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(54) **SYSTEM AND METHOD FOR CONTEXTUAL ADVERTISING AND MERCHANDIZING BASED ON USER CONFIGURABLE PREFERENCES**

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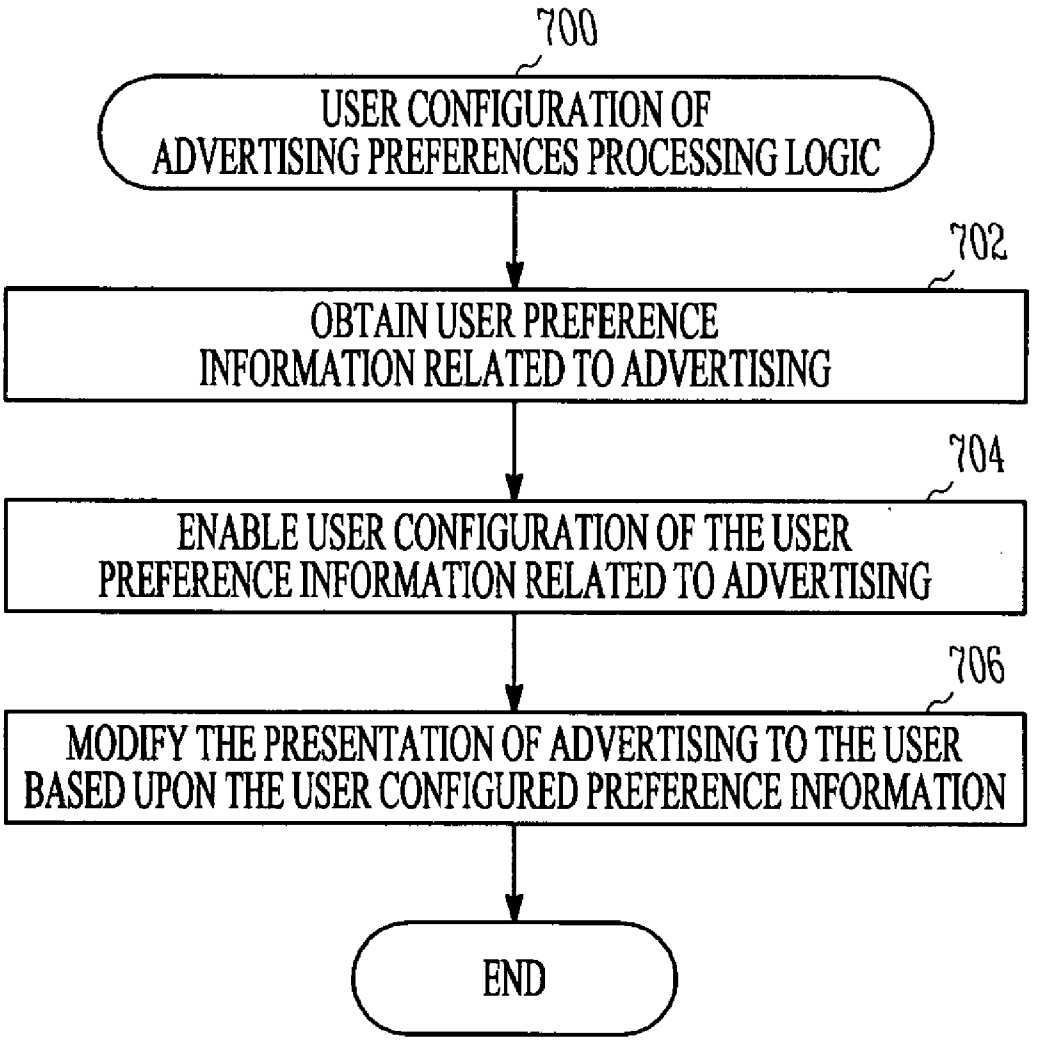
(57) **ABSTRACT**

A computer-implemented system and method for contextual advertising and merchandising based on user configurable preferences is disclosed. The system in an example embodiment includes an advertising (ad) preferences service to obtain user preference information related to advertising, enable user configuration of the user preference information related to advertising, and modify the presentation of advertising to the user based upon the user configured preference information.



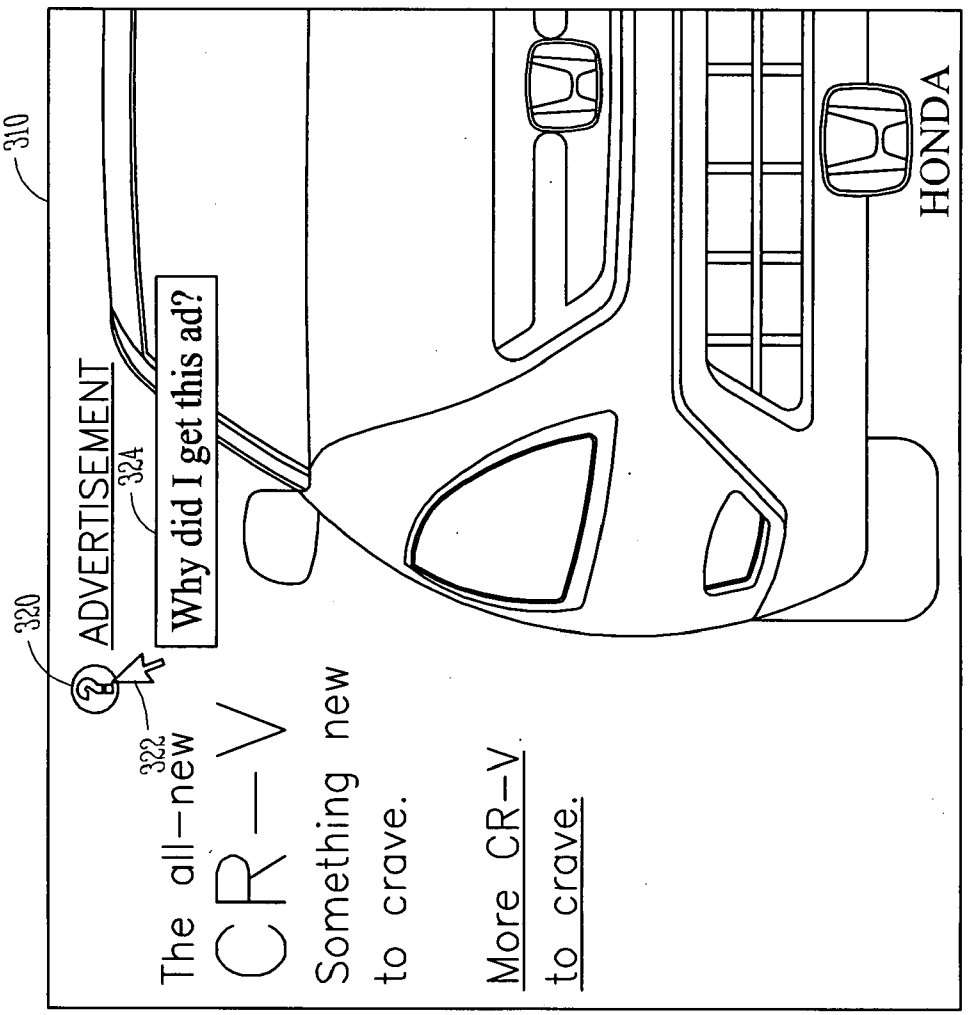

310
320
322
ADVERTISEMENT
324
Why did I get this ad?
The all-new
CR-V
Something new
to crave.
More CR-V
to crave.
HONDA

FIG. 1

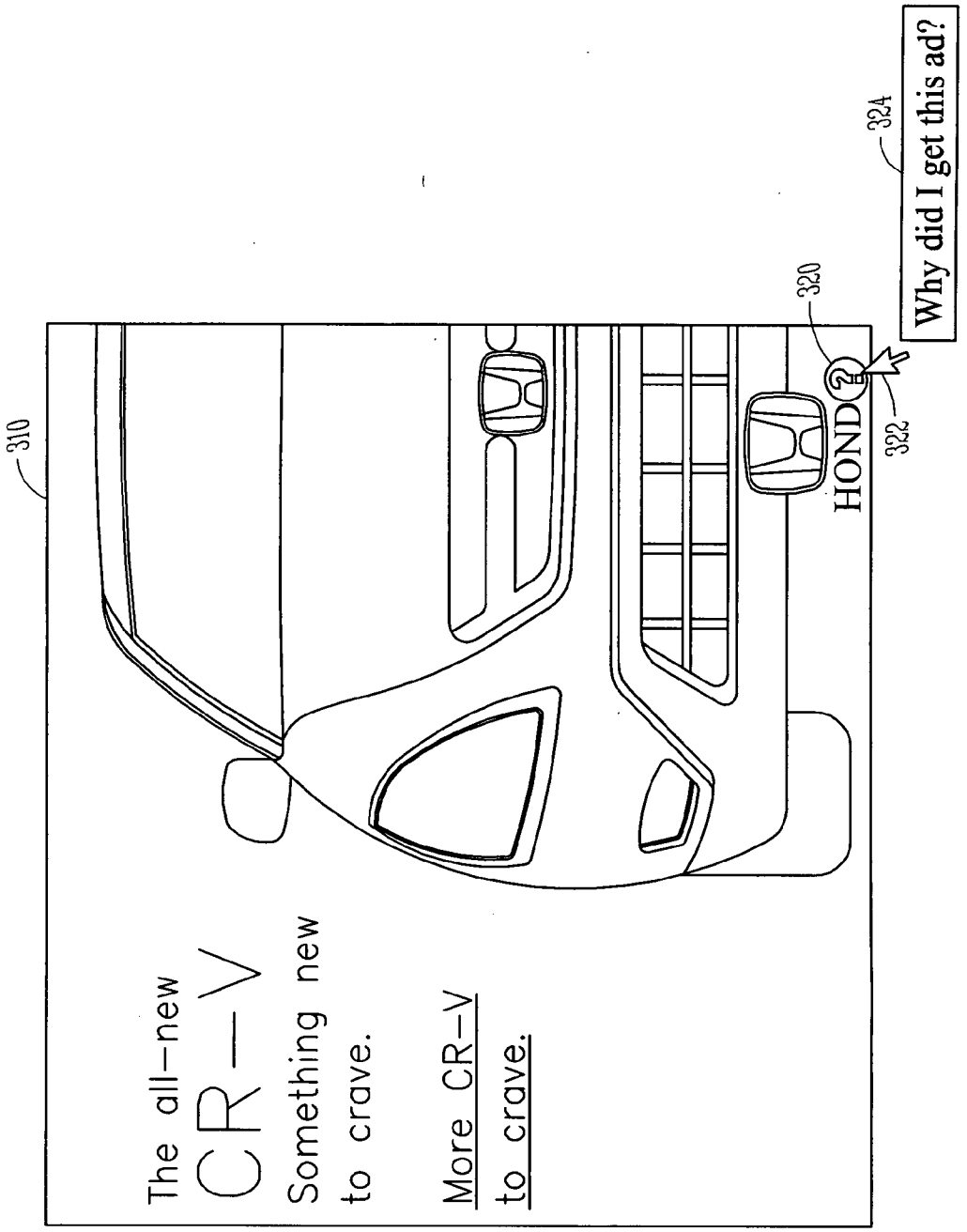

310
The all-new
CR-V
Something new
to crave.
More CR-V
to crave.
320
322
HONDA
324
Why did I get this ad?

FIG. 2

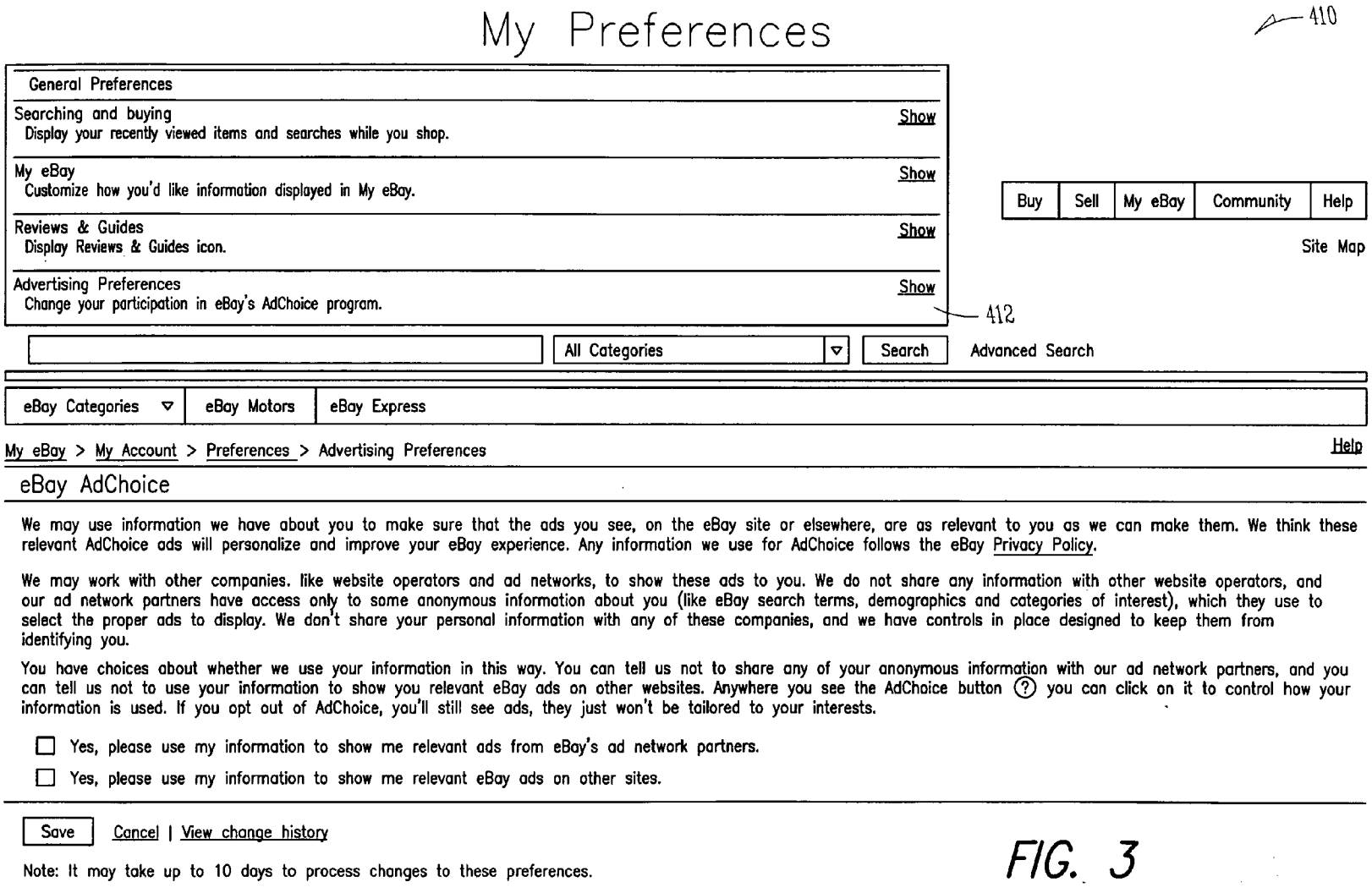

My Preferences
410
General Preferences
Searching and buying
Display your recently viewed items and searches while you shop.
Show
My eBay
Customize how you'd like information displayed in My eBay.
Show
Reviews & Guides
Display Reviews & Guides icon.
Show
Advertising Preferences
Change your participation in eBay's AdChoice program.
Show
412
Buy
Sell
My eBay
Community
Help
Site Map
All Categories
Search
Advanced Search
eBay Categories
eBay Motors
eBay Express
My eBay > My Account > Preferences > Advertising Preferences
Help
eBay AdChoice
We may use information we have about you to make sure that the ads you see, on the eBay site or elsewhere, are as relevant to you as we can make them. We think these relevant AdChoice ads will personalize and improve your eBay experience. Any information we use for AdChoice follows the eBay Privacy Policy.
We may work with other companies, like website operators and ad networks, to show these ads to you. We do not share any information with other website operators, and our ad network partners have access only to some anonymous information about you (like eBay search terms, demographics and categories of interest), which they use to select the proper ads to display. We don't share your personal information with any of these companies, and we have controls in place designed to keep them from identifying you.
You have choices about whether we use your information in this way. You can tell us not to share any of your anonymous information with our ad network partners, and you can tell us not to use your information to show you relevant eBay ads on other websites. Anywhere you see the AdChoice button ? you can click on it to control how your information is used. If you opt out of AdChoice, you'll still see ads, they just won't be tailored to your interests.
Yes, please use my information to show me relevant ads from eBay's ad network partners.
Yes, please use my information to show me relevant eBay ads on other sites.
Save
Cancel | View change history
Note: It may take up to 10 days to process changes to these preferences.

FIG. 3

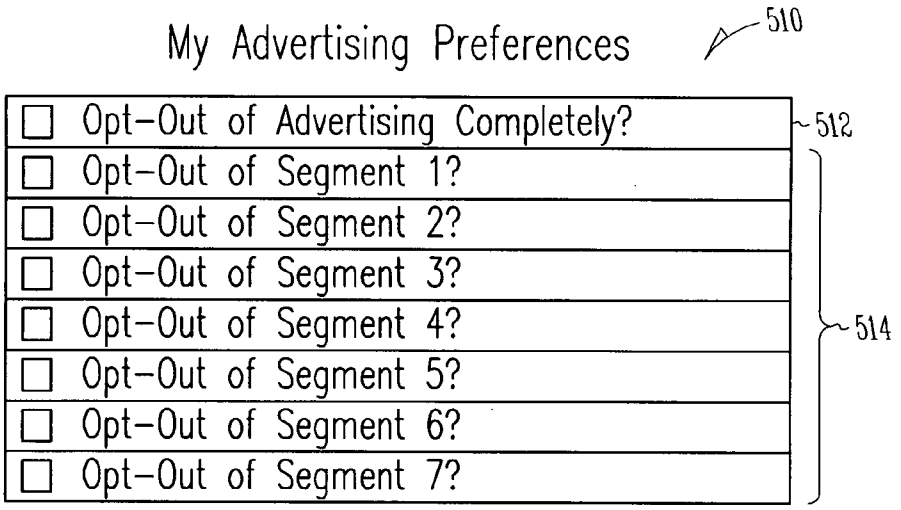

My Advertising Preferences
510
Opt-Out of Advertising Completely?
512
Opt-Out of Segment 1?
Opt-Out of Segment 2?
Opt-Out of Segment 3?
Opt-Out of Segment 4?
Opt-Out of Segment 5?
Opt-Out of Segment 6?
Opt-Out of Segment 7?
514

FIG. 4

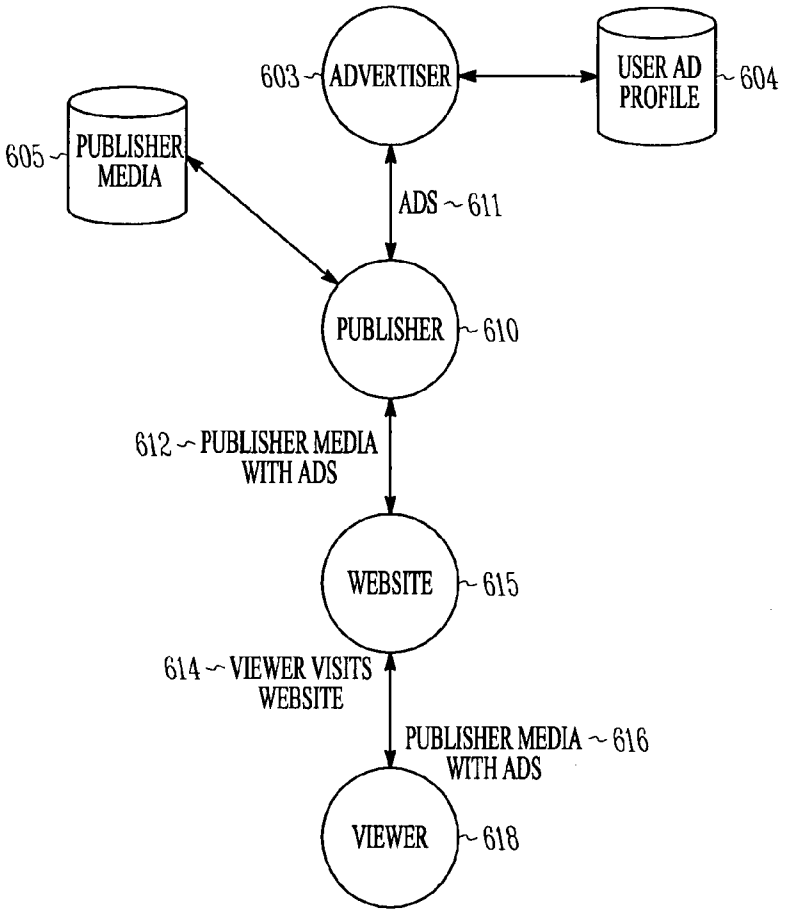

603
ADVERTISER
USER AD PROFILE
604
605
PUBLISHER MEDIA
ADS ~ 611
PUBLISHER ~ 610
612 ~ PUBLISHER MEDIA WITH ADS
WEBSITE ~ 615
614 ~ VIEWER VISITS WEBSITE
PUBLISHER MEDIA ~ 616 WITH ADS
VIEWER ~ 618

FIG. 5

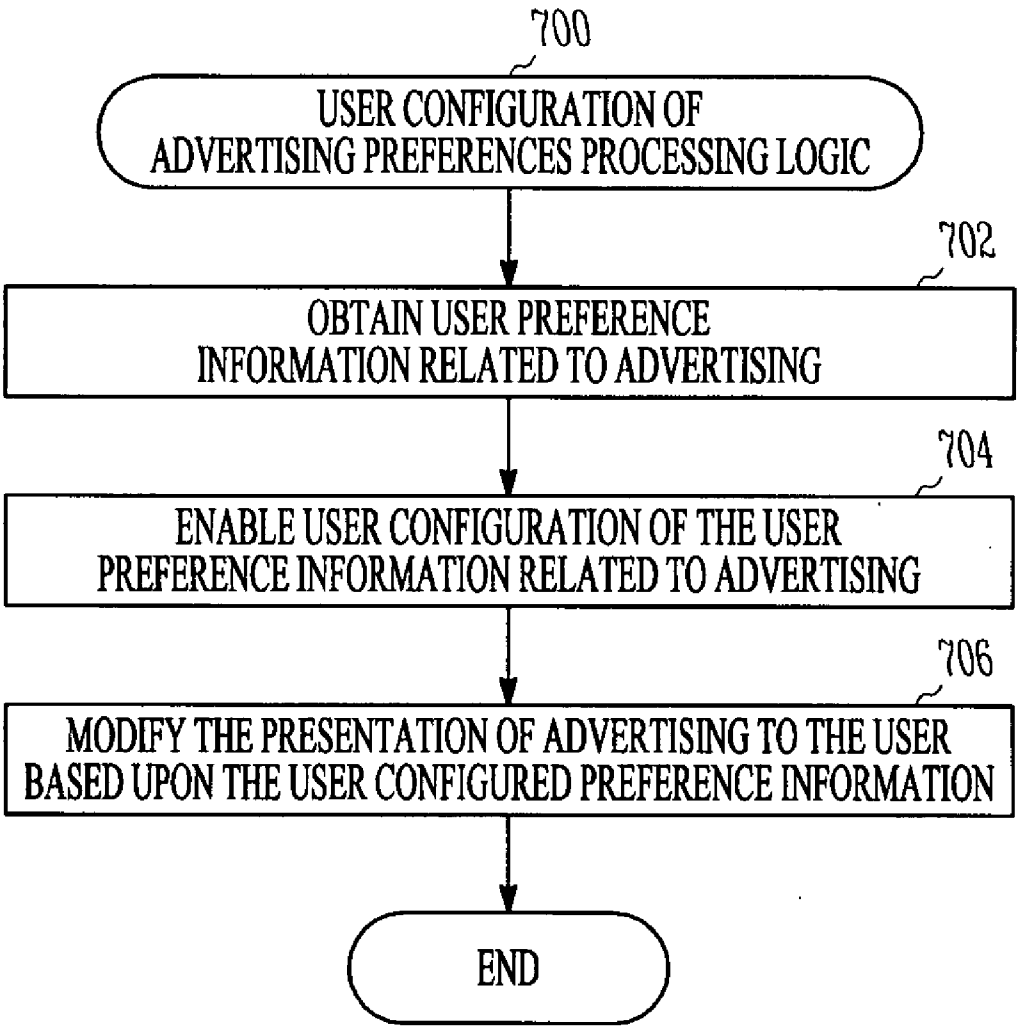

700
USER CONFIGURATION OF ADVERTISING PREFERENCES PROCESSING LOGIC
702
OBTAIN USER PREFERENCE INFORMATION RELATED TO ADVERTISING
704
ENABLE USER CONFIGURATION OF THE USER PREFERENCE INFORMATION RELATED TO ADVERTISING
706
MODIFY THE PRESENTATION OF ADVERTISING TO THE USER BASED UPON THE USER CONFIGURED PREFERENCE INFORMATION
END

FIG. 6

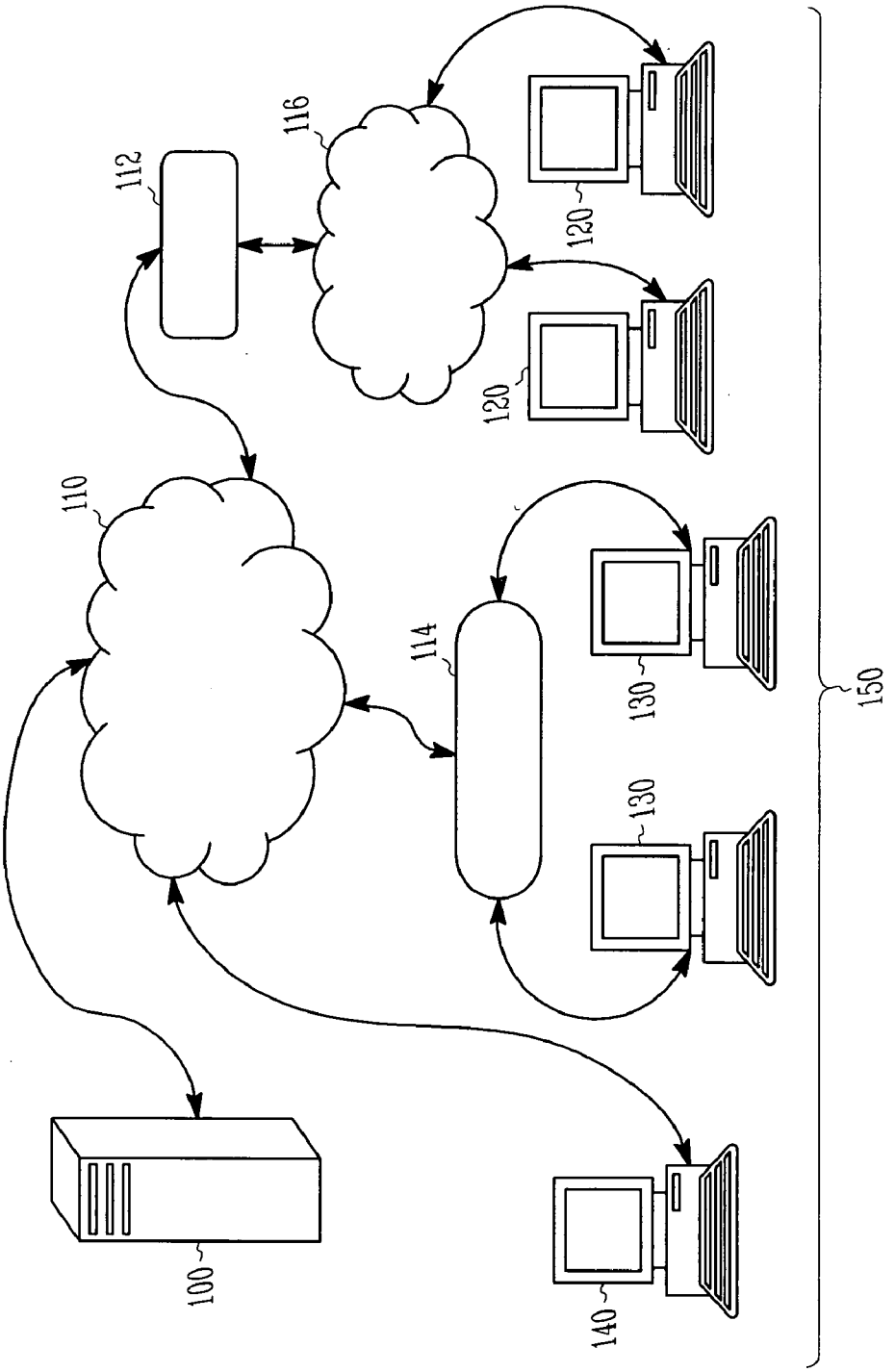


FIG. 7

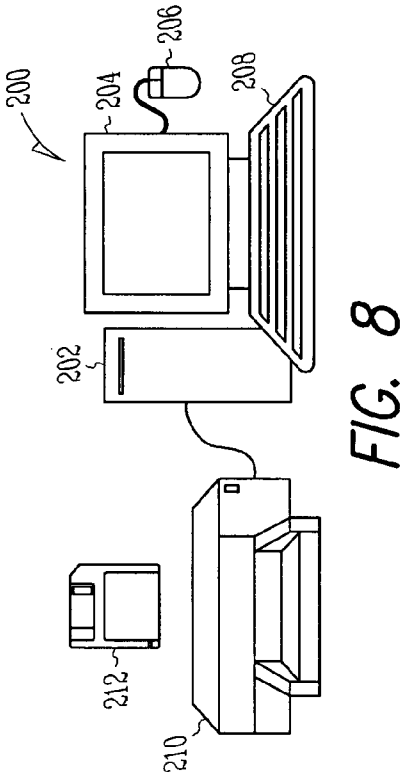

200
204
206
208
202
212
210

FIG. 8

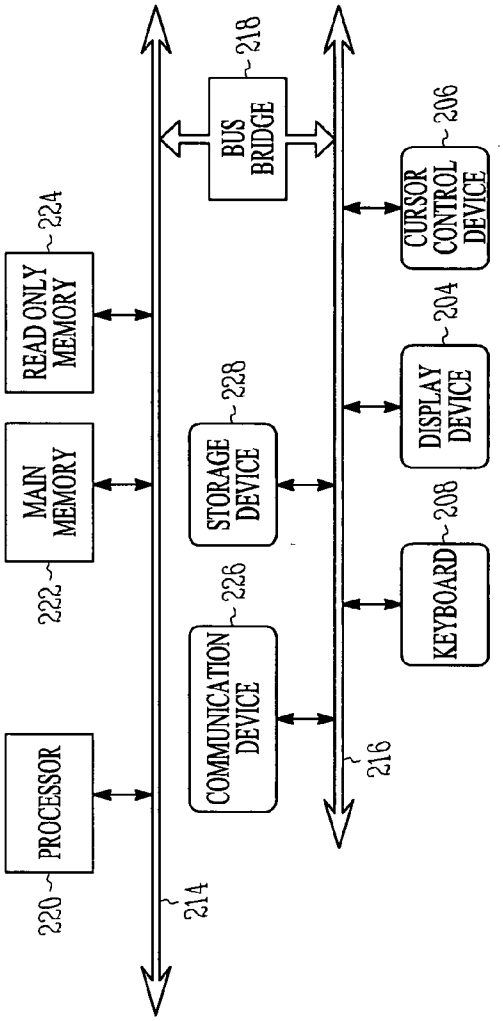

PROCESSOR
220
MAIN MEMORY
222
READ ONLY MEMORY
224
214
COMMUNICATION DEVICE
226
STORAGE DEVICE
228
BUS BRIDGE
218
216
KEYBOARD
208
DISPLAY DEVICE
204
CURSOR CONTROL DEVICE
206

FIG. 9

SYSTEM AND METHOD FOR CONTEXTUAL ADVERTISING AND MERCHANDIZING BASED ON USER CONFIGURABLE PREFERENCES

BACKGROUND

[0001] 1. Technical Field

[0002] This disclosure relates to methods and systems supporting online advertising and online transactions by a user. More particularly, the present disclosure relates to contextual advertising and merchandizing based on user configurable preferences.

[0003] 2. Related Art

[0004] An increasingly popular way of delivering Internet advertisements is to tie the presentation of advertisements to particular user behaviors and/or user profiles, and/or user demographics. Such user behaviors include user access to a particular web page, user selection (also called mouse-clicking or clicking) of a particular location on a web page, user entry of a particular search string or keyword, and the like. In order to target advertising accurately, advertisers or vendors pay to have their advertisements presented in response to certain kinds of events—that is, their advertisements are presented when particular user behaviors warrant such presentation. If a particular advertisement (ad) leads to some user action, an advertiser may receive remuneration for the ad.

[0005] Using other systems and processes on the Web, users can search for goods and services via the Internet and shop or make purchases of goods or services over the Internet. Unfortunately, conventional systems have not been able to create an effective way of extracting keywords from web pages and create contextual advertisements that may lead to a user purchase transaction.

[0006] Some conventional web-based merchants use affiliate programs. In an affiliate program, the merchant itself must track purchase transactions and reward 3rd party affiliates when purchase transactions are completed. This transaction tracking and rewarding process imposes a significant administrative burden on the merchant. Moreover, the tracking/reward functionality must be replicated for each merchant that chooses to use such a system. Current technology does not provide a solution for off-loading this tracking/reward functionality to a 3rd party without risking an increase in fraudulent transactions and a decrease in the time-efficiency of processing purchase transactions.

[0007] U.S. Pat. No. 5,948,061 discloses methods and apparatuses for targeting the delivery of advertisements over a network such as the Internet. Statistics are compiled on individual users and networks and the use of the advertisements is tracked to permit targeting of the advertisements of individual users. In response to requests from affiliated sites, an advertising server transmits to people accessing the page of a site an appropriate one of the advertisements based upon profiling of users and networks. However, the user is not offered the opportunity to opt-out of the advertising or to configure the preferences or profile that was automatically created based on user activity.

[0008] Thus, a system and method for contextual advertising and merchandising based on user configurable preferences is needed.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] Embodiments illustrated by way of example and not limitation in the figures of the accompanying drawings, in which:

[0010] FIGS. **1** and **2** illustrate an example advertisement with the user selectable display object associated with the ad in an example embodiment.

[0011] FIG. **3** illustrates an example embodiment of a preferences webpage displayed to a user when the user activates the display object.

[0012] FIG. **4** illustrates an example embodiment of a webpage used to configure user advertising preferences.

[0013] FIG. **5** illustrates a system architecture for delivering advertising to users in a networked system.

[0014] FIG. **6** is a processing flow diagram of an example embodiment.

[0015] FIG. **7** is a block diagram of a network system on which an embodiment may operate.

[0016] FIGS. **8** and **9** are block diagrams of an example computer system on which an embodiment may operate.

DETAILED DESCRIPTION

[0017] A computer-implemented system and method for contextual advertising and merchandising based on user configurable preferences is disclosed. In the following description, numerous specific details are set forth. However, it is understood that embodiments may be practiced without these specific details. In other instances, well-known processes, structures and techniques have not been shown in detail in order not to obscure the clarity of this description.

[0018] As described further below, according to various example embodiments of the disclosed subject matter described and claimed herein, there is provided a computer-implemented system and method for contextual advertising and merchandizing based on user configurable preferences. The system includes an advertising (ad) preferences service to obtain user preference information related to advertising and to modify the presentation of advertising to the user based upon the user preference information. Various embodiments are described below in connection with the figures provided herein.

[0019] Typical contextual advertising implementations show advertisements that are textually related to the content that the user is browsing or has browsed. In newer systems, behavioral information and day parting is used to improve upon the contextual advertising. Other systems enhance contextual advertising with user demography gleaned from various sources. In these example embodiments, the advertisements shown are not necessarily related to the context of the content; rather, the advertisements shown can be related to a merchandising opportunity based on a user's automatically determined demographic profile to create a new dimension in contextual advertising. Such a new dimension in contextual advertising leverages user demographic information obtained in previous user interactions unrelated to the current user interaction or behavior.

[0020] By observing search, view, bid, buy, payment and other activities of known user demographics, a host system can use various heuristics to generate associations between user demographic profiles and Item Groups, with associated levels of interest of users of those demographic profiles in that Item Group. Item Groups may represent Products, Services, or other web items. Demographic profiles may be aggregated along one or more dimensions (e.g. age, gender, location, etc.). Item Groups may also be aggregated along one or more dimensions (e.g. category, price, vendor, payment method, etc.). The term Item Group may also represent items for sale as well as web pages/sections, and/or sites.

[0021] As the description above indicates, targeted advertising has become more complex. However, even the best algorithms for targeting ad content to particular users can produce errant or annoying ad content that may not be considered relevant or useful to the user. As such, it would be beneficial to enable the user to configure the advertising-related parameters or profiles that have been automatically created by various systems that monitor user behaviors, collect demographic information, or otherwise associate users with particular types of ads. The various embodiments described herein enable the user to configure (e.g. edit, modify, select, de-select, enable, disable, etc.) various advertising-related parameters or preference information.

[0022] An example embodiment is described in the following section. Referring to FIGS. **1** and **2**, an example advertisement **310** is illustrated. Ad **310** represents a typical ad displayed to an on-line computer user is conventional systems. Such an ad **310** may have been automatically selected for display to a particular user (i.e. targeted) because of the user's previous behavior or demographics. Conventional systems do not provide a way for the user to opt-out of the targeted advertising system. Further, conventional systems do not provide a way for the user to configure advertising parameters to increase the likelihood that subsequent targeted ads will be more relevant for the particular user.

[0023] Referring to FIGS. **1** and **2**, an example embodiment includes a display object **320** that enables the user to configure advertising parameters. In one embodiment, display object **320** is a hyperlink that re-directs the user to a separate preferences configuration webpage when the user clicks on the display object **320**. In another embodiment, the display object **320** can activate a preferences configuration box when the display object **320** is clicked or activated with a mouseover. In other embodiments, the display object **320** can cause the activation of a set of preferences checkboxes when the display object **320** is selected and right-clicked. Many other alternative implementations can be used to indicate the selection and/or activation of display object **320** thereby activating the enables the functionality of various embodiments to enable a user to configure advertising parameters. In yet other embodiments, the activation of advertising configuration functionality can be offered as part of a tool bar or drop-down menu selection associated with the configuration of other system parameters. In the particular embodiment shown in FIGS. **1** and **2**, the display object **320** is a link that redirects the user to a separate preference configuration webpage when a user clicks on the display object **320**. In addition, the particular embodiment shown in FIGS. **1** and **2** provides additional information for the user when a user performs a mouseover on the display object **320**. As shown in FIGS. **1** and **2**, the user has performed a mouseover of display object **320** by position cursor **322** in a proximate position to display object **320**. As a result, an information box **324** has been displayed for the user to explain the purpose of display object **320**. If the user clicks on the display object **320** while cursor **322** is in a proximate position to display object **320**, the user will be redirected to a separate webpage, such as the webpage **410** shown in FIG. **3** and described below.

[0024] FIG. **1** illustrates and embodiment in which the display object **320** is displayed outside of the borders of the underlying ad **310**. In this embodiment, no portion of the ad **310** is obscured by display object **320**. An alternative embodiment is shown in FIG. **2**. In FIG. **2**, the display object **320** is shown overlaid on a portion of the underlying ad **310**. In this embodiment, the display object **320** can appear as a watermark on the ad **310**. It will be apparent to those of ordinary skill in the art that either of these particular implementations and equivalent embodiments can be used to enable a user to configure advertising parameters.

[0025] Referring now to FIG. **3**, an example embodiment illustrates a preferences webpage displayed to a user when the user activates the display object **320** using any of the various methods described above. In an example embodiment, preferences page **410** includes a portion **412** (e.g. a link) that enables a user to link to a separate page used to configure advertising preferences. If the user clicks on the portion **412** while the cursor is in a proximate position to portion **412**, the user will be redirected to a separate webpage, such as the webpage **510** shown in FIG. **4** and described below. In an alternative embodiment, the user can be linked directly to webpage **510** when the user activates the display object **320** using any of the various methods described above.

[0026] Referring now to FIG. **4**, an example embodiment of a webpage used to configure user advertising preferences is illustrated. In one embodiment, the user is presented with a webpage **510** upon activation of display object **320** as described above. It will be apparent to those of ordinary skill in the art that page **510** may equivalently be implemented as a dialog box, a pull-down menu, or other type of user interface for receiving a set of preference selections. In the example embodiment shown in FIG. **4**, the user may select or de-select (i.e. enable/activate or disable/deactivate) a set of advertising-related parameters or preferences. These user-configurable advertising-related parameters or preferences can include an opt-out selection **512**. The opt-out control allows a user to specify whether or not s/he wants to participate in targeted advertising. If the user selects "opt-out" at selection **512** by clicking and marking the associated shaded box, the user's profile information is not used or provided for use by others for the purpose of targeted advertising. If the user de-selects "opt-out" at selection **512** by clicking and un-marking the associated shaded box, the user's profile information can be used or provided for use by others for the purpose of targeted advertising.

[0027] In the example embodiment shown in FIG. **4**, the user may also select or de-select (i.e. enable/activate or disable/deactivate) a set of advertising-related segment parameters or preferences. Segments can be considered groupings into which a particular user has been automatically placed based on user behavior or demographics. For example, one segment may be based on gender; male users get classified in a male segment and female users get classified in a female segment. Other examples of segments include, age ranges, income ranges, location, marital status, parental status, historical buying habits, etc. It is common in conventional systems to classify particular users into a plurality of segments for the purpose of targeted advertising. Given that a plurality of segments have been created for each particular user, page **510** provides an opportunity for the system to present the pre-defined user segments to the particular user with whom the segments are associated. In this manner, the user is given information defining how the user has been previously classified into a plurality of segments for the purpose of targeted advertising. These user-specific segment classifications can be displayed to the user in page **510** as a list of segments **514**. Each segment is configured with a selectable shaded box with which the user may select or de-select (i.e. enable/activate or disable/deactivate) each of the plurality of advertising-related

segments previously associated with the user. If the user selects a particular segment at segment options **514** by clicking and marking the associated shaded box, the user's segment classification for that segment can be used or provided for use by others for the purpose of targeted advertising. If the user de-selects a particular segment at segment options **514** by clicking and un-marking the associated shaded box, the user's segment classification for that segment is not used or provided for use by others for the purpose of targeted advertising. Further, a user can add or remove particular individual elements or demographic data to the user's individual profile. For example, a user could specify that s/he is interested in receiving information regarding financial offers. A plurality of profile parameters or preferences can be offered to a user for configuration by the user. In this manner, a user can configure a set of parameters or preferences associated with advertising.

[0028] FIG. **5** illustrates a system architecture for delivering advertising to users in a networked system. Referring to FIG. **1**, a system can provide techniques for manipulating networked content. For example, a publishing system **610** can be used to insert an advertisement (ad) **611** obtained from an advertiser **603** into publisher media **605** at a publisher website **615** (a website is one type of media or networked content). To accomplish this ad insertion, the publisher **610** can insert a piece of code provided by the advertising partner **603** into the publisher website's **615** source code. This code is then rendered when the page is viewed by a viewer **618** to display the publisher media with the advertisement in the location on the page indicated in the inserted code. Should the publisher **610** want to move or modify the ad, the publisher **610** changes the code at the site **615** to effect the change to the ad. The advertiser **603** can employ user ad profile information **604** to target a particular ad for a particular user viewing publisher media **605** via publisher website **615**. User ad profile information **604** can be automatically created and updated with user behavior information and user demographics. In addition, the user ad profile information **604** can be used for the storage of the user-configurable set of parameters or preferences associated with advertising as described above. These user configurable preferences can be accessed and used by advertiser **603** when advertiser **603** determines which ad should be served to a particular user fia publisher **610**. For example, if the "opt-out of advertising" parameter has been previously selected by a user as described above, the advertiser **603** can offer up an ad to publisher **610** that is not targeted per the selection request of the user. For another example, if the "opt-in to segment 1" parameter has been previously selected by a user as described above, the advertiser **603** can offer up an ad to publisher **610** that is targeted to individuals of segment 1 per the selection request of the user. In this manner, the ads shown to a particular user can be configured by a user by user manipulation of a set of user-configurable parameters or preferences associated with advertising as described above.

[0029] In an example embodiment described herein and shown by example in FIG. **5**, the display object **320** used to enable user configuration of the advertising parameters can be inserted into the ad **611** by advertiser **603** or inserted into the publisher media content with inserted ad **612** by the publisher **610**. In either case, the activation of the display object **320** by a user can cause a link to the appropriate host of the user-configurable parameters or preferences associated with advertising as described above.

[0030] FIG. **6** illustrates a processing flow for an example embodiment. The example embodiment includes an advertising (ad) preferences service to obtain user preference information related to advertising (processing block **702**), enable user configuration of the user preference information related to advertising (processing block **704**), and modify the presentation of advertising to the user based upon the user configured preference information (processing block **706**).

[0031] Referring now to FIG. **7**, a diagram illustrates a network environment in which various example embodiments may operate. In this conventional network architecture, a server computer system **100** is coupled to a wide-area network **110**. Wide-area network **110** includes the Internet, or other proprietary networks, which are well known to those of ordinary skill in the art. Wide-area network **110** may include conventional network backbones, long-haul telephone lines, Internet service providers, various levels of network routers, and other conventional means for routing data between computers. Using conventional network protocols, server **100** may communicate through wide-area network **110** to a plurality of client computer systems **120**, **130**, **140** connected through wide-area network **110** in various ways. For example, client **140** is connected directly to wide-area network **110** through direct or dial-up telephone or other network transmission line. Alternatively, clients **130** may be connected through wide-area network **110** using a modem pool **114**. A conventional modem pool **114** allows a plurality of client systems to connect with a smaller set of modems in modem pool **114** for connection through wide-area network **110**. In another alternative network topology, wide-area network **110** is connected to a gateway computer **112**. Gateway computer **112** is used to route data to clients **120** through a local area network (LAN) **116**. In this manner, clients **120** can communicate with each other through local area network **116** or with server **100** through gateway **112** and wide-area network **110**.

[0032] Using one of a variety of network connection means, server computer **100** can communicate with client computers **150** using conventional means. In a particular implementation of this network configuration, a server computer **100** may operate as a web server if the Internet's World-Wide Web (WWW) is used for wide area network **110**. Using the HTTP protocol and the HTML coding language across wide-area network **110**, web server **100** may communicate across the World-Wide Web with clients **150**. In this configuration, clients **150** use a client application program known as a web browser such as the Internet Explorer™ published by Microsoft Corporation of Redmond, Wash., the user interface of America On-Line™, or the web browser or HTML renderer of any other supplier. Using such conventional browsers and the World-Wide Web, clients **150** may access image, graphical, and textual data provided by web server **100** or they may run Web application software. Conventional means exist by which clients **150** may supply information to web server **100** through the World Wide Web **110** and the web server **100** may return processed data to clients **150**.

[0033] Having briefly described one embodiment of the network environment in which an example embodiment may operate, FIGS. **8** and **9** show an example of a computer system **200** illustrating an exemplary client **150** or server **100** computer system in which the features of an example embodiment may be implemented. Computer system **200** is comprised of a bus or other communications means **214** and **216** for communicating information, and a processing means such as

processor **220** coupled with bus **214** for processing information. Computer system **200** further comprises a random access memory (RAM) or other dynamic storage device **222** (commonly referred to as main memory), coupled to bus **214** for storing information and instructions to be executed by processor **220**. Main memory **222** also may be used for storing temporary variables or other intermediate information during execution of instructions by processor **220**. Computer system **200** also comprises a read only memory (ROM) and/or other static storage device **224** coupled to bus **214** for storing static information and instructions for processor **220**.

[0034] An optional data storage device **228** such as a magnetic disk or optical disk and its corresponding drive may also be coupled to computer system **200** for storing information and instructions. Computer system **200** can also be coupled via bus **216** to a display device **204**, such as a cathode ray tube (CRT) or a liquid crystal display (LCD), for displaying information to a computer user. For example, image, textual, video, or graphical depictions of information may be presented to the user on display device **204**. Typically, an alphanumeric input device **208**, including alphanumeric and other keys is coupled to bus **216** for communicating information and/or command selections to processor **220**. Another type of user input device is cursor control device **206**, such as a conventional mouse, trackball, or other type of cursor direction keys for communicating direction information and command selection to processor **220** and for controlling cursor movement on display **204**.

[0035] Alternatively, the client **150** can be implemented as a network computer or thin client device. Client **150** may also be a laptop or palm-top computing device, such as the Palm Pilot™. Client **150** could also be implemented in a robust cellular telephone, where such devices are currently being used with Internet micro-browsers. Such a network computer or thin client device does not necessarily include all of the devices and features of the above-described exemplary computer system; however, the functionality of an example embodiment or a subset thereof may nevertheless be implemented with such devices.

[0036] A communication device **226** is also coupled to bus **216** for accessing remote computers or servers, such as web server **100**, or other servers via the Internet, for example. The communication device **226** may include a modem, a network interface card, or other well-known interface devices, such as those used for interfacing with Ethernet, Token-ring, or other types of networks. In any event, in this manner, the computer system **200** may be coupled to a number of servers **100** via a conventional network infrastructure such as the infrastructure illustrated in FIG. **7** and described above.

[0037] The system of an example embodiment includes software, information processing hardware, and various processing steps, which will be described below. The features and process steps of example embodiments may be embodied in articles of manufacture as machine or computer executable instructions. The instructions can be used to cause a general purpose or special purpose processor, which is programmed with the instructions to perform the steps of an example embodiment. Alternatively, the features or steps may be performed by specific hardware components that contain hardwired logic for performing the steps, or by any combination of programmed computer components and custom hardware components. While embodiments are described with reference to the Internet, the method and apparatus described herein is equally applicable to other network infrastructures or other data communications systems.

[0038] Various embodiments are described herein. In particular, the use of embodiments with various types and formats of user interface presentations and/or application programming interfaces may be described. It will be apparent to those of ordinary skill in the art that alternative embodiments of the implementations described herein can be employed and still fall within the scope of the claimed invention. In the detail herein, various embodiments are described as implemented in computer-implemented processing logic denoted sometimes herein as the "Software". As described above, however, the claimed invention is not limited to a purely software implementation.

[0039] Thus, a computer-implemented system and method for contextual advertising and merchandizing based on user configurable preferences is disclosed. While the present invention has been described in terms of several example embodiments, those of ordinary skill in the art will recognize that the present invention is not limited to the embodiments described, but can be practiced with modification and alteration within the spirit and scope of the appended claims. The description herein is thus to be regarded as illustrative instead of limiting.

What is claimed is:

1. A method comprising:

obtaining user preference information related to advertising;

enabling user configuration of the user preference information related to advertising; and

modifying the presentation of advertising to the user based upon the user configured preference information.

2. The method as claimed in claim **1** including providing a display object in association with an advertisement to enable user configuration of the user preference information related to advertising.

3. The method as claimed in claim **2** wherein the display object is displayed outside of the advertisement.

4. The method as claimed in claim **2** wherein the display object is displayed overlaid on the advertisement.

5. The method as claimed in claim **1** wherein enabling user configuration of the user preference information related to advertising includes user configuration of an opt-out of advertising parameter.

6. The method as claimed in claim **1** wherein enabling user configuration of the user preference information related to advertising includes user configuration of a user advertising segment parameter.

7. A method comprising:

obtaining user preference information related to advertising, the user preference information having been configured by a user; and

selecting an advertisement for delivery to the user, the selection being based on the user configured user preference information.

8. The method as claimed in claim **7** wherein the user configured user preference information includes an opt-out of advertising parameter.

9. The method as claimed in claim **7** wherein the user configured user preference information includes a user advertising segment parameter.

10. An article of manufacture comprising a machine-readable storage medium having machine executable instructions embedded thereon, which when executed by a machine, cause the machine to:

obtain user preference information related to advertising;

enable user configuration of the user preference information related to advertising; and

modify the presentation of advertising to the user based upon the user configured preference information.

11. The article of manufacture as claimed in claim **10** being operable to provide a display object in association with an advertisement to enable user configuration of the user preference information related to advertising.

12. The article of manufacture as claimed in claim **11** wherein the display object is displayed outside of the advertisement.

13. The article of manufacture as claimed in claim **11** wherein the display object is displayed overlaid on the advertisement.

14. The article of manufacture as claimed in claim **10** being operable to enable user configuration of an opt-out of advertising parameter.

15. The article of manufacture as claimed in claim **10** being operable to enable user configuration of a user advertising segment parameter.

16. An article of manufacture comprising a machine-readable storage medium having machine executable instructions embedded thereon, which when executed by a machine, cause the machine to:

obtain user preference information related to advertising, the user preference information having been configured by a user; and

select an advertisement for delivery to the user, the selection being based on the user configured user preference information.

17. The article of manufacture as claimed in claim **16** wherein the user configured user preference information includes an opt-out of advertising parameter.

18. The article of manufacture as claimed in claim **16** wherein the user configured user preference information includes a user advertising segment parameter.

19. A system comprising:

a processor;

a memory coupled to the processor to store information related to user advertising;

an advertising (ad) preferences service to obtain user preference information related to advertising, enable user configuration of the user preference information related to advertising, and modify the presentation of advertising to the user based upon the user configured preference information.

20. The system as claimed in claim **19** being operable to provide a display object in association with an advertisement to enable user configuration of the user preference information related to advertising.

21. The system as claimed in claim **20** wherein the display object is displayed outside of the advertisement.

22. The system as claimed in claim **20** wherein the display object is displayed overlaid on the advertisement.

23. The system as claimed in claim **19** being operable to enable user configuration of an opt-out of advertising parameter.

24. The system as claimed in claim **19** being operable to enable user configuration of a user advertising segment parameter.

25. A system comprising:

a processor;

a memory coupled to the processor to store information related to user advertising;

an advertising (ad) preferences service to obtain user preference information related to advertising, the user preference information having been configured by a user; and select an advertisement for delivery to the user, the selection being based on the user configured user preference information.

26. The system as claimed in claim **25** wherein the user configured user preference information includes an opt-out of advertising parameter.

27. The system as claimed in claim **25** wherein the user configured user preference information includes a user advertising segment parameter.

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