodiment 2 are described with reference to FIGS. **19** and **21**.

(2.2.1) Operations by Advertisement Providing System for Granting of Regular Points and Automatic Comment Posting

[0107] FIG. **19** illustrates operations for granting points by the advertisement providing system in Embodiment 2. Operations in FIG. **19** that are the same as in Embodiment 1 are provided with the same labels, and a description thereof is omitted.

[0108] In step **S1904**, the communication terminal **100** transmits a connection request to an intermediate page by a member/user clicking on an advertising banner or the like. At this point, the advertisement identifier for the advertising banner is also transmitted. Upon receiving the connection request, the SNS server **1502** transmits intermediate page data to the communication terminal **100** to ask the member/user whether to execute automatic comment posting (step **S1905**). The intermediate page is so named since it is displayed between a predetermined webpage on the SNS site on which an advertising banner, text advertisement, or the like is displayed and a predetermined webpage on the commercial website provided by the advertiser server **101**.

[0109] In step **S1906**, the intermediate page is displayed on the display of the communication terminal **100**. FIG. **20** illustrates an example of the displayed intermediate page. An intermediate page **2000** is provided at least with a checkbox region **2001** and a movement button **2002** to the advertiser server **101**. Link information to the advertiser server **101** is associated with the movement button **2002**, which upon being clicked causes the communication terminal **100** to connect to the advertiser server **101**. A checkbox for whether or not to accept automatic comment posting is provided in the checkbox region **2001**. Based on the advertisement identifier, conditions for granting points pertaining to the advertisement are also displayed. Checking the "accept" checkbox so as to enter a checkmark indicates the intention to accept automatic comment posting, whereas checking the "do not accept" checkbox so as to enter a checkmark indicates the intention to reject automatic comment posting. In the intermediate page **2000** illustrated in FIG. **20**, the checkbox to "accept" automatic comment posting has been clicked and is in a selected state. Note that the intermediate page may also have only an "accept" checkbox provided thereon.

[0110] Subsequently, in step **S1907**, when the member/user clicks on the movement button **2002** using the communication terminal **100**, the communication terminal **100** transmits the advertisement identifier, the user identifier, and the information on acceptance or rejection of automatic comment posting to the SNS server **1502**. Next, in step **S1908**, the performance reward control unit **112** stores the advertisement identifier, the user identifier, the acceptance or rejection of automatic comment posting, and the granting status of addi-

tional points in the participating user management database **1501**. In this example, "AID001, "UID001", and "accept" are respectively stored as the advertisement identifier, the user identifier, and the acceptance or rejection of comment posting. Since additional points have not yet been granted at this time, a status of "not granted" is stored. Note that if the acceptance or rejection of comment posting in step **S1907** is "do not accept", then "reject" is stored in the column for the acceptance or rejection of comment posting. Next, the communication terminal **100** connects to the advertiser server **101** (step **S1909**). After connection to the advertiser server **101**, transaction processing is executed in step **S1910**, and in step **S1911** a performance notification is transmitted to the SNS server **1502** either directly from the advertiser server or via a non-illustrated ASP server.

[0111] Upon receiving the performance notification, the performance reward control unit **112** stores information pertaining to the performance notification in the reward applicable process management database **115** in step **S1912**. Below, the performance notification is described as including a time "t1" as the time of execution of the transaction processing.

[0112] Next, in step **S1913**, the performance reward control unit **112** refers to the reward applicable process management database **115** to retrieve a combination of a user identifier and an advertisement identifier for which the reward granting status is "not granted". In this case, the user identifier "UID001" and the advertisement identifier "AID001" are retrieved as the combination for which the reward granting status is "not granted".

[0113] In the following step **S1914**, the performance reward control unit **112** refers to the performance reward management database **116** to retrieve the number of regular points for the advertisement identifier "AID001" for which the reward granting status was "not granted". In this case, the performance reward control unit **112** retrieves 500 points as the number of points for the advertisement identifier "AID001".

[0114] Next, in step **S1915**, the performance reward control unit **112** grants points to the user. Specifically, the performance reward control unit **112** adds the number of points retrieved in step **S1914** to the points held by the user identifier "UID001" for which the performance notification was received. In other words, 500 points are added to the points of the user identifier "UID001" stored in the user management database **110**. As a result, the number of points held by the user "Takuya" becomes 930.

[0115] Next, the SNS site control unit **108** refers to the advertisement management database **117** to retrieve information pertaining to the advertisement identifier "AID001" (step **S1916**). At this point, the SNS site control unit **108** retrieves the starting period and the ending period corresponding to the advertisement identifier retrieved in step **S1913** and proceeds to step **S1918**.

[0116] The SNS site control unit **108** terminates processing when the advertisement identifier retrieved in step **S1913** does not exist in the advertisement management database **117** (step **S1916**). In this case, since the advertisement identifier "AID001" is stored in the advertisement management database **117**, processing proceeds to step **S1917**.

[0117] In the following step **S1918**, the SNS site control unit **108** refers to the reward applicable process management database **115** to retrieve the time of execution of the transaction processing. In this case, time "t1" is retrieved. Next, the SNS site control unit **108** compares the retrieved time of execution "t1" with the starting period and the ending period among the information pertaining to the advertisement identifier "AID001" retrieved in step **S1915** (step **S1919**). Processing proceeds to step **S1920** if "t1" is between the starting period and the ending period, whereas processing terminates if "t1" is earlier than the starting period or later than the ending period. "t1" is described here as being between the starting period and the ending period.

[0118] Next, in step **S1920**, the SNS site control unit **108** updates the information in the advertisement management database **115** and retrieves comment text data. Specifically, the SNS site control unit **108** updates the advertisement management table **1700** in the advertisement management database **115** by adding one to the current number of participating users in the table. In other words, in this example the current number of participating users for the advertisement identifier "AID001" is updated from 423 to 424. Furthermore, the SNS site control unit **108** compares the updated current number of participating users with the prescribed number of participating users. Upon comparison, if the current number of participating users is less than the prescribed number of participating users, the SNS site control unit **108** retrieves the pre-satisfaction comment text data in the seventh column **1707**. At this point, the pre-satisfaction comment text data is retrieved by replacing the portion "(prescribed number of participating users—current number of participating users)" therein with the value resulting after subtracting the current number of participating users from the prescribed number of participating users. If the current number of participating users is equal to or greater than the prescribed number of participating users, the SNS site control unit **108** retrieves the post-satisfaction comment text data in the eighth column **1708**. In this example, since the current number of participating users is 424, which is less than the prescribed number of participating users, i.e. 500, the following comment text data in the seventh column **1707** is retrieved: "I got 500 points during a campaign! More points after 76 more people register! Campaign lasts until 5/10, 22:00! Get some points with me http://URL001/".

[0119] Next, in step **S1921**, based on the information on acceptance or rejection of automatic comment posting stored in the participating user management database **1501** in step **S1908**, the SNS site control unit **108** proceeds to step **S1922** when automatic comment posting has been accepted. Conversely, processing terminates when automatic comment posting has been rejected. Next, in step **S1922**, the SNS site control unit **108** refers to the user management database **110** to retrieve the username corresponding to the user identifier and refers to the timing unit **113** to retrieve the current time as the post time. Finally, in step **S1923**, the SNS site control unit **108** stores automatic comment data including the user identifier, the username, the post time, and the comment text data retrieved in step **S1919** in the comment management database **114**. By storing the automatic comment data that includes the comment text data in the comment management database, "I got 500 points during a campaign! 300 more points after 76 more people register! Campaign lasts until 5/10, 22:00! Get some points with me http://URL001" is displayed on the personal page of the user "Takuya" and of his related users.

(2.2.2) Operations for Granting of Additional Points

[0120] Next, FIG. **21** illustrates operations for granting additional points by the advertisement providing system in

Embodiment 2. These operations are executed for all advertisement identifiers. Below, an example of operations for the advertisement identifier "AID001" is described, yet operations are executed similarly for other advertisement identifiers as well. Furthermore, the operations are periodically repeated by the SNS server **1502**.

[0121] First, in step S**2101**, the performance reward control unit **112** retrieves information on the advertisement identifier "AID001" stored in the advertisement management database **117**. Specifically, in the subsequent step S**2102**, based on the retrieved information, the performance reward control unit **112** compares the current number of participating users and the prescribed number of participating users for the advertisement corresponding to each advertisement identifier to determine whether the current number of participating users is equal to or greater than the prescribed number of participating users. Upon comparison, if the current number of participating users is equal to or greater than the prescribed number of participating users, processing proceeds to step S**2103**. If the current number of participating users is less than the prescribed number of participating users, processing returns to step S**2101**, and similar processing is executed for another advertisement identifier.

[0122] Next, in step S**2103**, the performance reward control unit **112** refers to the participating user management database **1501** to retrieve the granting status of additional points for the advertisement identifier "AID001". In the following step S**2104**, the performance reward control unit **112** determines whether a user to whom additional points have not been granted exists, and if so, processing proceeds to step S**2105**. Conversely, when no user to whom additional points have not been granted exists, processing returns to step S**2101**, and similar processing is executed for another advertisement identifier. Based on the participating user management table **1800** in the participating user management database **1501**, additional points have not been granted for AID001 to users "UID001" and "UID002", and therefore processing proceeds to step S**2105**.

[0123] In the following step S**2105**, the performance reward control unit **112** refers to the performance reward management database **116** to retrieve the number of additional points for the advertisement identifier "AID001" for which the reward granting status was "not granted". Based on the third column **1603** in the performance reward management table **1600**, the performance reward control unit **112** retrieves 300 points as the number of additional points for the advertisement identifier "AID001".

[0124] Next, in step S**2106**, the performance reward control unit **112** grants the additional points to users. Specifically, the performance reward control unit **112** adds the number of additional points retrieved in step S**2105** to the points held by the user identifiers "UID001" and "UID002" for which the performance notification was received. In other words, 300 points are added as additional points to the points of both user identifiers "UID001" and "UID002" stored in the user management database **110**.

[0125] Next, in step S**2107**, the performance reward control unit **112** updates the reward granting status in the participating user management database **1501** to "granted" for the user identifiers to which additional points were granted. FIG. **22** illustrates an updated participating user management table **2200**. As illustrated in FIG. **22**, the additional reward granting status in the fourth column **2204** is updated.

[0126] Once step S**2107** is complete, processing returns to step S**2101**, and similar processing is subsequently repeated periodically for each advertisement identifier.

(2.3) Effects of Advertisement Providing System of Embodiment 2

[0127] In this way, in the advertisement providing system of Embodiment 2, the difference between the prescribed number of participating users and the current number of participating users, i.e. the remaining number of people until reaching the prescribed number of participating users, is listed in a comment. The number of additional points when the current number of participating users reaches the prescribed number of participating users is also listed in the comment. Therefore, in addition to a similar effect to word-of-mouth, users can quantitatively grasp the degree of interest of other users in the advertiser's site and can earn additional points when certain conditions are satisfied, thereby even further heightening the ability to attract customers.

[0128] On the other hand, when automatic comment posting has been rejected based on the information stored in the participating user management database **1501**, processing terminates without a comment being displayed.

[0129] Since users are thus asked whether to accept execution of automatic comment posting, users who do not wish to display information regarding their transactions can reject automatic comment posting, which is useful when users wish to guard their privacy.

[0130] In Embodiment 2 above, an advertisement identifier, a number of regular points, and a number of additional points are stored in association in the performance reward management table **1600**, as illustrated in FIG. **16**, but this example is not limiting. For example, a first advertisement identifier for regular points and a second advertisement identifier for additional points may be allocated for one advertisement, with only one type of points being associated with one advertisement identifier in the performance reward management table **1600**. As the number of points to be granted, the performance reward control unit **112** may then retrieve the number of points associated with the first advertisement identifier when granting regular points and retrieve the number of points associated with the second advertisement identifier when granting additional points.

(3) Embodiment 3

(3.1) Structure of Advertisement Providing System of Embodiment 3

[0131] The following describes Embodiment 3 of the present invention. Embodiment 3 describes the case in which the communication terminal **100** connects to the advertiser server **101** without going through the SNS server **102** and executes transaction processing corresponding to reward applicable process on the commercial website provided by the advertiser server **101**. Specifically, in the advertisement providing system of Embodiment 3, the commercial website is configured by a webpage for purchasing goods or the like in which link information to the SNS server **1502** is included. The remaining structure is the same as Embodiment 1 of the present invention, and therefore a description thereof is omitted.

(3.2) Operations of Advertisement Providing System of Embodiment 3

[0132] Operations by the advertisement providing system in Embodiment 3 are described with reference to FIG. **24**. In step S**2401**, the communication terminal **100** connects to the advertiser server **101** based on input by the member/user and displays a predetermined webpage for purchasing goods or the like. Next, the transaction processing unit **106** of the advertiser server **101** executes transaction processing with the communication terminal **100** (step S**2402**). Upon completion of the transaction processing, the advertiser server **101** transmits a login confirmation page to the communication terminal (step S**2403**). The login confirmation page is, for example, provided with a login information input region for inputting login information necessary to log into the SNS site (user identifier, username, e-mail address, or the like, together with a password), a checkbox region for the user to select whether to accept automatic comment posting, and a movement button with which link information to the SNS server **102** is associated. In this example, the advertiser server **101** is an advertiser server pertaining to an advertisement identified by the advertisement identifier "AID001".

[0133] Subsequently, in step S**2404**, the communication terminal **100** connects to the SNS server **102** based on the user clicking the movement button, and in the following step S**2405**, based on the user management database **110**, the SNS site control unit **108** retrieves the user identifier of the communication terminal **100** that connected to the SNS server **102**. In this example, the user of the connecting communication terminal **100** is the member/user "Takuya".

[0134] If the input login information (user identifier, username, e-mail address, or the like, together with a password) is correct, processing proceeds to step S**807**. Processing from step S**807** onwards is the same as in steps S**807** through S**814** in Embodiment 1.

(3.3) Effects of Advertisement Providing System of Embodiment 3

[0135] Link information to the SNS server **102** is thus placed on the webpage for purchasing goods or the like provided by the advertiser server, and the SNS site control unit **108** of the SNS server **102** executes automatic comment posting upon connection to the SNS server **102** using this link information. As a result, even if a member/user executes transaction processing when visiting the advertiser server **101** directly, without going through the SNS server **102**, the SNS server **102** can execute automatic content posting. Users other than a user who executes the transaction processing by utilizing link information to the advertiser server **102** provided in the SNS site can therefore be targeted for automatic comment posting, thereby increasing the number of automatically posted comments and further heightening the advertising effect of the advertisements.

[0136] The present invention has been described based on the drawings and on examples, yet it should be noted that a person of skill in the art could easily make a variety of modifications and adjustments based on the present disclosure. Accordingly, these modifications and adjustments are to be understood as included in the scope of the present invention. For example, the functions and the like included in the various members, units, and steps may be reordered in any logically consistent way. Furthermore, units, steps, and the like may be combined into one or divided.

REFERENCE SIGNS LIST

[0137] **100**: Communication terminal
[0138] **101**: Advertiser server
[0139] **102**: SNS server
[0140] **103**: Internet
[0141] **104**: Advertiser site content database
[0142] **105**: Advertiser site control unit
[0143] **106**: Transaction processing unit
[0144] **107**: SNS site content database
[0145] **108**: SNS site control unit
[0146] **109**: User information control unit
[0147] **110**: User management database
[0148] **111**: User identifier retrieving unit
[0149] **112**: Performance reward control unit
[0150] **113**: Timing unit
[0151] **114**: Comment management database
[0152] **115**: Reward applicable process management database
[0153] **116**: Performance reward management database
[0154] **117**: Advertisement management database
[0155] **200**: User management table
[0156] **201-207**: First to seventh columns
[0157] **400**: Comment management table
[0158] **401-405**: First to fifth columns
[0159] **600**, **700**, **1300**, **1400**: Personal page
[0160] **601**, **701**, **1301**, **1401**: Avatar display region
[0161] **602**, **702**, **1302**, **1402**: Menu region
[0162] **603**, **703**, **1303**, **1403**: Comment input form
[0163] **604**, **704**, **1304**, **1404**: Transmission button
[0164] **605**, **705**, **1305**, **1405**: Comment display region
[0165] **606**, **706**, **1306**, **1406**: Advertisement display region
[0166] **607**, **708**, **1311**, **1307**, **1309**, **1407**: Comment
[0167] **609**, **710**, **1312**, **1308**, **1310**, **1408**: Avatar
[0168] **900**: Performance targeted processing management table
[0169] **901-904**: First to fourth columns
[0170] **1000**: Performance reward management table
[0171] **1001-1002**: First and second columns
[0172] **1100**: Advertisement management table
[0173] **1101-1103**: First to third columns
[0174] **1200**: Comment management table
[0175] **1501**: Participating user management database
[0176] **1600**: Performance reward management table
[0177] **1601-1603**: First to third columns
[0178] **1700**: Advertisement management table
[0179] **1701-1708**: First to eighth columns
[0180] **1800**: Participating user management table
[0181] **1801-1804**: First to fourth columns
[0182] **2000**: Intermediate page
[0183] **2001**: Checkbox region
[0184] **2002**: Link information
[0185] **2200**: Participating user management table
[0186] **2300**: Comment management table

1. An advertisement providing system comprising:
an advertiser server configured to provide a commercial website for executing a commercial transaction;
an SNS server configured to provide an SNS site;
a first communication terminal configured to connect to the SNS server; and
a second communication terminal configured to connect to the advertiser server;

the SNS server comprising:

a user management database configured to store a first user identifier allocated to the first communication terminal in association with a second user identifier allocated to the second communication terminal; and

an SNS site control unit configured to cause a display unit provided in the first communication terminal to display content data forming the SNS site by transmitting the content data to the first communication terminal; wherein

the advertiser server transmits a notification including the second user identifier to the SNS server when the second communication terminal executes predetermined processing on the commercial website provided by the advertiser server, and

upon receiving the notification, the SNS site control unit identifies the first user identifier associated with the second user identifier included in the notification and transmits, as the content data, comment data including user information pertaining to a user of the second communication terminal and link information for the commercial website to the first communication terminal to which is allocated the identified first user identifier.

2. The advertisement providing system according to claim **1**, wherein

the SNS control unit

transmits an inquiry to the second communication terminal as to whether permission for transmitting the comment data to the first communication terminal is granted, and

transmits the comment data to the first communication terminal as the content data upon receiving the notification when, as a result of the inquiry, permission for transmitting the comment data to the first communication terminal is granted.

3. The advertisement providing system according to claim **2**, wherein

the SNS server further comprises a performance reward control unit configured to control performance reward usable on the SNS site,

the user management database stores the second user identifier in association with the performance reward granted to the second user identifier, and

the performance reward control unit

adds a first performance reward to the performance reward granted to the second user identifier when the notification is received, and

adds a second performance reward to the performance reward granted to the second user identifier when a predetermined condition is satisfied.

4. The advertisement providing system according to claim **3**, wherein

at least one of the first performance reward and the second performance reward is further included in the comment data.

5. The advertisement providing system according to claim **3**, wherein

the predetermined condition is that a total number of communication terminals executing the predetermined processing on the commercial website reaches a predetermined number.

6. The advertisement providing system according to claim **3**, wherein

the predetermined condition is that the first communication terminal connects to the commercial website based on the link information included in the comment data transmitted to the first communication terminal and the first communication terminal executes predetermined processing on the commercial website.

7. An SNS server for providing an SNS site, the SNS server being connected with an advertiser server that provides a commercial website for executing a commercial transaction and with a first communication terminal, the SNS server comprising:

a user management database configured to store a first user identifier allocated to the first communication terminal in association with a second user identifier allocated to a second communication terminal that connects to the advertiser server;

an SNS site control unit configured to cause a display unit provided in the first communication terminal to display content data forming an SNS site by transmitting the content data to the first communication terminal; and

a reception unit configured to receive a notification that includes the second user identifier and is transmitted by the advertiser server when the second communication terminal executes predetermined processing on the commercial website provided by the advertiser server, wherein

upon the reception unit receiving the notification, the SNS site control unit identifies the first user identifier associated with the second user identifier included in the notification and transmits, as the content data, comment data including user information pertaining to a user of the second communication terminal and link information for the commercial website to the first communication terminal to which is allocated the identified first user identifier.

8. A method for advertisement providing in an advertisement providing system including an advertiser server that provides a commercial website for executing a commercial transaction, an SNS server that provides an SNS site, a first communication terminal that connects to the SNS server, and a second communication terminal that connects to the advertiser server, the method comprising the steps of:

the SNS server storing a first user identifier allocated to the first communication terminal in association with a second user identifier allocated to the second communication terminal;

the advertiser server transmitting a notification including the second user identifier to the SNS server when the second communication terminal executes predetermined processing on the commercial website provided by the advertiser server;

the SNS server identifying the first user identifier associated with the second user identifier included in the notification upon receipt of the notification; and

the SNS server transmitting, as content data forming the SNS site, comment data including user information pertaining to a user of the second communication terminal and link information for the commercial website to the first communication terminal to which is allocated the identified first user identifier, and causing a display unit provided in the first communication terminal to display the comment data.

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