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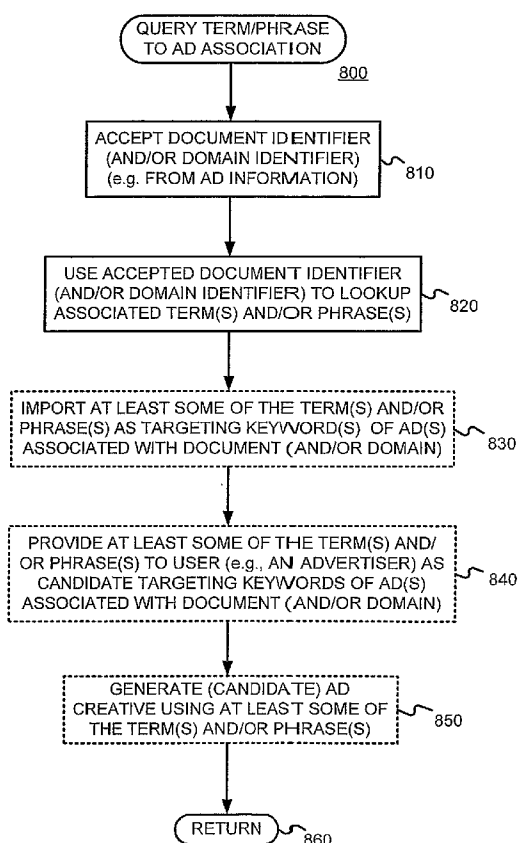
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[Continued on next page]

(54) Title: DETERMINING AD TARGETING INFORMATION AND/OR AD CREATIVE INFORMATION USING PAST SEARCH QUERIES



(57) Abstract: Ad information, such as ad targeting keywords and/or ad creative content for example, may be determined using aggregated selected document-to-query information associations. For example, popular terms and/or phrases also associated with a selected document may be used as ad targeting keywords and/or ad creative content for an ad having the document as a landing page. Query information may be tracked on a per document level, a per domain level, etc. The determined ad information may be used to automatically populate an ad record, or may be provided to an advertiser as suggested or recommended ad information.



Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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International application No.

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| A. CLASSIFICATION OF SUBJECT MATTER IPC: G06Q 30/00(2006.01),G06F 7/00 USPC: 705/14,707/3,4 According to International Patent Classification (IPC) or to both national classification and IPC | | |
|--|---|--|
| B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) U.S. : 705/14; 707/3, 4 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) | | |
| C. DOCUMENTS CONSIDERED TO BE RELEVANT | | |
| Category * | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
| X | US 6,421,675 B1 (RYAN et al.) 16 July 2002, whole document | 1-72 |
| Y | US 6,282,567 B1 (FINCH, II et al.) 28 August 2001, whole document. | 1-72 |
| X,E | US 6,907,566 B1 (MCELFRESH et al.) 14 June 2005, whole document. | 1-72 |
| Y, E | US 7,007,014 B2 (LIU et al.) 28 February 2006, whole document | 1-72 |
| Y,E | US 7,054,857 B2 (CUNNINGHAM et al.) 30 May 2006, whole document. | 1-72 |
| Y,E | US 7,007,008 B2 (GOEL et al.) 28 February 2006, whole document | 1-72 |
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