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(57) Abstract: Methods, systems, apparatus, and computer program products are provided for providing advertising opportunities. The concepts for providing advertising opportunities may comprise (i) receiving information associated with an advertising opportunity; (ii) receiving one or more bids associated with the advertising opportunity, wherein each of the one or more bids is associated with an influencer profile; (iii) providing a notification that the one or more bids have been received, the notification provided in accordance with the advertiser profile; and (iv) receiving input indicating advertiser approval of at least one of the one or more bids.

**CONCEPTS FOR ADVERTISING OPPORTUNITIES**

**BACKGROUND**

Embodiments of the present invention are related to providing advertising opportunities. In various embodiments, advertising opportunities harnessing the power of social media are provided.  
5

Social media provides new and expanding avenues for individuals to connect. These avenues for connection may provide peer-to-peer connection, but also provide celebrities or other people or groups having influence over a following or fan-base to connect with that following or fan-base.  
10

**BRIEF SUMMARY**

Embodiments of the present invention provide advertising opportunities. For example, influencers/publishers may create a user profile (or a set of associated user profiles) indicating the reach they may have (e.g., indications of size of following or fan-base, demographics related to following or fan-base, and/or the like). In some  
15 embodiments, advertisers may also create a user profile. Influencers/publishers and advertisers may then contract with one another for influencers/publishers to provide advertising content in exchange for payment.

In one aspect, methods for providing advertising opportunities are provided. In one  
20 embodiment, the method comprises (i) receiving, via one or more processors, information associated with an advertising opportunity, wherein (a) the information comprises an opportunity type and instructions for carrying out the advertising opportunity and (b) the advertising opportunity is associated with an advertiser profile; (ii) receiving, via the one or more processors, one or more bids associated with the advertising opportunity, wherein  
25 each of the one or more bids is associated with an influencer profile; (iii) providing, via the one or more processors, a notification that the one or more bids have been received, the notification provided in accordance with the advertiser profile; and (iv) receiving, via the one or more processors, input indicating advertiser approval of at least one of the one or more bids.

In another aspect, systems for providing advertising opportunities are provided. In  
30 one embodiment, the system comprises at least one memory storage area, the at least one memory storage area configured to store at least one or more advertiser profiles and one or more influencer profiles. The system also comprises at least one processor. The at least

one processor may be configured to at least (i) receive information associated with an advertising opportunity, wherein (a) the information comprises an opportunity type and instructions for carrying out the advertising opportunity and (b) the advertising opportunity is associated with one of the one or more advertiser profiles; (ii) receive one or more bids associated with the advertising opportunity, wherein each of the one or more bids is associated with one of the one or more influencer profiles; (iii) provide a notification that the one or more bids have been received, the notification provided in accordance with the one of the one or more advertiser profiles; and (iv) receive input indicating advertiser approval of at least one of the one or more bids.

10 In yet another, computer program products for providing advertising opportunities are provided. In one embodiment, a non-transitory computer program product comprising at least one computer-readable storage medium having computer-readable program code portions embodied therein is provided. The computer-readable portions may comprise an executable portion configured for receiving a plurality of data. The data may comprise user profile data associated with one or more advertiser profiles; and user profile data associated with one or more influencer profiles. Additionally, the computer-readable portions may comprise (i) an executable portion configured for receiving information associated with an advertising opportunity, wherein (a) the information comprises an opportunity type and instructions for carrying out the advertising opportunity and (b) the advertising opportunity is associated with one of the one or more advertiser profiles; (ii) an executable portion configured for receiving one or more bids associated with the advertising opportunity, wherein each of the one or more bids is associated with one of the one or more influencer profiles; (iii) an executable portion configured for providing a notification that the one or more bids have been received, the notification provided in accordance with the one of the one or more advertiser profiles; and (iv) an executable portion configured for receiving input indicating advertiser approval of at least one of the one or more bids.

### 30 **BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWING(S)**

Having thus described the invention in general terms, reference will now be made to the accompanying drawings, which are not necessarily drawn to scale, and wherein:

FIG. 1 is a block diagram of a system architecture that may be used to provide advertising opportunities, in accordance and an embodiment of the present invention;

FIG. 2 provides a schematic of an enterprise computing entity according to one embodiment of the present invention;

FIG. 3 provides a schematic representation of an influencer/publisher computing entity that can be used in conjunction with embodiments of the present invention;

5 FIGs. 4A and 4B provide a flowchart illustrating processes and operations that may be completed in creating and/or updating a user profile, in accordance with embodiments of the present invention;

10 FIGs. 5-15 and 23-42, 43A, 43B, 44-67, 68A, 68B, 69, 71-77, 78A, 78B, 79A, 79B, 80-84, 85A-85G, 86-90, 91A, 91B, 91C, 92-95, 96A, 96B, 97-110, 111A, 111B, and 112-126 provide various input and output in accordance with embodiments of the present invention; and

FIGs. 16-22, 70A, and 70B provide a flowchart illustrating processes and operations that may be completed in providing advertising opportunities, in accordance with embodiments of the present invention.

15

## DETAILED DESCRIPTION

Various embodiments of the present invention now will be described more fully hereinafter with reference to the accompanying drawings, in which some, but not all embodiments of the inventions are shown. Indeed, these inventions may be embodied in many different forms and should not be construed as limited to the embodiments set forth  
20 herein; rather, these embodiments are provided so that this disclosure will satisfy applicable legal requirements. The term “or” is used herein in both the alternative and conjunctive sense, unless otherwise indicated. The terms “illustrative” and “exemplary” are used to be examples with no indication of quality level. Like numbers refer to like  
25 elements throughout.

### I. Computer Program Products, Methods, and Computing Entities

Embodiments of the present invention may be implemented in various ways, including as computer program products that comprise articles of manufacture. A  
30 computer program product may include a non-transitory computer-readable storage medium storing applications, programs, program modules, scripts, source code, program code, object code, byte code, compiled code, interpreted code, machine code, executable instructions, and/or the like (also referred to herein as executable instructions, instructions for execution, program code, and/or similar terms used herein interchangeably). Such non-

transitory computer-readable storage media include all computer-readable media (including volatile and non-volatile media).

In one embodiment, a non-volatile computer-readable storage medium may include a floppy disk, flexible disk, hard disk, magnetic tape, or any other non-transitory magnetic medium, and/or the like. A non-volatile computer-readable storage medium may also  
5 include a punch card, paper tape, optical mark sheet (or any other physical medium with patterns of holes or other optically recognizable indicia), compact disc read only memory (CD-ROM), compact disc compact disc-rewritable (CD-RW), digital versatile disc (DVD), Blu-ray disc (BD), any other non-transitory optical medium, and/or the like. Such  
10 a non-volatile computer-readable storage medium may also include read-only memory (ROM), programmable read-only memory (PROM), erasable programmable read-only memory (EPROM), electrically erasable programmable read-only memory (EEPROM), flash memory, multimedia memory cards (MMC), secure digital (SD) memory cards, Memory Sticks, and/or the like. Further, a non-volatile computer-readable storage medium  
15 may also include conductive-bridging random access memory (CBRAM), phase-change random access memory (PRAM), ferroelectric random-access memory (FeRAM), resistive random-access memory (RRAM), Silicon-Oxide-Nitride-Oxide-Silicon memory (SONOS), racetrack memory, and/or the like.

In one embodiment, a volatile computer-readable storage medium may include  
20 random access memory (RAM), dynamic random access memory (DRAM), static random access memory (SRAM), fast page mode dynamic random access memory (FPM DRAM), extended data-out dynamic random access memory (EDO DRAM), synchronous dynamic random access memory (SDRAM), double data rate synchronous dynamic random access  
25 memory (DDR SDRAM), double data rate type two synchronous dynamic random access memory (DDR2 SDRAM), double data rate type three synchronous dynamic random access memory (DDR3 SDRAM), Rambus dynamic random access memory (RDRAM), Rambus in-line memory module (RIMM), dual in-line memory module (DIMM), single in-line memory module (SIMM), video random access memory VRAM, cache memory, register memory, and/or the like. It will be appreciated that where embodiments are  
30 described to use a computer-readable storage medium, other types of computer-readable storage media may be substituted for or used in addition to the computer-readable storage media described above.

As should be appreciated, various embodiments of the present invention may also be implemented as methods, apparatus, systems, computing devices, computing entities, and/or the like. As such, embodiments of the present invention may take the form of an apparatus, system, computing device, computing entity, and/or the like executing  
5 instructions stored on a computer-readable storage medium to perform certain steps or operations. However, embodiments of the present invention may also take the form of an entirely hardware embodiment performing certain steps or operations.

Embodiments of the present invention are described below with reference to block diagrams and flowchart illustrations. Thus, it should be understood that each block of the  
10 block diagrams and flowchart illustrations, respectively, may be implemented in the form of a computer program product, an entirely hardware embodiment, a combination of hardware and computer program products, and/or apparatus, systems, computing devices, computing entities, and/or the like carrying out instructions, operations, steps, and similar words used interchangeably (e.g., the executable instructions, instructions for execution,  
15 program code, and/or the like) on a computer-readable storage medium for execution. For example, retrieval, loading, and execution of code may be performed sequentially such that one instruction is retrieved, loaded, and executed at a time. In some exemplary embodiments, retrieval, loading, and/or execution may be performed in parallel such that multiple instructions are retrieved, loaded, and/or executed together. Thus, such  
20 embodiments can produce specifically-configured machines performing the steps or operations specified in the block diagrams and flowchart illustrations. Accordingly, the block diagrams and flowchart illustrations support various combinations of embodiments for performing the specified instructions, operations, or steps.

## 25 II. Exemplary System Architecture

Fig. 1 provides an illustration of an exemplary embodiment of the present invention. As shown in Fig. 1, this particular embodiment may include one or more enterprise computing entities 100, one or more influencer/publisher computing entities 105, one or more advertiser computing entities 110, and one or more networks 115. Each  
30 of these components, entities, devices, systems, and similar words used herein interchangeably may be in direct or indirect communication with, for example, one another over the same or different wired or wireless networks. Additionally, while Fig. 1 illustrates the various system entities as separate, standalone entities, the various embodiments are not limited to this particular architecture.

### Enterprise Computing Entity

Fig. 2 provides a schematic of an enterprise computing entity 100 according to one embodiment of the present invention. In general, the terms device, system, computing entity, entity, and/or similar words used herein interchangeably may refer to, for example, one or more computers, computing entities, mobile phones, desktops, tablets, notebooks, laptops, distributed systems, watches, glasses, key fobs, radio frequency identification (RFID) tags, ear pieces, scanners, cameras, wristbands, kiosks, input terminals, servers, blades, gateways, switches, processing devices, processing entities, relays, routers, network access points, base stations, the like, and/or any combination of devices or entities adapted to perform the functions, operations, and/or processes described herein. The enterprise computing entity 100 may also include, be associated with, and/or be in communications with an influencer/publisher database, advertiser database, and/or the like. Thus, reference to the enterprise computing entity 100 may also refer to such systems. Such functions, operations, and/or processes may include, for example, transmitting, receiving, operating on, processing, displaying, storing, determining, creating/generating, monitoring, evaluating, comparing, and/or similar terms used herein interchangeably. In one embodiment, these functions, operations, and/or processes can be performed on data, content, information, and/or similar terms used herein interchangeably.

As indicated, in one embodiment, the enterprise computing entity 100 may also include one or more communications interfaces 220 for communicating with various computing entities, such as by communicating data, content, information, and/or similar terms used herein interchangeably that can be transmitted, received, operated on, processed, displayed, stored, and/or the like. For instance, the enterprise computing entity 100 may communicate with influencer/publisher computing entities 105, advertiser computing entities 110, and/or various other computing entities.

As shown in Fig. 2, in one embodiment, the enterprise computing entity 100 may include or be in communication with one or more processing elements 205 (also referred to as processors, processing circuitry, and/or similar terms used herein interchangeably) that communicate with other elements within the enterprise computing entity 100 via a bus, for example. As will be understood, the processing element 205 may be embodied in a number of different ways. For example, the processing element 205 may be embodied as one or more complex programmable logic devices (CPLDs), microprocessors, multi-core processors, coprocessing entities, application-specific instruction-set processors (ASIPs), and/or controllers. Further, the processing element 205 may be embodied as one or more

other processing devices or circuitry. The term circuitry may refer to an entirely hardware embodiment or a combination of hardware and computer program products. Thus, the processing element 205 may be embodied as integrated circuits, application specific integrated circuits (ASICs), field programmable gate arrays (FPGAs), programmable logic arrays (PLAs), hardware accelerators, other circuitry, and/or the like. As will therefore be understood, the processing element 205 may be configured for a particular use or configured to execute instructions stored in volatile or non-volatile media or otherwise accessible to the processing element 205. As such, whether configured by hardware or computer program products, or by a combination thereof, the processing element 205 may be capable of performing steps or operations according to embodiments of the present invention when configured accordingly.

In one embodiment, the enterprise computing entity 100 may further include or be in communication with non-volatile media (also referred to as non-volatile storage, memory, memory storage, memory circuitry and/or similar terms used herein interchangeably). In one embodiment, the non-volatile storage or memory may include one or more non-volatile storage or memory media 210 as described above, such as hard disks, ROM, PROM, EPROM, EEPROM, flash memory, MMCs, SD memory cards, Memory Sticks, CBRAM, PRAM, FeRAM, RRAM, SONOS, racetrack memory, and/or the like. As will be recognized, the non-volatile storage or memory media may store databases, database instances, database management systems, data, applications, programs, program modules, scripts, source code, object code, byte code, compiled code, interpreted code, machine code, executable instructions, and/or the like. The term database, database instance, database management system, and/or similar terms used herein interchangeably may refer to a structured collection of records or data that is stored in a computer-readable storage medium, such as via a relational database, hierarchical database, and/or network database.

In one embodiment, the enterprise computing entity 100 may further include or be in communication with volatile media (also referred to as volatile storage, memory, memory storage, memory circuitry and/or similar terms used herein interchangeably). In one embodiment, the volatile storage or memory may also include one or more volatile storage or memory media 215 as described above, such as RAM, DRAM, SRAM, FPM DRAM, EDO DRAM, SDRAM, DDR SDRAM, DDR2 SDRAM, DDR3 SDRAM, RDRAM, RIMM, DIMM, SIMM, VRAM, cache memory, register memory, and/or the like. As will be recognized, the volatile storage or memory media may be used to store at

least portions of the databases, database instances, database management systems, data, applications, programs, program modules, scripts, source code, object code, byte code, compiled code, interpreted code, machine code, executable instructions, and/or the like being executed by, for example, the processing element 205. Thus, the databases, database instances, database management systems, data, applications, programs, program modules, scripts, source code, object code, byte code, compiled code, interpreted code, machine code, executable instructions, and/or the like may be used to control certain aspects of the operation of the enterprise computing entity 100 with the assistance of the processing element 205 and operating system.

As indicated, in one embodiment, the enterprise computing entity 100 may also include one or more communications interfaces 220 for communicating with influencer/publisher computing entities 105, advertiser computing entities, and/or various other computing entities, such as by communicating data, content, information, and/or similar terms used herein interchangeably that can be transmitted, received, operated on, processed, displayed, stored, and/or the like. Such communication may be executed using a wired data transmission protocol, such as fiber distributed data interface (FDDI), digital subscriber line (DSL), Ethernet, asynchronous transfer mode (ATM), frame relay, data over cable service interface specification (DOCSIS), or any other wired transmission protocol. Similarly, the enterprise computing entity 100 may be configured to communicate via wireless external communication networks using any of a variety of protocols, such as general packet radio service (GPRS), Universal Mobile Telecommunications System (UMTS), Code Division Multiple Access 2000 (CDMA2000), CDMA2000 1X (1xRTT), Wideband Code Division Multiple Access (WCDMA), Time Division-Synchronous Code Division Multiple Access (TD-SCDMA), Long Term Evolution (LTE), Evolved Universal Terrestrial Radio Access Network (E-UTRAN), Evolution-Data Optimized (EVDO), High Speed Packet Access (HSPA), High-Speed Downlink Packet Access (HSDPA), IEEE 802.11 (Wi-Fi), 802.16 (WiMAX), ultra wideband (UWB), infrared (IR) protocols, Bluetooth protocols, wireless universal serial bus (USB) protocols, and/or any other wireless protocol.

Although not shown, the enterprise computing entity 100 may include or be in communication with one or more input elements, such as a keyboard input, a mouse input, a touch screen/display input, audio input, pointing device input, joystick input, keypad input, and/or the like. The enterprise computing entity 100 may also include or be in

communication with one or more output elements (not shown), such as audio output, video output, screen/display output, motion output, movement output, and/or the like.

As will be appreciated, one or more of the computing entity's 100 components may be located remotely from other enterprise computing entity 100 components, such as  
5 in a distributed system. Furthermore, one or more of the components may be combined and additional components performing functions described herein may be included in the enterprise computing entity 100. Thus, the enterprise computing entity 100 can be adapted to accommodate a variety of needs and circumstances.

#### 10 Exemplary Influencer/Publisher Computing Entity

In one embodiment, an influencer/publisher (user) may be any individual, group of individuals, family, company, organization, entity, department within an organization, representative of an organization and/or person, and/or the like that has or purports to have influence over others and/or publishes content for others. The term influencer/publisher as  
15 used herein also includes those who may represent an influencer/publisher, such as managers, agents, public relations representatives, and/or the like. Thus, as will be recognized, the term "influencer" and "publisher" are used generically for illustrative purposes in describing certain embodiments herein. Fig. 3 provides an illustrative schematic representative of an influencer/publisher computing entity 105 that can be used  
20 in conjunction with embodiments of the present invention. In general, the terms device, system, computing entity, entity, and/or similar words used herein interchangeably may refer to, for example, one or more computers, computing devices, computing entities, mobile phones, desktops, tablets, notebooks, laptops, distributed systems, watches, glasses, key fobs, RFID tags, ear pieces, scanners, cameras, wristbands, kiosks, input  
25 terminals, servers, blades, gateways, switches, processing devices, processing entities, relays, routers, network access points, base stations, the like, and/or any combination of devices or entities adapted to perform the functions, operations, and/or processes described herein. Influencer/publisher computing entities 105 can be operated by various parties. As shown in Fig. 3, the influencer/publisher computing entity 105 can include an antenna  
30 312, a transmitter 304 (e.g., radio), a receiver 306 (e.g., radio), and a processing element 308 (such as those described above with regard to the enterprise computing entity 100) that provides signals to and receives signals from the transmitter 304 and receiver 306, respectively.

The signals provided to and received from the transmitter 304 and the receiver 306, respectively, may include signaling information in accordance with air interface standards of applicable wireless systems. In this regard, the influencer/publisher computing entity 105 may be capable of operating with one or more air interface standards, communication protocols, modulation types, and access types. More particularly, the influencer/publisher computing entity 105 may operate in accordance with any of a number of wireless communication standards and protocols, such as those described above with regard to the enterprise computing entity 100. In a particular embodiment, the influencer/publisher computing entity 105 may operate in accordance with multiple wireless communication standards and protocols, such as UMTS, CDMA2000, 1xRTT, WCDMA, TD-SCDMA, LTE, E-UTRAN, EVDO, HSPA, HSDPA, Wi-Fi, WiMAX, UWB, IR, Bluetooth, USB, and/or the like.

Via these communication standards and protocols, the influencer/publisher computing entity 105 can communicate with various other entities using concepts such as Unstructured Supplementary Service Data (USSD), Short Message Service (SMS), Multimedia Messaging Service (MMS), Dual-Tone Multi-Frequency Signaling (DTMF), and/or Subscriber Identity Module Dialer (SIM dialer). The influencer/publisher computing entity 105 can also download changes, add-ons, and updates, for instance, to its firmware, software (e.g., including executable instructions, applications, program modules), and operating system.

According to one embodiment, the influencer/publisher computing entity 105 may include a location determining device and/or functionality. For example, the influencer/publisher computing entity 105 may include a Global Positioning System (GPS) module adapted to acquire, for example, latitude, longitude, altitude, geocode, course, and/or speed data. In one embodiment, the GPS module acquires data, sometimes known as ephemeris data, by identifying the number of satellites in view and the relative positions of those satellites.

The influencer/publisher computing entity 105 may also comprise a user interface (that can include a display 316 coupled to a processing element 308) and/or a user input interface (coupled to a processing element 308). For example, the user interface may be an appropriate application, browser, dashboard, user interface, and/or similar words used herein interchangeably executing on and/or accessible via the influencer/publisher computing entity 105 to interact with and/or cause display of information from the enterprise computing entity 100, as described herein. The user input interface can

comprise any of a number of devices allowing the influencer/publisher computing entity 105 to receive data, such as a keypad 318 (hard or soft), a touch display, voice or motion interfaces, or other input device. In embodiments including a keypad 318, the keypad 318 can include (or cause display of) the conventional numeric (0-9) and related keys (#, \*), and other keys used for operating the influencer/publisher computing entity 105 and may include a full set of alphabetic keys or set of keys that may be activated to provide a full set of alphanumeric keys. In addition to providing input, the user input interface can be used, for example, to activate or deactivate certain functions, such as screen savers and/or sleep modes.

10           The influencer/publisher computing entity 105 can also include volatile storage or memory 322 and/or non-volatile storage or memory 324, which can be embedded and/or may be removable. For example, the non-volatile memory may be ROM, PROM, EPROM, EEPROM, flash memory, MMCs, SD memory cards, Memory Sticks, CBRAM, PRAM, FeRAM, RRAM, SONOS, racetrack memory, and/or the like. The volatile  
15           memory may be RAM, DRAM, SRAM, FPM DRAM, EDO DRAM, SDRAM, DDR SDRAM, DDR2 SDRAM, DDR3 SDRAM, RDRAM, RIMM, DIMM, SIMM, VRAM, cache memory, register memory, and/or the like. The volatile and non-volatile storage or memory can store databases, database instances, database management systems, data, applications, programs, program modules, scripts, source code, object code, byte code,  
20           compiled code, interpreted code, machine code, executable instructions, and/or the like to implement the functions of the influencer/publisher computing entity 105. As indicated, this may include an influencer/publisher application that is resident on the entity or accessible through a browser or other user interface for communicating with the enterprise computing entity 100, advertiser computing entity 110, and/or various other computing  
25           entities.

          In another embodiment, the influencer/publisher computing entity 105 may include one or more components that are functionally similar to those of the enterprise computing entity 100, as described in greater detail above.

### 30   Exemplary Advertiser Computing Entity

          In one embodiment, an advertiser (user) may be an individual, a family, a company, an organization, an entity, a department within an organization, a representative of an organization and/or person (e.g., representative of an advertiser), and/or the like. The term advertiser as used herein also includes those who may represent an advertiser, such as

advertising agencies, public relations representatives, and/or the like. In one embodiment, an advertiser may be seeking to hire one or more influencers/publishers for advertising opportunities. Thus, as will be recognized, the term “advertiser” is used generically for illustrative purposes in describing certain embodiments herein. In one embodiment, an advertiser may operate an advertiser computing entity 110 that includes one or more components that are functionally similar to those of the enterprise computing entity 100 and/or the influencer/publisher computing entity 105. For example, in one embodiment, each advertiser computing entity 110 may include one or more processing elements, one or more display device/input devices (e.g., including user interfaces), volatile and non-volatile storage or memory, and/or one or more communications interfaces. For example, the user interface may be an appropriate application, browser, dashboard, user interface, and/or similar words used herein interchangeably executing on and/or accessible via the advertiser computing entity 110 to interact with and/or cause display of information from the enterprise computing entity 100, as described herein. This may also enable the advertiser computing entity 110 to communicate with various other computing entities, such as influencer/publisher computing entities 105, and/or various other computing entities.

These architectures are provided for exemplary purposes only and are not limiting to the various embodiments. The term computing entity may refer to one or more computers, computing entities, mobile phones, desktops, tablets, notebooks, laptops, distributed systems, watches, glasses, key fobs, RFID tags, ear pieces, scanners, cameras, wristbands, kiosks, input terminals, servers, blades, gateways, switches, processing devices, processing entities, relays, routers, network access points, base stations, the like, and/or any combination of devices or entities adapted to perform the functions, operations, and/or processes described herein.

### III. Exemplary System Operation

Reference will now be made to Figs. 4-126. In particular, details regarding various embodiments of the concepts for advertising opportunities described herein and in the attached Figures and Appendices, which are herein incorporated in their entireties by reference. Specifically, the documents attached as Figs. 1-126 illustrate various embodiments of concepts for advertising opportunities.

### Influencer/Publisher Profiles

As noted, an influencer/publisher may be any individual, group of individuals, family, company, organization, entity, department within an organization, representative of an organization and/or person, and/or the like. For example, Michael Jordan (or  
5 <http://www.nike.com/jumpman23> or <https://twitter.com/Jumpman23>) may be an influencer/publisher over or have a following of those who have an interest in basketball. In another example, Michael Crichton (<http://www.michaelcrichton.net>) may be an influencer/publisher over or have a following of those who have an interest in books related to science fiction, medical fiction, and thriller genres. In still another example, Lil  
10 Wayne (<http://www.youngmoney.com>) may be an influencer/publisher over or have a following of those who enjoy hip hop music. In an entity context, talent agencies may be influencers/publishers (e.g., the individuals represented by the talent agencies may also be influencers/publishers for whom the talent agencies review and manage advertising opportunities). For example, talent agencies such as Creative Artists Agency (CAA),  
15 William Morris Agency, and International Creative Management (ICM) may represent various influencers/publishers (e.g., actors, models, celebrities, artists) and pursue and obtain advertising opportunities for the influencers/publishers they represent. Similarly, blog networks may be influencers/publishers for their respective audiences, whether it be individual writers or blogs or a network as a whole. For instance, AOL  
20 (<http://www.aol.com>), Gawker (<http://gawker.com>), and BuzzFeed (<http://www.buzzfeed.com>) may pursue and obtain opportunities to blog about, report on, or cover products, services, offerings, opportunities, positions, events, shows, programs, and/or the like for which they can receive payment or some other incentive. Similar to  
25 blog networks, crossover publishers (e.g., Bonner, Time, Hearst) may pursue and obtain opportunities to write articles about, publish pictures of, or cover products, services, offerings, opportunities, positions, events, shows, programs, and/or the like for which they can receive payment or some other incentive. As will be recognized, almost any individual, group, or entity can be an influencer/publisher.

In one embodiment, each influencer/publisher may have an influencer/publisher  
30 profile accessible via the enterprise computing entity 100. An influencer/publisher may also have multiple profiles and/or sub-profiles with varying rights and/or privileges (with a variety of usernames, passwords, authentication protocols, and/or the like for accessing the same). For example, for an individual influencer/publisher (e.g., Kim Kardashian), there may be multiple sub-profiles for with varying rights and/or privileges, such as an owner

profile for the actual influencer/publisher (e.g., Kim Kardiashian's profile), a bidder or bidwriter profile for those who have authorization to bid (e.g., offer to perform or carry out) on behalf of the owner (e.g., Kim's agents or managers), a copywriter profile for those who can create content on behalf of the owner (e.g., Kim Kardashian's talent agency), and/or the like (e.g., administrators, managers, and/or the like). Similarly, blog networks, talent agencies, and/or the like may also have multiple profiles or sub-profiles. As used herein, the terms influencer/publisher and influencer/publisher profile may be used herein interchangeably with the terms bidder, bidwriter, copywriter, owner, and/or the like and the corresponding profiles. Further, such roles may be defined with different privileges and rights with regard to the corresponding influencer/publisher. For instance, bidders and bidwriters may only have privileges related to making bids for the influencer/publisher. Copywriters may only have privileges related to writing content for the influencer/publisher, while the influencer/publisher (and potentially his or her manager) may have privileges for all the functionality provided by the enterprise computing entity 100.

As will be recognized, the enterprise computing entity 100 may provide a single domain (izea.com), for instance, through which all influencers/publishers and advertisers communicate with one another to perform the various functions described herein (e.g., operated by an independent third party of the influencers/publishers and advertisers, such as izea.com). In another embodiment, the enterprise computing entity 100 may be used to implement white label marketplaces. To do so, in one embodiment, the enterprise computing entity 100 can group certain influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like). For example, as shown in Fig. 37, all of the influencers/publishers represented by CAA may be accessible via the enterprise computing entity 100 through the appropriate section, search, and/or the like. In this embodiment, the influencers/publishers represented by CAA may be identified by performing the functions described herein. In another embodiment, the enterprise computing entity 100 may be used to implement white label marketplaces in which influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) and/or advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) have unique domains (e.g., influencers/publishers.caa.com) that provide the appearance that they (not an izea.com, for instance) support the backbone of the enterprise computing entity 100. In other words, influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover

publishers, and/or the like) may have unique domains through which advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) can provide advertising opportunities for the influencers/publishers (e.g., via application programming interfaces (APIs) in communication with the enterprise computing entity 5 100). For instance, CAA (e.g., influencers/publishers.caa.com) and ICM (e.g., opportunities.icm.com) may both have respective white label marketplaces through which advertisers can provide advertising opportunities for influencers/publishers represented by such agencies (e.g., those represented by the same using multiple profiles or sub-profiles for the represented influencers/publishers). For example, CAA and ICM may provide one 10 or more profiles or sub-profiles for those they represent to interact via the white label marketplace. Further, the enterprise computing entity 100 may configure the white label marketplaces such that only select advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) have the ability to interact with a given influencer/publisher, such as creating a white label marketplace between CAA and Digitas 15 for those they represent respectively. As will be recognized, this approach expands the opportunities for influencers/publishers to offer the services of individuals or others they represent for advertising opportunities. As will be recognized, a variety of other approaches and techniques can be used to adapt to various needs and circumstances.

In one embodiment, as shown in Figs. 4A and 4B, an influencer/publisher or someone on behalf of an influencer/publisher (e.g., operating an influencer/publisher 20 computing entity 105 executing an influencer/publisher application, browser, dashboard, user interface, and/or the like) can input various information to create or update an influencer/publisher profile for storage and use by the enterprise computing entity 100 (e.g., via an influencer/publisher database), as shown in blocks 402-414 of Fig. 4A. Such 25 profiles can be created, stored, edited, and/or customized manually, automatically, and/or semi-automatically to adapt to various needs and circumstances. For instance, in semi-automated or automated embodiments, the enterprise computing entity 100 may access an influencer's/publisher's existing accounts or profiles (such as social media accounts) to collect some or all accessible influencer/publisher information, such as by accessing 30 Facebook, Twitter, Pinterest, Block, Flickr, Instagram, Blogs (e.g., Wordpress, Blogger, Typepad, Google Analytics, YouTube, LinkedIn, Vimeo, StumbleUpon, Reddit, and/or the like (also referred herein as Connections)) to collect the influencer's/publisher's information. In a manual embodiment, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105 executing an influencer/publisher application,

browser, dashboard, user interface, and/or the like) may manually input such information to create or update an influencer/publisher profile. Figs. 117-121 illustrate various views of the profile sign up process according to an embodiment.

In one embodiment, an influencer/publisher profile may include an  
5 influencer/publisher name, gender, income (e.g., individual or household), email addresses, avatar, picture, birthday, text message addresses, social media accounts used, languages spoken, advertising rates, financial account information, phone numbers, addresses, and/or the like. The influencer/publisher may also input (or the enterprise computing entity 100 may collect/determine) the geographic area or areas in which the  
10 influencer/publisher lives or visits, such as United States (e.g., regions or areas within the same), Canada (e.g., regions or areas within the same), North America (e.g., regions or areas within the same), South America (e.g., regions or areas within the same), Europe (e.g., regions or areas within the same), Asia (e.g., regions or areas within the same), and Australia (e.g., regions or areas within the same), and/or the like. The influencer/publisher  
15 may also input (or the enterprise computing entity 100 may collect/determine) an age range of the influencer/publisher, such as 18+, 21+, Gen Y'ers, Gen X'ers, Baby Boomers, Seniors, and/or the like. The influencer/publisher may also input (or the enterprise computing entity 100 may collect/determine) areas of interest for the influencer/publisher, such as Technology, Beauty, Business, Fashion, Lifestyle, Health, Pop Culture,  
20 Entertainment, Social Media, Advertising, Video Games, Travel, Family, Celebrity, and/or the like. The areas of interest may correspond to the areas in which the influencer/publisher is willing to participate to influence or publish content to others. The influencer/publisher may also input (or the enterprise computing entity 100 may collect/determine) the influencer's/publisher's life stage, such as in college, kids in elementary, kids in high school, kids in college, and/or the like. And the  
25 influencer/publisher may input (or the enterprise computing entity 100 may collect/determine) the influencer's/publisher's profession or area of his or her profession, such as Agricultural, Mining, Utilities, Construction, Manufacturing, Transportation, Wholesale, Retail, Information, Financial, Real Estate, Professional, Management,  
30 Administrative, Education, Health Care, Arts/Entertainment, Food/Hospitality, Public/Government, Other, and/or the like. In one embodiment, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) may also input the prices for which the influencer/publisher is willing to accept advertising opportunities. Such prices may be referred as an "Ask Price" or a "Buy Now Price." Such prices may be platform

specific (e.g., Facebook, Twitter, etc.), opportunity specific (e.g., commenting, tweeting, etc.), and/or the like.

In one embodiment, the enterprise computing entity 100 may collect/determine information about the influencer/publisher or the influencer's/publisher's accounts, as indicated by blocks 416-464 of Fig. 4B. For example, for an influencer's/publisher's Facebook account, the enterprise computing entity 100 may collect/determine information regarding the influencer's/publisher's Likes, Friends, Subscribers, Posts, Comments, and/or the like. For a Twitter account, the enterprise computing entity 100 may collect/determine information regarding the influencer's/publisher's Followers, Friends, Tweets, Mentions, Retweets, Times Listed, and/or the like. For a Flickr account, the enterprise computing entity 100 may collect/determine information regarding the influencer's/publisher's Contacts, Photos, Photo Views, Photo Faves, Photo Comments, and/or the like. As will be recognized, various information from a variety of sources can be collected/determined by the enterprise computing entity 100 to store in association with an influencer's/publisher's profile. Such profile information may be updated regularly, periodically, continuously, and/or in response to certain triggers.

With the creation of an influencer/publisher profile, a variety of statistics, benchmarks, and/or other information can be maintained, evaluated, and/or determined by the enterprise computing entity 100. For example, with such influencer/publisher information, the enterprise computing entity 100 can determine or evaluate the influencer/publisher by assigning an Approval Rating to the influencer/publisher. The Approval Rating may provide an indication to advertisers as to how often an influencer's/publisher's content is being approved/accepted or rejected by other advertisers, such as by dividing the amount of approvals/acceptances by the number of rejections (e.g., if an influencer/publisher has attempted to take 10 opportunities and has been approved/accepted to complete 9 out of the 10, the approval rating would be 90%). In one embodiment, the influencer/publisher may be required to complete at least five transactions in order to be assigned an Approval Rating.

The enterprise computing entity 100 can determine or evaluate the influencer/publisher by assigning a Quality Score to the influencer/publisher. For example, each time an influencer/publisher participates in a transaction the advertiser is promoted to rate the quality of the content on a scale of 1 to 5. This is displayed as a star rating on the influencer's/publisher's profile. In one embodiment, the Quality Score can be an average

of all ratings for the influencer/publisher. In one embodiment, the influencer/publisher may be required to complete at least five transactions in order to be assigned a score.

The enterprise computing entity 100 can also determine or evaluate the influencer/publisher by assigning an Influence Rank or InRank to the influencer/publisher.

5 In one embodiment, the Influence Rank or InRank may be a number from 1-100 that measures the influencer's/publisher's reach, engagement, and overall influence. In one embodiment, to determine or evaluate the Influence Rank or InRank, the enterprise computing entity 100 may take into account all social connections while placing a weighted emphasis on activation and click quality.

10 In one embodiment, the enterprise computing entity 100 can assign badges to influencers/publishers. As will be recognized, badges may be graphical representations of achievements earned by influencers/publishers to encourage participation by influencers/publishers. Such badges may be transaction based, such as 25 - 25 completed transactions, 50 - 50 completed transactions, and/or 100 - 100 completed transactions.  
15 Such badges may also be quality based, such as Craftsman - 25 transactions with a 5 star quality rating or Master - 100 transactions with a 5 star quality rating. Such badges may also be social based, such as Connected - 3 unique services connected, Maven - 5 unique services connected, and Addict - 7 unique services connected. Further, the badges may be referral based, such as Fan - 10 referrals, Superfan - 25 referrals, and/or Megafan - 100  
20 referrals. In other embodiments, such badges may be response-time based or community based, such as Quickdraw - respond to an advertiser change request in less than 1 hour or Activist - Login every day for 30 days. As will be recognized, a variety of other techniques and approaches (and combinations of the above) can be used to adapt to various needs and circumstances.

25 In one embodiment, through such profiles, influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) may have to ability to "watch" advertisers, watch advertising opportunities over a configurable threshold, and/or the like. Similarly, influencers/publishers (e.g., operating influencer/publisher computing entities 105) may also have the ability to monitor their financials (e.g., receive  
30 notifications when they receive payment for completing an advertising opportunity, when they receive payment for a referral). As will be recognized, a variety of other approaches and techniques can be used to adapt to various needs and circumstances.

### Advertisers Profiles

As noted, an advertiser (user) may be an individual, a family, a company, an organization, an entity, a department within an organization, a representative of an organization and/or person, and/or the like seeking to hire one or more  
5 influencers/publishers (e.g., individuals, blog networks or individual writers, talent agencies or individual celebrities) for advertising (e.g., promoting, influencing, etc.) products, services, offerings, opportunities, positions, events, shows, programs, and/or the like interchangeably referred to herein as advertising opportunities. For example, The Coca-Cola Company may be an advertiser interested in hiring influencers/publishers to  
10 Tweet or write a blog about the great taste of a new Coca-Cola product; post a picture on Instagram of them drinking the new Coca-Cola product, wearing Coca-Cola gear, or visiting the World of Coke; or write a blog about the quality of the new Coca-Cola product. Further advertising agencies (representing a variety of individuals and entities) may also be advertisers. For example, advertising agencies (such as Ogilvy, Razorfish, and  
15 Digitas) may represent individuals or entities having an interest in using one or more influencers/publishers to advertise (e.g., promote, influence, etc.) a product, service, offering, opportunity, position, event, show, program, and/or the like. Similarly, public relations firms (such as Ketchum, Edelman, and Cohn & Wolfe) may represent individuals or entities having an interest in using one or more influencers/publishers to advertise a  
20 product, service, offering, opportunity, position, event, show, program, and/or the like. Similarly, blog networks and crossover publishers may be advertisers by having an interest in using one or more influencers/publishers to advertise (e.g., promote, influence, etc.) a product, service, article, photograph, blog, offering, opportunity, position, event, show, program, and/or the like. Thus, as will be recognized, an advertiser may be any individual,  
25 group of individuals, family, company, organization, entity, department within an organization, representative of an organization and/or person, and/or the like.

In one embodiment, each advertiser may have an advertiser profile accessible via the enterprise computing entity 100. An advertiser may also have multiple profiles and/or sub-profiles with varying rights and/or privileges (with a variety of usernames, passwords,  
30 authentication protocols, and/or the like for accessing the same)—similar to influencer/publisher profiles. Further, as previously described, the enterprise computing entity 100 may provide a single domain (izea.com), for instance, through which all advertisers and influencers/publishers communicate with one another to perform the functions described herein (e.g., operated by an independent third party of the

influencers/publishers and advertisers, such as izea.com). In another embodiment, the enterprise computing entity 100 may be used to implement white label marketplaces. To do so, in one embodiment, the enterprise computing entity 100 can group certain advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) by advertising agency, publications firm, and/or the like. In so doing, all of the advertisers represented by Digitas, for example, may be accessible via the enterprise computing entity 100 through the appropriate section, search, and/or the like (similar to as shown in Fig. 37). In this embodiment, the advertisers represented by Digitas may be identified by performing the functions described herein. In another embodiment, the enterprise computing entity 100 may be used to implement white label marketplaces in which advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) and/or influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) have unique domains (e.g., opportunities.digitas.com) that provide the appearance that they (not an izea.com, for instance) support the backbone of the enterprise computing entity 100 (e.g., via APIs in communication with the enterprise computing entity 100). In other words, advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) may have unique domains through which influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) can accept and perform advertising opportunities. For instance, Digitas (e.g., opportunities.digitas.com) and Ketchum (e.g., opportunities.ketchum.com) may both have respective white label marketplaces through which they can provide advertising opportunities (e.g., on behalf of those they represent using multiple profiles or sub-profiles for the represented advertisers). For example, Digitas and Ketchum may provide one or more profiles or sub-profiles for those they represent to interact via the white label marketplace. Further, the enterprise computing entity 100 may configure the white label marketplaces such that only select influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) have the ability to view and accept advertising opportunities offered by a given advertiser, such as creating a white label marketplace between Digitas and CAA. As will be recognized, this approach expands the opportunities for advertisers to offer the services of individuals or others they represent. As will be recognized, a variety of other approaches and techniques can be used to adapt to various needs and circumstances. Figs. 40-42, 43A, 43B, and 44-67 show various views illustrating an example of administering a white label marketplace and as also described herein.

In one embodiment, as shown in Figs. 4A and 4B, an advertiser or someone on behalf of an advertiser (e.g., operating an advertiser computing entity 110 executing an advertiser application, browser, dashboard, user interface, and/or the like) can input various information to create or update an advertiser profile for storage and use by the enterprise computing entity 100 (e.g., via an advertiser database). Such profiles can be created, stored, edited, and/or customized manually, automatically, and/or semi-automatically to adapt to various needs and circumstances.

In one embodiment, an advertiser profile may include an advertiser name, email addresses, avatar, picture, birthday, financial account information, phone numbers, addresses, and/or the like. The advertiser may also input (or the enterprise computing entity 100 may collect/determine) the geographic area of the advertiser or the geographic areas for which the advertiser is seeking influence, such as United States (e.g., regions or areas within the same), Canada (e.g., regions or areas within the same), North America (e.g., regions or areas within the same), South America (e.g., regions or areas within the same), Europe (e.g., regions or areas within the same), Asia (e.g., regions or areas within the same), and Australia (e.g., regions or areas within the same), and/or the like. The advertiser may also input an age range of the advertiser or age ranges of the people for whom the advertiser is seeking to influence or publish content, such as under 18, 18+, 21+, Gen Y'ers, Gen X'ers, Baby Boomers, Seniors, and/or the like. The advertiser may also input areas of interest to the advertiser or areas of interest of the people for whom the advertiser is seeking to influence or publish content, such as Technology, Beauty, Business, Fashion, Lifestyle, Health, Pop Culture, Entertainment, Social Media, Advertising, Video Games, Travel, Family, Celebrity, and/or the like. And the advertiser may also input the life stage of the advertiser or the life stages of the people for whom the advertiser is interested in influencing, such as in college, kids in elementary, kids in high school, kids in college, and/or the like. The advertiser may also input the advertiser's profession or area of his or her profession or the areas of the professions of the people for whom the advertiser is seeking to influence or publish content, such as Agricultural, Mining, Utilities, Construction, Manufacturing, Transportation, Wholesale, Retail, Information, Financial, Real Estate, Professional, Management, Administrative, Education, Health Care, Arts/Entertainment, Food/Hospitality, Public/Government, Other, and/or the like. As will be recognized, a variety of other techniques and approaches (and combinations of the above) can be used to adapt to various needs and circumstances.

In one embodiment, through such profiles, advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) may have to ability to “watch” influencers/publishers, watch bids over a configurable threshold, and/or the like. Similarly, advertiser (e.g., operating an advertiser computing entity) may also  
5 have the ability to receive notifications for bids, referrals, acceptances, and/or the like. As will be recognized, a variety of other approaches and techniques can be used to adapt to various needs and circumstances.

#### Advertising Opportunities

10 In one embodiment, an advertiser (e.g., in communication with an enterprise computing entity 100) can input or provide one or more advertising opportunities, as indicated by block 1602 of Fig. 16. As noted, advertising opportunities may be opportunities to receive payment or some other incentive for advertising (e.g., promoting, influencing, etc.) a product, service, article, photograph, blog, offering, opportunity,  
15 position, event, show, program, and/or the like.

In one embodiment, an advertiser (e.g., operating an advertiser computing entity  
110 executing an advertiser application, browser, dashboard, user interface, and/or the like) may first input the “type” of advertising opportunity (see Figs. 5, 30, and 31) for storage by the enterprise computing entity 100, as shown by blocks 1702 of Fig. 17, block  
20 1802 of Fig. 18, and block 2102 of Fig. 21. For instance, the advertising opportunity types may be Sponsored Content, such as blog posts, updates (e.g., Facebook, Twitter, LinkedIn, etc.), photos (e.g., Flickr, Instagram, Facebook, Twitter, etc.), videos (e.g., Facebook, Vimeo, YouTube, etc.), shares (Pinterest, StumbleUpon, Reddit, etc.), and/or the like. Further, the advertising opportunity may be physical, such as attending conferences,  
25 wearing apparel, guest appearances, verbal mentions, guerilla marketing, and/or the like. As will be recognized, a variety of other advertising opportunity types can be used to adapt to various needs and circumstances. If appropriate, the advertiser (e.g., operating an advertiser computing entity 110 in communication with an enterprise computing entity  
100) can also specify the platform for the advertising opportunity.

30 As seen in Figs. 6 and 32, an advertiser (e.g., operating an advertiser computing entity 110 in communication with an enterprise computing entity 100) can also describe or further define the advertising opportunity. For example, the advertiser (e.g., operating an advertiser computing entity 110 in communication with an enterprise computing entity 100) may input a description that includes a photograph or image, a title, instructions for

carrying out the advertising opportunity, a description of the ideal influencer/publisher, and/or the like. The advertiser (e.g., operating an advertiser computing entity 110 in communication with an enterprise computing entity 100) may also input one more content links (and corresponding anchor text) that must be used in carrying out the advertising  
5 opportunity. The advertiser (e.g., operating an advertiser computing entity 110 in communication with an enterprise computing entity 100) may also input one or more tags or keywords to help appropriate influencers/publishers in identifying the advertising opportunity. The advertiser (e.g., operating an advertiser computing entity 110 in communication with an enterprise computing entity 100) may also input the start and end  
10 dates for the advertising opportunity. As will be recognized, a variety of information can be used to define or describe the advertising opportunity to adapt to various needs and circumstances.

As previously noted, in addition to describing the advertising opportunity, the advertiser (e.g., operating an advertiser computing entity 110 in communication with an  
15 enterprise computing entity 100) may also input information describing one or more ideal influencers/publishers and/or the target audience for the advertising opportunity (see Fig. 7). For example, the advertiser (e.g., operating an advertiser computing entity 110 in communication with an enterprise computing entity 100) may input one more interest areas that may correspond to an ideal influencer/publisher and/or the target audience, such  
20 as Technology, Beauty, Business, Fashion, Lifestyle, Health, Pop Culture, Entertainment, Social Media, Advertising, Video Games, Travel, Family, Celebrity, and/or the like. The advertiser (e.g., operating an advertiser computing entity 110) may also input one or more geographic areas that may correspond to an ideal influencer/publisher and/or the target audience, such as United States (e.g., regions or areas within the same), Canada (e.g.,  
25 regions or areas within the same), North America (e.g., regions or areas within the same), South America (e.g., regions or areas within the same), Europe (e.g., regions or areas within the same), Asia (e.g., regions or areas within the same), and Australia (e.g., regions or areas within the same), and/or the like. The advertiser (e.g., operating an advertiser computing entity 110) may also input an age range that may correspond to an ideal  
30 influencer/publisher and/or the target audience. Other information that may be used to describe an ideal influencer/publisher and/or the target audience may include gender, languages spoken, life stage, income level, and/or the like. In one embodiment, the advertiser (e.g., operating an advertiser computing entity 110 in communication with an enterprise computing entity 100) may also input certain tags or keywords or invite/notify

certain groups that may correspond to one or more ideal influencers/publishers and/or the target audience. And the advertiser (e.g., operating an advertiser computing entity 110) may also define lists or categories of influencers/publishers to include or exclude in the campaign for the advertising opportunity.

5           In one embodiment, as an advertiser (e.g., operating an advertiser computing entity 110) inputs information describing one or more ideal influencers/publishers and/or the target audience, the advertiser computing entity 110 in communication with an enterprise computing entity 100 can cause display of the number of influencers/publishers, for example, that satisfy the description of requirements of the advertising opportunity. This  
10           may be helpful for advertisers to know whether they should further define or loosen the criteria defining ideal influencers/publishers and/or the target audience. As shown in Fig. 8, an advertiser (e.g., operating an advertiser computing entity 110) can review the information input for the advertising opportunity and submit the same when ready to initiate a campaign for the advertising opportunity.

15           In one embodiment, once campaign has been created for an advertising opportunity, the enterprise computing entity 100 can allow various influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) to view, accept, and/or bid on the advertising opportunity. Also, the enterprise computing entity 100 can provide an interface, for example, for the advertiser (e.g., operating an  
20           advertiser computing entity 110) to return to the campaign to review information about the influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) who have viewed, accepted, and/or bid on the advertising opportunity. As will be recognized, a campaign may have multiple advertising opportunities (see Figs. 23, 24, and 25). For example, an advertiser may input multiple  
25           advertising opportunities associated with a given campaign. Returning to the example with The Coca-Cola Company, one advertising opportunity may be for influencers/publishers to Tweet or write a blog about the great taste of a new Coca-Cola product. Another advertising opportunity may be for influencers/publishers to post a picture on Instagram of them drinking the new Coca-Cola product. And another advertising opportunity may be  
30           for influencers/publishers to wear Coca-Cola gear for the new product in public. Each of these advertising opportunities can be associated with a single campaign for the new product (see Figs. 23, 24, and 25). As shown in Figs. 23, 24, 25, and 39, an advertiser (e.g., operating an advertiser computing entity) can manage campaigns and advertising opportunities (e.g., view analysis regarding financials, views, clicks, shares, total reach,

and/or the like), review performances by influencers/publishers, and/or the like. As will be recognized, a variety of techniques and approaches can be used to adapt to various needs and circumstances.

## 5 Finding Influencers/Publishers

In one embodiment, the enterprise computing entity 100 can provide advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) with the ability to search for and identify influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) who may be candidates for their advertising opportunities. For example, as shown in Figs. 9, 34, 35, 36, and 38, an advertiser (e.g., operating an advertiser computing entity 110) may be able to search for influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) based on information stored by the enterprise computing entity 100 as part of the influencers'/publishers' profiles. This may include searching for influencers/publishers based on areas of interest, geographic location, languages spoken, age range, gender, life stage, race, income level, profession or area of profession, popular groups, favorites, and/or the like.

In one embodiment, as an advertiser (e.g., operating an advertiser computing entity 110) searches for, filters, or sorts influencers/publishers, the enterprise computing entity 100 can provide information from the profiles of the influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) who satisfy the search, filter, or sort for viewing by the advertiser. In one embodiment, the advertiser (e.g., operating an advertiser computing entity 110) may also have the ability to configure how information about the identified influencers/publishers is displayed.

In one embodiment, the advertiser (e.g., operating an advertiser computing entity 110) may further refine the results of the matching influencers/publishers. For instance, the advertiser (e.g., operating an advertiser computing entity 110) may further refine the results by narrowing the geographic area to a country, province, state, territory, county, city, area code, postal code, and/or the like. The advertiser (e.g., operating an advertiser computing entity 110) may further refine the results by including additional criteria, such as limiting the results to influencers/publishers who have a minimum Approval Rating, a minimum Quality Score, a minimum Influence Rank or InRank, a minimum badge level, and/or the like. The advertiser (e.g., operating an advertiser computing entity 110) may also further refine the results based on platforms, Followers, Tweets, Mentions, Retweets,

Comments, Updates, Contacts, and/or the like. And the advertiser (e.g., operating an advertiser computing entity 110) may also refine the results based on the cost for the influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) to accept the advertising opportunity, such as the “Ask Price” or “Buy Now Price.”

As also shown in Figs. 10 and 11, the advertiser (e.g., operating an advertiser computing entity 110) may view and/or compare further information about each influencer’s/publisher’s profile by selecting the same. The advertiser (e.g., operating an advertiser computing entity 110) may also add particular influencers/publishers to a list (e.g., list of influencers/publishers of interest), campaign, or an advertising opportunity. In response to such input, the enterprise computing entity 100 can store the same in accordance with the advertiser’s list, campaign, and/or advertising opportunity. For example, such lists may include influencer’s/publisher’s who are fans of an advertiser’s Facebook page, follow the advertiser on Twitter, have successfully completed an advertising opportunity with the advertiser previously, and/or the like.

In one embodiment, the advertiser (e.g., operating an advertiser computing entity 110) can select to invite/notify one or more lists or one or more influencers/publishers to participate in a campaign or advertising opportunity. For instance, if the advertiser (e.g., operating an advertiser computing entity 110) invites/notifies a list (e.g., group of influencers/publishers) or an influencer/publisher for a given opportunity, the enterprise computing entity 100 can provide each of the influencers/publishers in the list or the directly invited/notified influencers/publishers with a message or notification of the campaign or advertising opportunity for which they have been invited/notified. In one embodiment, the invitation may indicate that the advertiser has agreed to the influencer’s/publisher’s “Ask Price” or “Buy Now” price if the influencer/publisher wishes to accept the advertising opportunity. In one embodiment, the advertiser (e.g., operating an advertiser computing entity 110) can view such direct invitations via the dashboard, browser, application, or user interface. The enterprise computing entity 100 may also provide a variety of other notifications, such as emails, voice messages, text messages, and/or the like. Influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) can also “share” or “refer” these invitations with other influencers/publishers. As will be recognized, a variety of techniques and approaches can be used to adapt to various needs and circumstances.

In one embodiment, as previously described, in the lists context, an advertiser (e.g., operating an advertiser computing entity 110) can view lists and information about the same via an appropriate computing entity in communication with the enterprise computing entity 100, for example. For instance, Fig. 12 includes lists (Mommies, Tech Peeps, Mint Product Sampling, Liked and Roomba on FB) that can be invited/notified for an advertising opportunity. Figs. 13 and 15 show more-detailed views of a specific list and the influencer/publisher profiles (and corresponding profile information) for the list. An advertiser (e.g., operating an advertiser computing entity 110) may further refine influencer/publisher profiles in the list. For instance, the advertiser (e.g., operating an advertiser computing entity 110) may further refine influencer/publisher profiles in the list by narrowing the geographic area to a country, province, state, territory, county, city, area code, postal code, and/or the like. The advertiser (e.g., operating an advertiser computing entity 110) may further refine influencer/publisher profiles in the list by including additional criteria, such as limiting the results to influencers/publishers who have a minimum Approval Rating, a minimum Quality Score, a minimum Influence Rank or InRank, a minimum badge level, and/or the like. The advertiser (e.g., operating an advertiser computing entity 110) may also further refine influencer/publisher profiles in the list based on platforms, Followers, Tweets, Mentions, Retweets, Comments, Updates, Contacts, and/or the like. Additionally, an advertiser (e.g., operating an advertiser computing entity 110) may invite/notify an entire list, portions of a lists, selected influencers/publishers of a lists, and/or the like to an advertising opportunity. The advertiser (e.g., operating an advertiser computing entity 110) may also remove influencers/publishers from a list, add influencers/publishers to a list, copy influencers/publishers from a list and/or the like (see Figs. 14, 85D-85G, and 89-92).

25

#### Finding Advertising Opportunities

In one embodiment, the enterprise computing entity 100 can provide influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) with the ability to search for and identify advertising opportunities. For example, in one embodiment, the enterprise computing entity 100 may provide influencers/publishers (e.g., operating influencer/publisher computing entities 105) with the ability to identify advertising opportunities in a similar manner as advertisers finding influencers/publishers. For example, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) may be able to search for advertising

30

opportunities based on information submitted to the enterprise computing entity 100 when advertisers (e.g., operating advertiser computing entities 110) submitted the advertising opportunities. This may include searching for advertising opportunities based on areas of interest, geographic location, languages spoken, age range, gender, life stage, race, income level, profession or area of profession, popular groups, favorites, and/or the like.

In one embodiment, when an advertiser (e.g., operating an advertiser computing entity 110) creates an “open” advertising opportunity, only influencers/publishers (e.g., based on their corresponding profiles) who satisfy the description (e.g., parameters) of the advertising opportunity can view the advertising opportunity. Such an implementation may limit influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like) from viewing advertising opportunities when they do not match the defined criteria. In one embodiment, as an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) searches for, filters, or sorts advertising opportunities, the enterprise computing entity 100 can provide information from the advertising opportunities that satisfy the search, filter, or sort for viewing by the influencer/publisher.

In one embodiment, similar to an advertiser, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) may further refine the results of the matching advertising opportunities. For instance, the influencer/publisher (e.g., operating an influencer/publisher computing entity 105) may further refine the results by narrowing the geographic area to a country, province, state, territory, county, city, area code, postal code, and/or the like. The influencer/publisher (e.g., operating an influencer/publisher computing entity 105) may further refine the results by platform (e.g., Twitter, Facebook, Instagram, etc. In one embodiment, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) may view advertising opportunities as a result of direct invitations from advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) or “shares” or “referrals” from other influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like).

As also noted, in one embodiment, influencers/publishers (e.g., operating influencer/publisher computing entities 105) may be accessing advertising opportunities offered by an individual advertiser, such as Digitas, by accessing a unique domain for the advertiser (e.g., opportunities.digitas.com). Thus, this approach can allow advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) to

present the advertising opportunities through the enterprise computing entity 100 in a manner transparent to influencers/publishers (e.g., individuals, talent agencies, blog networks, crossover publishers, and/or the like). As will be recognized, a variety of techniques and approaches can be used to adapt to various needs and circumstances.

5           In one embodiment, influencers/publishers (e.g., operating influencer/publisher computing entities 105) can view, accept, and/or bid on the advertising opportunities and interact with advertisers (e.g., individuals, advertising agencies, companies, public relations firms, and/or the like) regarding the same.

#### 10    Approval/Acceptance and Bidding Process

          In one embodiment, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) can review, accept, approve, negotiate, or decline direct invitations, shares, or referrals for advertising opportunities. To do so, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) can access the appropriate application, browser, dashboard, user interface, and/or the like to view and review direct invitations and/or shares to accept the same. In one embodiment, if such an invitation is accepted, the terms for the advertising opportunity are as provided in the invitation. Further, if an influencer/publisher accepts an invitation or share, for instance, the influencer/publisher may perform or carry out a content review and approval/acceptance process as described in greater detail below. In other embodiments, the influencer/publisher may simply carry out the advertising opportunity as described, which can be tracked/determined and monitored by the enterprise computing entity 100.

          In one embodiment, influencers/publishers (e.g., operating influencer/publisher computing entities 105) can also bid on (e.g., offer to perform or carry out) advertising opportunities of interest (see Figs. 16-22) based on searches, filters, sorts, shares, and/or the like. For example, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) may view, bid on, negotiate about, and/or the like such opportunities via the appropriate application, browser, dashboard, user interface, and/or the like, as indicated by block 1704 of Fig. 17, block 1804 by Fig. 18, and block 2104 by Fig. 21. That is, the enterprise computing entity 100 may provide the influencer/publisher (e.g., operating an influencer/publisher computing entity 105) with ability to perform or carry out such actions via the appropriate application, browser, dashboard, user interface, and/or the like.

In one embodiment, to bid on an advertising opportunity, an influencer/publisher (e.g., operating an influencer/publisher computing entity 105) may simply select “bid” for the corresponding advertising opportunity. In one embodiment, the bid may include the influencer’s/publisher’s bid price (e.g., the amount or incentive for which the influencer/publisher is willing to perform or carry out the advertising opportunity). The bid price may be entered manually by the influencer/publisher (e.g., operating an influencer/publisher computing entity 105) or automatically based on the influencer’s/publisher’s “Ask Price” or a “Buy Now Price.” In another embodiment, the bid may include the influencer’s/publisher’s bid price (e.g., the amount or incentive for which the influencer/publisher is willing to perform or carry out the advertising opportunity) and/or the proposed content (e.g., blog, tweet, photograph, comment, and/or the like) as described by the advertising opportunity.

In one embodiment, as previously discussed, such bids may be entered by multiple parties and/or require a multi-step approval/acceptance process depending on the party submitting or entering the bid, as shown by blocks 1706-1714 of Fig. 17, blocks 1806-1814 of Fig. 18, and blocks 2106-2114 of Fig. 21. For instance, bids may be entered by an owner (e.g., Kim Kardashian), a bidder or bidwriter (e.g., Kim Kardashian’s agents or managers), a copywriter (e.g., Kim Kardashian’s talent agency), and/or the like. In one embodiment, if a person other than the owner enters the bid, the owner may be notified of the bid via the dashboard, user interface, and/or the like of the bid, which may require the owner’s approval/acceptance to proceed. For instance, the owner/actual influencer/publisher operating an influencer/publisher computing entity 105 may be required to approve/accept all bids. Continuing with the above example, Kim Kardashian (e.g., owner) may view the advertising opportunity offered by The Coca-Cola Company to write a blog about a new product and enter/submit a bid (e.g., by operating the appropriate computing entity). In another example, Kim Kardashian’s manager (e.g., bidwriter) may view the advertising opportunity offered by The Coca-Cola Company to write a blog about a new product and enter a bid on Kim’s behalf. In yet another example, a representative at Kim Kardashian’s talent agency (e.g., copywriter) may view the advertising opportunity offered by The Coca-Cola Company to write a blog about a new product and enter a bid with a draft of a blog on Kim’s behalf. In the latter two examples, Kim can receive a notification via the dashboard, user interface, and/or the like that the bidwriter or copywriter submitted a bid on behalf of Kim. In response to (e.g., after) receiving the notification and/or reviewing the bid, Kim (e.g., owner) may be required to approve/accept

the bid before it is actually provided to the corresponding advertiser. In other embodiments, the enterprise computing entity 100 may require approval/acceptance by multiple parties before a bid is actually submitted to the corresponding advertiser. As will be recognized, a variety of techniques and approaches can be used for submitting and  
5 approving bids to adapt to various needs and circumstances.

In one embodiment, after a bid has been appropriately submitted and/or approved/accepted, the enterprise computing entity 100 can provide a message or notification (e.g., via the appropriate interface) to the advertiser regarding the bid (see Figs. 26 & 27 and blocks 1716 of Fig. 17, 1816 of Fig. 18, and 2116 of Fig. 21). Then, via  
10 the dashboard, browser, application, or user interface (see Figs. 26, 27, and 33), the advertiser (e.g., operating an advertiser computing entity 110) can accept the bid, decline the bid, ban the influencer/publisher from bidding on the advertiser's advertising opportunities, flag the bid as inappropriate, add the bid to a list or campaign, negotiate the bid, and/or the like, as indicated by blocks 1718-1734 of Fig. 17, blocks 1818-1834 of Fig.  
15 18, and blocks 2118-2134 of Fig. 21.

In one embodiment, after a bid, direct invitation, or share has been accepted by an advertiser or influencer/publisher, the influencer/publisher (e.g., operating an influencer/publisher computing entity 105) and advertiser (e.g., operating an advertiser computing entity 110) may go through a content approval/acceptance process (shown in  
20 Figs. 16-22) until both parties either withdraw from the process or the content is approved/accepted as being in compliance/accordance with the description of the advertising opportunity. This may include the advertiser (e.g., operating an advertiser computing entity 110) reviewing a draft of the submitted content (e.g., Kim Kardashian's draft blog). The draft of the submitted content may be the content (both in substance and  
25 form) in which the influencer/publisher proposes to use to fulfill or carry out the advertising opportunity (see Figs. 28-29). In one embodiment, one or more parties on behalf of the influencer/publisher (e.g., owner, bidwriter, copywriter, and/or the like) may be required to approve/accept the content being submitted to the advertiser (as described with regard to the multi-step bid approval). Similarly, the advertiser can suggest changes  
30 or edits to the content or accept the content before allowing it to "go live," e.g., to be posted, printed, worn, said, tweeted, shared, commented on, published, and/or the like (see Figs. 28-29). In certain embodiments, both parties can receive notifications for each step described shown in Figs. 16-22; the process may be iterative as well. Continuing with the above example, once the appropriate parties associated with the influencer/publisher (e.g.,

Kim Kardashian's team) approve/accept and submit the content and the advertiser approves the content (e.g., The Coca-Cola Company or Digitas on behalf of The Coca-Cola Company), the influencer/publisher can complete or carry out the advertising opportunity by taking the content "live"—posting, tweeting, sharing, saying/speaking, wearing, commenting on, publishing, and/or the like the content (see blocks 1836-1870 of Figs. 19 and 20 and blocks 2136-2140 of Figs. 21 and 22).

Once the content "goes live," the enterprise computing entity 100 can indicate the advertising opportunity as "complete" or "closed" (unless multiple advertising opportunities can be accepted for the same) and provide the payment or other incentive to the appropriate parties.

Payments may be in a variety of forms, such as via debit cards, credit cards, direct credits, direct debits, cash, check, money order, Internet banking, e-commerce payment networks/systems (e.g., PayPal™, Google Wallet, Amazon Payments), virtual currencies (e.g., Bitcoins), award or reward points, and/or the like. Such payments may be made using a variety of techniques and approaches, including through NFC technologies such as PayPass, Android Beam, Bluetooth low energy (BLE), and various other contactless payment systems. Further, such payment technologies may include PayPal Beacon, Booker, Erply, Leaf, Leapset, Micros, PayPal Here, Revel, ShopKeep, TouchBistro, Vend, and/or the like (see blocks 1876-1882 of Fig. 20 and blocks 2142-2148 of Fig. 22).

As will be recognized, a variety of payment scenarios may occur. In the context of a white label marketplace, not only can influencers/publishers receive payment or another incentive for carrying out the advertising opportunity, but the appropriate talent agencies, advertising agencies, public relations firms, and/or the like may also receive payment or other appropriate incentives—as well as the entity operating the enterprise computing entity 100. As will be recognized, a variety of other approaches and techniques can be used to adapt to various needs and circumstances, such as provide payment of incentives for shares, referrals, and/or the like.

The enterprise computing entity 100 can also track/determine various statistics associated with the advertising opportunity. For instance, as shown in Figs. 23, 24, 25, and 39, the enterprise computing entity 100 can provide statistics and analysis regarding the financials associated with the advertising opportunity or campaign and/or statistics and analysis regarding the views, clicks, shares, total reach, and/or the like regarding the same. The enterprise computing entity 100 can also provide the advertiser (e.g., operating an advertiser computing entity 110) with ability to review the influencers/publishers

performance and update the corresponding Approval Rating, Quality Score, Influence Rank or InRank, badges, and/or the like as a result of the reviews. As will be recognized, a variety of other approaches and techniques can be used to adapt to various needs and circumstances.

5

#### Advertising/Sponsorship Campaigns/Opportunities

Figs. 68A-96B illustrate various views of the creation and management of a sponsorship campaign by an advertiser. For example, Figs. 68A and 68B illustrate some example statistics related to an advertising opportunity (e.g., a sponsorship campaign) that the enterprise computing entity 100 may track/determine and provide to (e.g., cause display of for) the advertiser (e.g., operating an advertiser computing entity 110). Fig. 69 illustrates an example view provided by the enterprise computing entity 100 (e.g., via the advertiser computing entity 110) to provide tools for an advertiser to manage one or more advertising opportunities.

15 Figs. 70A and 70B provide a flowchart illustrating various processes and operations that may be completed in the creation and management of an advertising opportunity by an advertiser, according to various embodiments. At step 702, the advertiser (e.g., operating an advertiser computing entity 110) selects a type of opportunity for the advertising opportunity, as shown in Figs. 30 and 71. At step 704, the advertiser  
20 (e.g., operating an advertiser computing entity 110) may select a platform for the advertising opportunity, as shown in Figs. 31 and 72.

Step 706, the advertiser (e.g., operating an advertiser computing entity 110) may define the opportunity. Fig. 73 illustrates an example view of how an advertiser may define a “blog” type opportunity. Fig. 74 illustrates an example view of how an advertiser  
25 may define a “photo” type opportunity. Fig. 75 shows how an advertiser may define a “status update” type opportunity. Figs. 76-78A and 78B show how an advertiser may define a “video” type opportunity.

At step 708, the advertiser (e.g., operating an advertiser computing entity 110) may provide information regarding the type of influencer/publisher/creator the advertiser would  
30 like to participate in the advertising opportunity, as shown in Figs. 79A and 79B. At step 710, the advertiser (e.g., operating an advertiser computing entity 110) may invite/notify influencers/publishers/creators to participate in the advertising opportunity. As shown in Fig. 80, the influencers/publishers/creators may be invited/notified one or more lists that may be managed by the advertiser. Figs. 89-96B illustrate various ways in which an

advertiser (e.g., operating an advertiser computing entity 110) may search for influencers/creators/publishers and/or create and/or manage lists of influencers/creators/publishers that may be invited/notified to participate in one or more advertising opportunities based on the demographics and/or audience associated with the  
5 influencer/creator/publisher and/or the list of influencers/creators/publishers.

At step 712, the advertiser (e.g., operating an advertiser computing entity 110) may review the advertising opportunity, edit as necessary, and submit the advertising opportunity (e.g., to the enterprise computing entity 100), as shown in Fig. 81. At step 714, the enterprise computing entity 100 may receive one or more bids for participation in  
10 the advertising opportunity. In various embodiments, the one or more bids may be provided by influencers/creators/publishers operating influencer/publisher computing entities 105. In various embodiments, each bid may be accompanied by a pitch (e.g., why the influencer/creator/publisher) thinks that he/she/it is a good fit for the advertising opportunity) and/or content (e.g., a proposed blog post, status update, and/or the like). The  
15 one or more bids and corresponding pitches and/or content may be provided to the advertiser via the advertiser computing entity 110, as shown in Fig. 82. At step 716, according to some embodiments, the advertiser (e.g., operating an advertiser computing entity 110) and/or an influencer/creator/publisher (e.g., operating an influencer/publisher computing entity 105) may negotiate one or more bids related to one or more advertising  
20 opportunities, as shown in Figs. 83, 84, and 85A-85C.

At step 718, the advertiser (e.g., operating an advertiser computing entity 110), may accept on or more bids or modified bids, as illustrated in Fig. 85A. At step 720, the content of the advertisement is published by the influencer/creator/publisher (e.g., the instructions for carrying out the advertising opportunity are carried). For example, an  
25 influencer/creator/publisher whose bid was approved/accepted will publish (e.g., post, tweet, update, text, message, share, and/or similar words used herein interchangeably) the blog post, video, status update, photo, and/or the like. At step 722, the enterprise computing entity 100 may track/determine information related to views of published advertisements (e.g., number of views, number of clicks, location of individuals viewing  
30 and/or clicking based on IP address or the like, and/or the like). Figs. 86-88 illustrate some example information/data that may be collected/tracked/stored by the enterprise computing entity 100 and provided to the advertiser via the advertising computing entity 110. In various embodiments, information/data may be collected/tracked for individual influencers/creators/publishers. At step 724, the enterprise computing entity 100 may

facilitate payment of the influencers/creators/publishers that participated in the advertising opportunity (and the debiting of an account associated with the advertiser) responsive to determining that the instructions for the advertising computing entity were carried out. Figs. 112 – 116 illustrate various example views associated with providing payment to the influencers/creators/publishers. Figs. 97-111A and 111B illustrate various views that may be provided to an influencer/creator/publisher (e.g., operating an influencer/publisher computing entity 105) by the enterprise entity 100 as the influencer/creator/publisher finds, bids, and/or participates in one or more advertising opportunities.

#### 10 **IV. Conclusion**

Many modifications and other embodiments of the inventions set forth herein will come to mind to one skilled in the art to which these inventions pertain having the benefit of the teachings presented in the foregoing descriptions and the associated drawings. Therefore, it is to be understood that the inventions are not to be limited to the specific embodiments disclosed and that modifications and other embodiments are intended to be included within the scope of the appended claims. Although specific terms are employed herein, they are used in a generic and descriptive sense only and not for purposes of limitation.

## CLAIMS

1. A method for providing advertising opportunities, the method comprising:  
receiving, via one or more processors, information associated with an advertising  
5 opportunity, wherein (a) the information comprises an opportunity type and instructions  
for carrying out the advertising opportunity and (b) the advertising opportunity is  
associated with an advertiser profile;  
receiving, via the one or more processors, one or more bids associated with the  
advertising opportunity, wherein each of the one or more bids is associated with an  
10 influencer profile;  
providing, via the one or more processors, a notification that the one or more bids  
have been received, the notification provided in accordance with the advertiser profile; and  
receiving, via the one or more processors, input indicating advertiser approval of at  
least one of the one or more bids.  
15
2. The method of Claim 1 further comprising providing notifications inviting the one  
or more influencers to bid on the advertising opportunity.
3. The method of Claim 1 further comprising:  
20 receiving a modified bid associated with the advertising opportunity; and  
providing a notification of the modified bid in accordance with advertiser profile.
4. The method of Claim 1 further comprising:  
determining whether the advertising opportunity was carried out by an influencer  
25 of an approved bid in accordance with the instructions for carrying out the advertising  
opportunity; and  
responsive to determining that the advertising opportunity was carried out by an  
influencer of an approved bid in accordance with the instructions for carrying out the  
advertising opportunity, providing payment to an account associated with the influencer.  
30
5. The method of Claim 4 further comprising:  
tracking one or more statistics associated with the advertising opportunity for a  
predetermined time period before providing the payment.

6. A system for providing advertising opportunities, the system comprising:  
at least one memory storage area, the at least one memory storage area configured  
to store at least one or more advertiser profiles and one or more influencer profiles; and  
at least one processor, the at least one processor configured to at least:
- 5 receive information associated with an advertising opportunity, wherein (a) the  
information comprises an opportunity type and instructions for carrying out the advertising  
opportunity and (b) the advertising opportunity is associated with one of the one or more  
advertiser profiles;
- 10 receive one or more bids associated with the advertising opportunity, wherein each  
of the one or more bids is associated with one of the one or more influencer profiles;  
provide a notification that the one or more bids have been received, the notification  
provided in accordance with the one of the one or more advertiser profiles; and  
receive input indicating advertiser approval of at least one of the one or more bids.
- 15 7. The system of Claim 6, wherein the at least one processor is further configured to  
provide notifications inviting the one or more influencers to bid on the advertising  
opportunity.
8. The system of Claim 6, wherein the at least one processor is further configured to:
- 20 receive a modified bid associated with the advertising opportunity; and  
provide a notification of the modified bid in accordance with advertiser profile.
9. The system of Claim 6, wherein the at least one processor is further configured to:
- 25 determine whether the advertising opportunity was carried out by an influencer of  
an approved bid in accordance with the instructions for carrying out the advertising  
opportunity; and  
responsive to determining that the advertising opportunity was carried out by an  
influencer of an approved bid in accordance with the instructions for carrying out the  
advertising opportunity, provide payment to an account associated with the influencer.
- 30 10. The system of Claim 9, wherein the at least one processor is further configured to  
track one or more statistics associated with the advertising opportunity for a predetermined  
time period before providing the payment.

11. A non-transitory computer program product comprising at least one computer-readable storage medium having computer-readable program code portions embodied therein, the computer-readable portions comprising:

5 an executable portion configured for receiving a plurality of data, wherein said data comprises:

user profile data associated with one or more advertiser profiles; and

user profile data associated with one or more influencer profiles;

10 an executable portion configured for receiving information associated with an advertising opportunity, wherein (a) the information comprises an opportunity type and instructions for carrying out the advertising opportunity and (b) the advertising opportunity is associated with one of the one or more advertiser profiles;

an executable portion configured for receiving one or more bids associated with the advertising opportunity, wherein each of the one or more bids is associated with one of the one or more influencer profiles;

15 an executable portion configured for providing a notification that the one or more bids have been received, the notification provided in accordance with the one of the one or more advertiser profiles; and

an executable portion configured for receiving input indicating advertiser approval of at least one of the one or more bids.

20

12. The computer program product of Claim 11 further comprising an executable portion configured for providing notifications inviting the one or more influencers to bid on the advertising opportunity.

25 13. The computer program product of Claim 11 further comprising:

an executable portion configured for receiving a modified bid associated with the advertising opportunity; and

an executable portion configured for providing a notification of the modified bid in accordance with advertiser profile.

30

14. The computer program product of Claim 11 further comprising:  
an executable portion configured for determining whether the advertising opportunity was carried out by an influencer of an approved bid in accordance with the instructions for carrying out the advertising opportunity; and
- 5 an executable portion configured for, responsive to determining that the advertising opportunity was carried out by an influencer of an approved bid in accordance with the instructions for carrying out the advertising opportunity, providing payment to an account associated with the influencer.
- 10 15. The computer program product of Claim 14 further comprising an executable portion configured for tracking one or more statistics associated with the advertising opportunity for a predetermined time period before providing the payment.

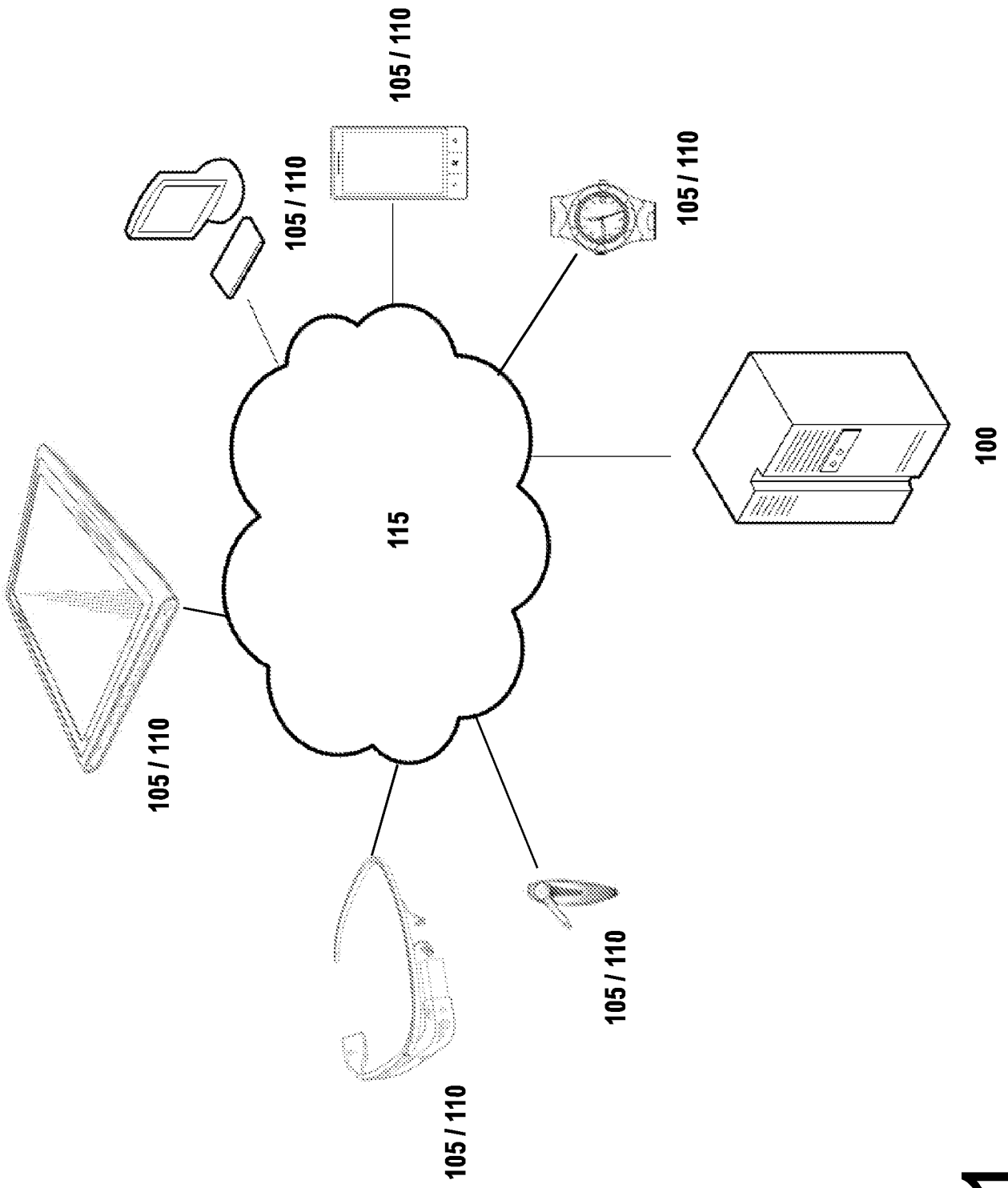
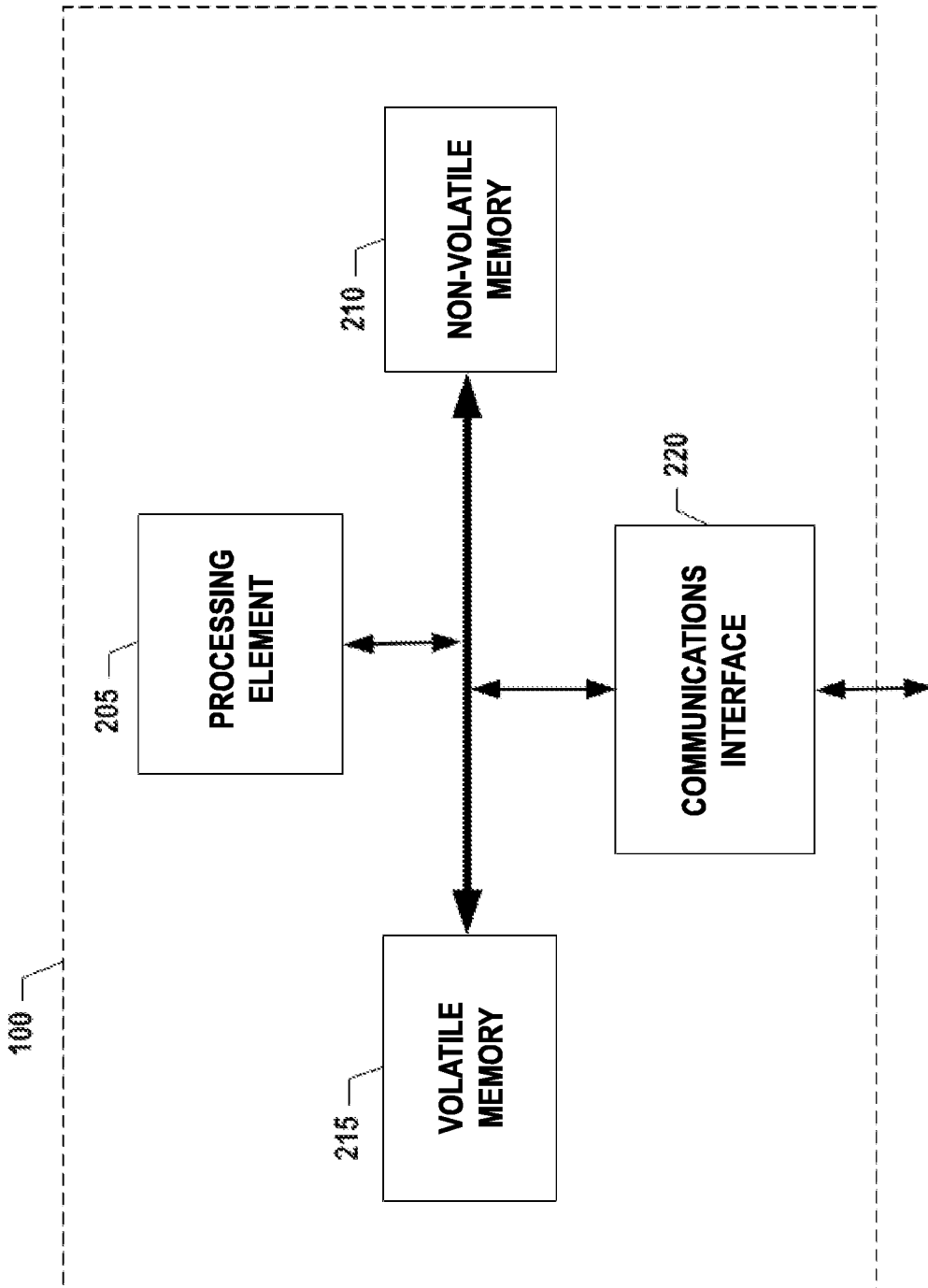


Fig. 1



**Fig. 2**

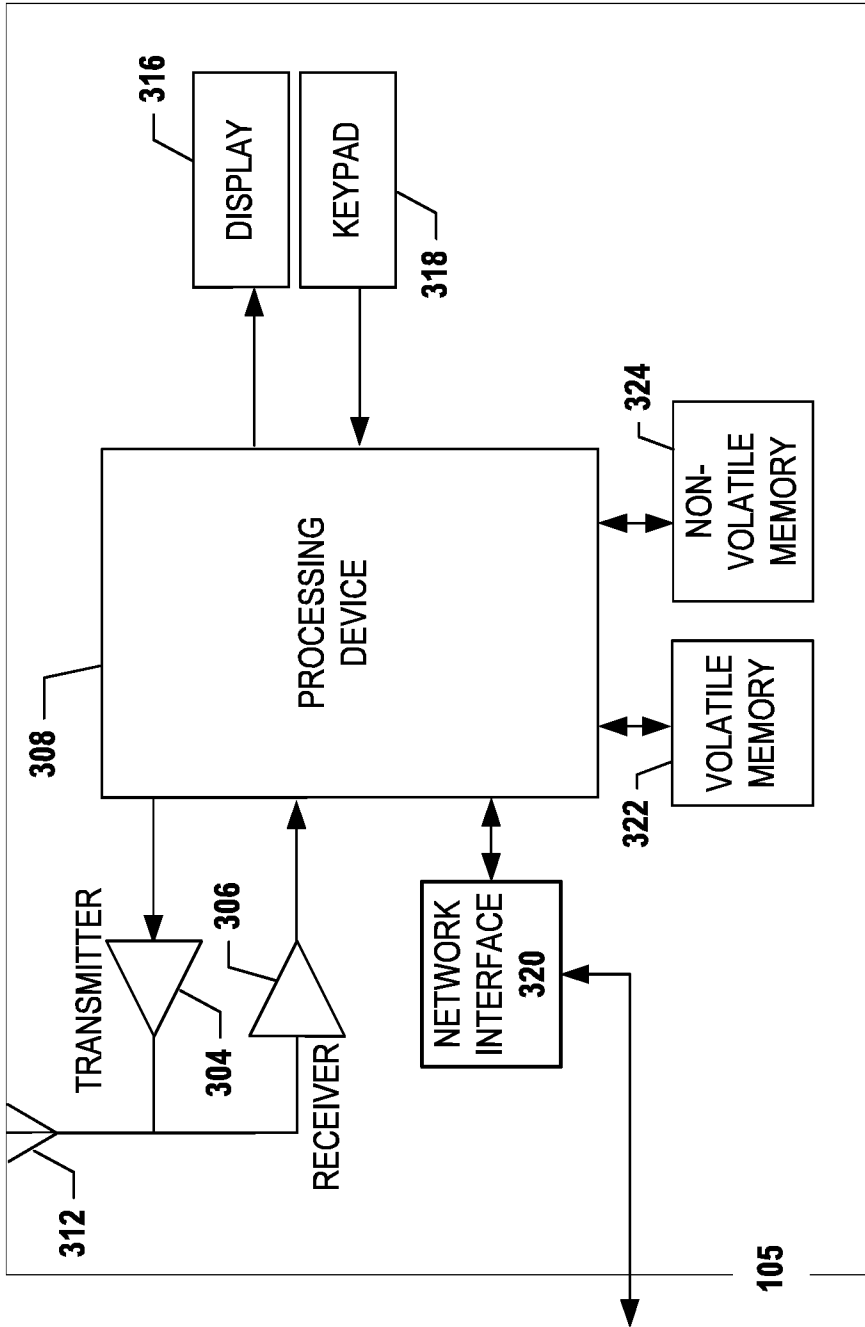


Fig. 3

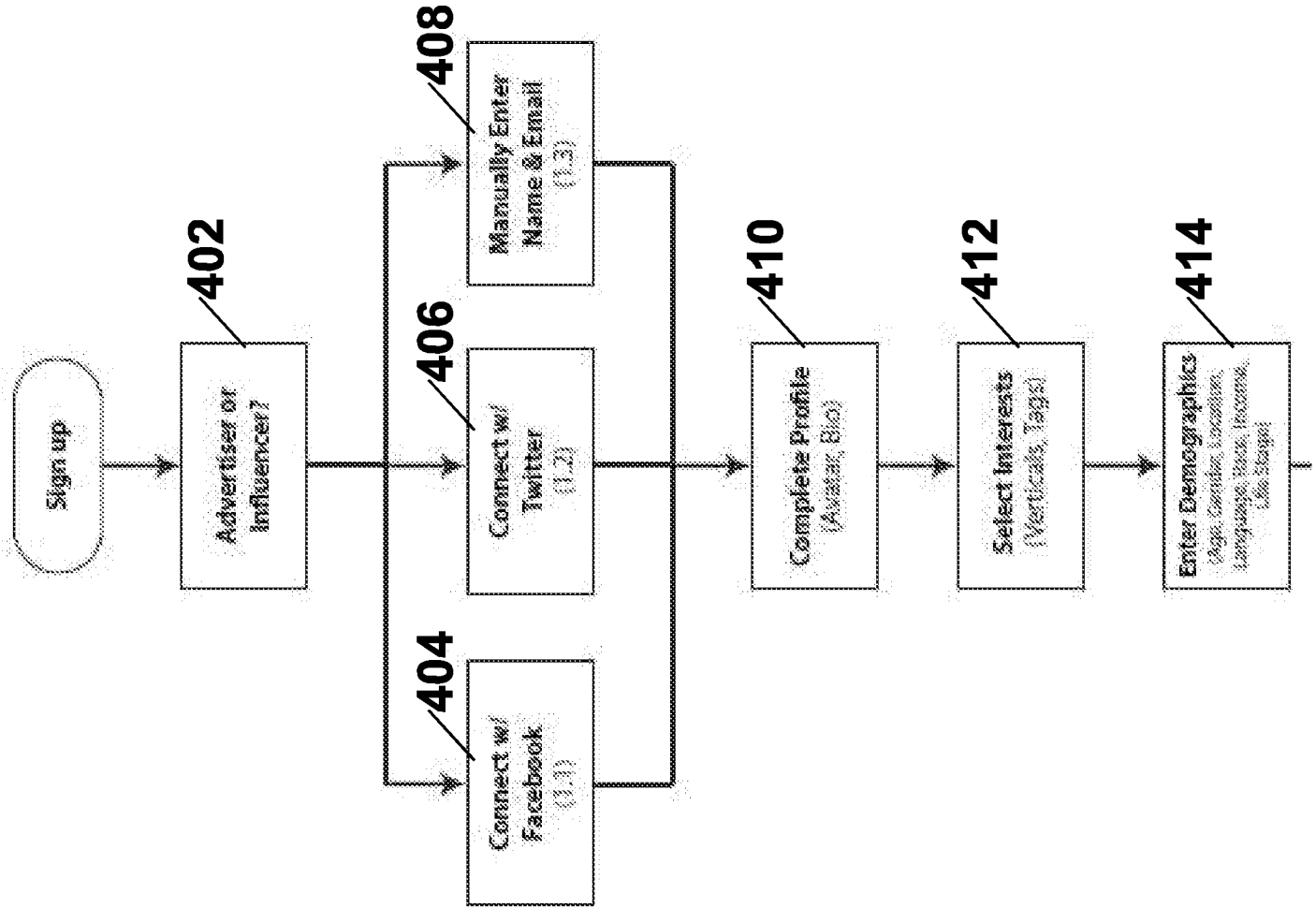


Fig. 4A

To Fig. 4B

From Fig. 4A

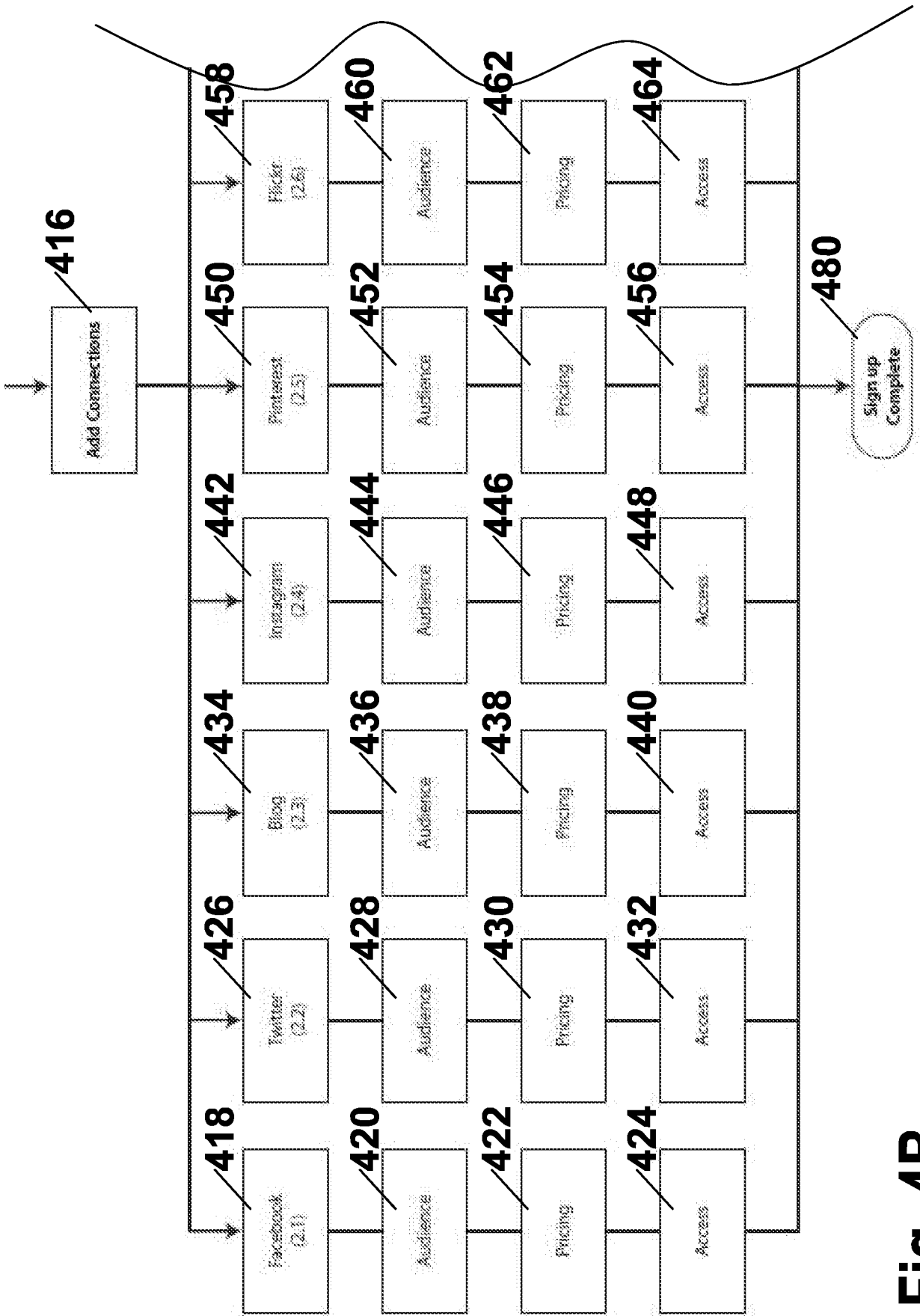


Fig. 4B

Dashboard / January Campaign / Create New Opp

## Step 1 of 4: Choose Your Opportunity Type

### Type

Pellentesque aliquam, augue quis interdum faucibus, urna elit dignissim massa, id tempus enim orci vitae diam. Donec non lectus enim, eget vehicula est. Fusce lacinia turpis et nibh elementum ut dictum dui ultrices.

**Blog Post** (see example)  
Direct or Self Publish

**Video** (see example)  
YouTube, Vimeo, or Facebook

**Status Update** (see example)  
Facebook, Twitter, or LinkedIn

**Shares** (see example)  
Pinterest, StumbleUpon, or Reddit

**Photo** (see example)  
Flickr, Instagram, Facebook, or Twitter

**Physical** (see example)  
Conferences, Wearing T-Shirts, etc.

### Platform

Pellentesque aliquam, augue quis interdum faucibus, urna elit dignissim massa, id tempus enim orci vitae diam. Donec non lectus enim, eget vehicula est. Fusce lacinia turpis et nibh elementum ut dictum dui ultrices.

**Facebook Fan Page**

**Twitter**

**LinkedIn**

[Cancel](#)

[Next](#)

Fig. 5

Dashboard / January Campaign / Create New Opp

## Step 2 of 4: Define

### Description



Title  
Acme Product Sample

#### Instructions

integer adipiscing sepien vitae sem elementum placerat pretium nibh laculis. Maecenas adipiscing massa nec risus euismod et faucibus. Lorem sollicitudin. Nunc a lorem tortor. Mauris a nisi quis ligula imperdiet viverra sit amet ac arcu. Ut auctor faucibus nunc eu viverra.

#### Ideal Candidate

Curabitur mauris ante, posuere nec. Sapiens nec. Inceptis eu sem. Donec non sem nec velit vestibulum porta. Pellentesque mattis nullis vitae ante.

### Disclosure

URL  
http://acme.com

Anchor Text  
Acme, Inc.

### Content Links

URL	Anchor Text	Required in post
http://acme.com/product	Product Page	<input type="checkbox"/>
http://acme.com/product/testimonials	Product Testimonials Page	<input type="checkbox"/>

[Add Content Link](#)

### Tags

loreem ✕ ipsum ✕ dolor ✕  
[Add](#)

### Scheduling

Opp Start Date: January 15, 2014   
Opp End Date: February 15, 2014

### Assets

filename.jpg 63 kB filename.jpg 63 kB   
[edit](#) [edit](#)

[Add](#)

[Back](#)

[Next](#)

Fig. 6

Dashboard / January Campaign / Create New Opp

### Step 3 of 4: Targeting Show Advanced Options

\* Note: Targeting for an individual does not necessarily reflect the influencer's audience.

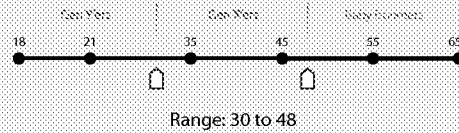
Influencers that use this opportunity: 25,000+

#### Blog Statistics

Average monthly views

Average monthly visits

#### Age



#### Gender



#### Life Stage

- Self in College
- Kids in Elementary
- Kids in High School
- Kids in College

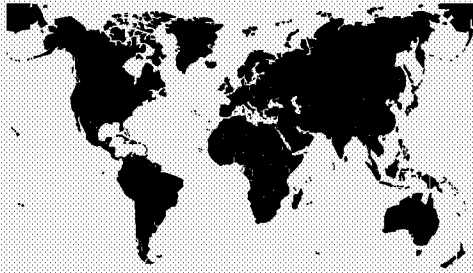
#### Income

- \$20-40k
- \$40-50k
- \$50-75k
- \$75-100k
- \$100-150k
- \$150k+

#### Verticals

- Technology
- Beauty
- Business
- Fashion
- Lifestyle
- Health
- Pop Culture
- Entertainment
- Social Media
- Advertising
- Video Games
- Travel
- Family
- Celeb.

#### Location



#### Languages

- English
- Spanish
- French
- German
- Portuguese
- Chinese
- Japanese
- Russian
- Hindi
- Arabic

#### Race

- White
- Black / African American
- Hispanic / Latino
- American Indian / Alaska Native
- Asian
- Hawaiian Native / Pacific Islander
- Other

#### Invite Groups

Search:

or Browse:

- Dog Lovers
- Pets R Great
- Woof & Meow
- Kittens Anonymous
- Reptiles & Amphibians

- Invite Groups and Invite
- \* Dog Lovers
  - \* Kittens Anonymous
  - \* Lorem Ipsum Dolor

#### Lists

Your Lists	Include	Exclude
Best Performers	<input checked="" type="radio"/>	<input type="radio"/>
Previously Used	<input type="radio"/>	<input checked="" type="radio"/>
<b>Local Influencers</b>	<input checked="" type="radio"/>	<input type="radio"/>
Save for Later	<input type="radio"/>	<input type="radio"/>
<b>Notable Influencers</b>	<input type="radio"/>	<input type="radio"/>
Celebrities	<input type="radio"/>	<input type="radio"/>
<b>Mommy Influencers</b>	<input type="radio"/>	<input type="radio"/>

Fig. 7

Dashboard / January Campaign / Create New Opp

## Step 4 of 4: Review

**Opportunity Type & Title:**

Twitter Status Update: Halloween Instant Win Game

Edit

**Photo:**You didn't include a photo. *Opps with photos typically receive more bids than those without.*

Edit

**Ideal Candidate:**You didn't include a description. *If included, you may find influencers better suited for this opportunity.*

Edit

**Instructions:**You included instructions. *It's a bit shorter than we recommend, however.*

Edit

**Scheduling:**This opp will run from **January 15, 2014** to **February 15, 2014**.

Edit

**Tags:**You included 3 tags: **lorem**, **ipsum**, **dolor**

Edit

**Links:**Your disclosure link: **Acme, Inc.** You also included 2 inline links: **Product (req'd)**, **Product Testimonials**

Edit

**Assets:**You included two files: **file1.jpg (req'd)**, **file2.jpg**

Edit

**Targeting:**Your opportunity will be seen by **3,500 influencers** - possibly more.

Edit

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Fig. 8

Search by Influencer Name, Group, or Tag

Search

**Browse Influencers by Category**

Vertical

- Technology
- Beauty
- Business
- Fashion
- Lifestyle
- Health
- Pop Culture
- Entertainment
- Social Media
- Advertising
- Video Games
- Travel
- Family
- Celeb

Geographic

- United States
- Canada
- North America
- South America
- Europe
- Asia
- Australia

Language

- English
- Spanish
- Chinese
- Hindi
- Russian
- Arabic
- Portuguese
- French
- German
- Japanese

Age

- 18+
- 21+
- Gen Y'ers
- Gen X'ers
- Baby Boomers
- Seniors

Gender

- Male
- Female

Life Stage

- In College
- Kids in Elementary
- Kids in High School
- Kids in College

Race

- White
- Black / African American
- Hispanic / Latino
- American Indian / Alaska Native
- Asian
- Hawaiian Native / Pacific Islander
- Other

Income

- \$20-40k
- \$40-50k
- \$50-75k
- \$75-100k
- \$100-150k
- \$150k+

Job

- Agricultural
- Mining
- Utilities
- Construction
- Manufacturing
- Transportation
- Wholesale
- Retail
- Information
- Financial
- Real Estate
- Professional
- Management
- Administrative
- Education
- Health Care
- Arts/Entertainment
- Food/Hospitality
- Public/Government
- Other

**Browse Influencers by Group**

Popular

- Trendy Group
- Group Du Jour
- En Vogue
- Hot & Happening

Most Active

- Frisky Group
- Peppy, Perky & Pizazz
- Vivacious Group
- Jazz Hands

IZEA Favorites

- Preferred Group
- Cherry-Picked
- Notorious G.R.O.U.P.
- Likeable & Lovely

**Featured Influencers**



Joe Carafelli



Juan Prado



Veronique Conus

Fig. 9

Search Results for: murphy

People (39) | Groups (4) | Tagged (12)

Display:

- Show Bios
- Show Avatars
- Show Badges

Type

Sponsorship  Content

Platform

Twitter

General

Transactions  Content Quality  Score  Lorem Ipsum  Dolor

Twitter

Username  Followers  Following  Tweets  Retweeted

Filter

Members that match any of the following:

Location is within 25 miles of Orlando, FL

Score is between 70 and 90

Apply Filter 6 influencers found

Selection (12)

Add Users to Opp (+) Add Users to List (+) Report Users

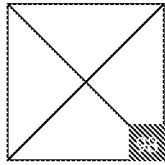
Instant Win Game Submit Tech Peeps Submit Ban Users Flag as Inappropriate

<input checked="" type="checkbox"/>	Name	Transactions	Score	Content Quality	Username	Followers	Ask Price	
<input checked="" type="checkbox"/>	Ted Murphy	90	90	8.6	@tedmurphy	47,022	\$12.50	View
<input type="checkbox"/>	Ted Murphy	36	36	2.4	@meatzel	1,156	\$7.25	View
<input checked="" type="checkbox"/>	Murphy Brown	55	55	4.2	@darealmurphy	12,248	\$6.50	View
<input checked="" type="checkbox"/>	Zane Murphy	42	42	5.7	@zaneward	5,420	\$5.00	View
<input checked="" type="checkbox"/>	Tara Murphy	42	42	5.7	@taramurphy	5,420	\$5.00	View
<input checked="" type="checkbox"/>	Bonzo Murphy	42	42	5.7	@bonzers	5,420	\$5.00	View
<input checked="" type="checkbox"/>	Ryan Murphy	42	42	5.7	@ryanmurphy	5,420	\$5.00	View

- Add to List
- Add to Opp
- Flag Inappropriate

Fig. 10

### Profile Detail: Alex Font



I like Beer. I like Sauce. I like the Redskins. I like the Caps. I like the Magic. I like all of the above. HTTR!

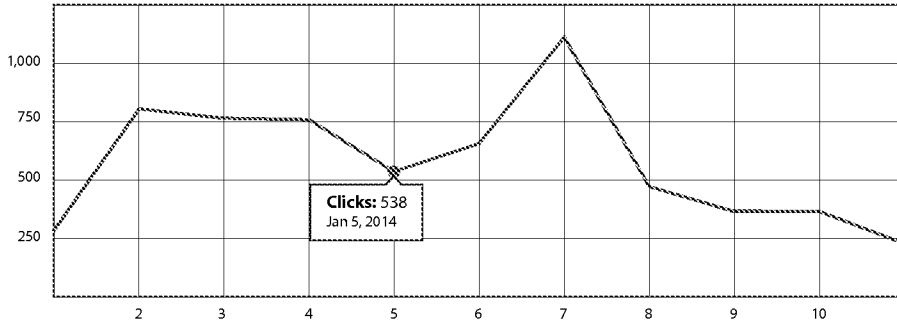
01.15.14 *Kira: Alex performed really well on the Kia campaign. We should definitely use him again.*

Edit Notes

Connected Platforms: @FontSauce

Ask Price: \$12.50

Actions



#### Performance

Followers: 46,822 Following: 14,332 Tweets: 5,645 Mentions: 4,332 Retweets: 567

- Groups (4)
- Tags (12)
- Opp History (23)
- Demographics

#### Latest Updates

View Page

Alex Font posted a photo  
7:53pm | Jan 5, 1014

At my parent's house taking down the tree. Found an ornament I made for them in 1986!

24 likes | 5 comments

Alex Font commented  
08:30am | Jan 7, 1014

Make friday awesome.

57 likes | 9 comments

Alex Font posted a photo  
04:22pm | Jan 9, 1014

Pumpkin head!

91 likes | 18 comments

Load More

#### Similar Influencers

- Joe Carafelli
- Juan Prado
- Veronique Conus

#### Featured Influencers

- Brian Fisher
- Crystal Duncan
- Rhia Font

Fig. 11

### Manage Lists

Create New List

Featured IZEA Lists

Search



Mollis Vestibulum



Mollis Vestibulum



Mollis Vestibulum



Mollis Vestibulum

### People | Platforms

Name	Times Used	Last Used	Average Quality	Members	
<b>Mommies</b> <small>active</small>	3	1/1/14	8.2	102	Invite to Opp
<b>Tech Peeps</b> <small>active</small>	7	1/10/14	7.5	91	Invite to Opp
<b>Mint Product Sampling</b> <small>active</small>	1	2/10/14	6.0	20	Invite to Opp
<b>Liked Roomba on FB</b> <small>active</small>	1	1/21/14	5.4	37	Invite to Opp

< 1 2 3 4 5 >

Show 10 • 25 • 50 • 100 per page

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### Create New List

People  
 Platform

[Cancel](#)

### Invite List to Opp

Existing Opp

New Opportunity

Restrict Opp to this list  
 If you restrict this opp to this list, influencers will lorem ipsum dolor sit amet...

[Cancel](#)

Fig. 12

### Manage Lists / Tech Peeps (People) ▾

**91 Members**  
Created Feb 15, 2014

Referral URL

Search

<http://izea.in/b2HG6>

share URL

tweet URL

Keyword

Share this URL with people you'd like to join this list. If they aren't members of the Exchange, they will be able to join, and will be added to this list once verified.

#### Display

Show Bios  Show Avatars  Show Badges

#### General

Transactions  Content Quality  Score  Lorem Ipsum  Dolor

#### Filter

Members that match **any** of the following:

Location **is within** **25** miles of **Orlando, FL** (--)

Score **is between** **70** and **90** (--)

Apply Filter 6 members found

#### Selection (12)

Copy to List

Move to List

Invite to Opp

Remove from this List

<input type="checkbox"/>	Name	Added	Score	Quality	Transactions	Platforms	
All 25 members on this page are selected. <a href="#">Select all 91 members in this list</a>							
<input checked="" type="checkbox"/>	Ted Murphy	1/3/14	84	8.4	84		Remove ▾
<input type="checkbox"/>	Joe Carafelli	1/4/14	70	7.0	70		Remove ▾
<input checked="" type="checkbox"/>	Marty Smith	1/4/14	89	8.9	89		Remove ▾
<input checked="" type="checkbox"/>	Veronique Conus	1/5/14	73	7.3	73		Remove ▾
<input type="checkbox"/>	Ben Hanzl	1/12/14	86	8.6	86		Remove ▾
<input type="checkbox"/>	Brian Fisher	1/14/14	77	7.7	77		Remove ▾

Fig. 13

### WO 2014/197414 Invite members to Opp (12)

Existing Opp Instant Win Game

New Opportunity

Restrict Opp to this list  
If you restrict this opp to this list, influencers will lorem ipsum dolor sit amet...

[Cancel](#)

### Remove from List (12)

Are you sure you want to remove these list members from **Tech Peeps**?

Ted Murphy

Marty Smith

Veronique Conus

Crystal Duncan

Ryan Schram

[Cancel](#)

### Copy Members to List (12)

Existing List Tech Peeps

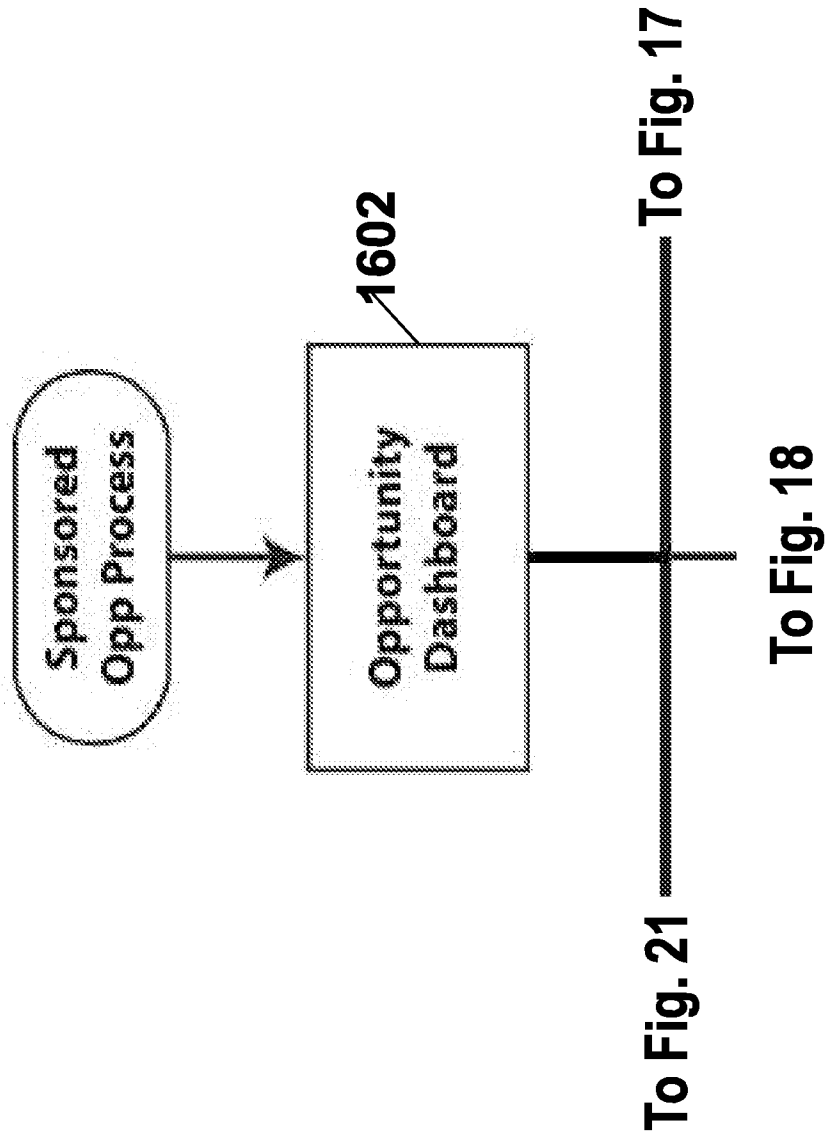
New People List

New Platform List Twitter

[Cancel](#)

Fig. 14





**Fig. 16**

From Fig. 16

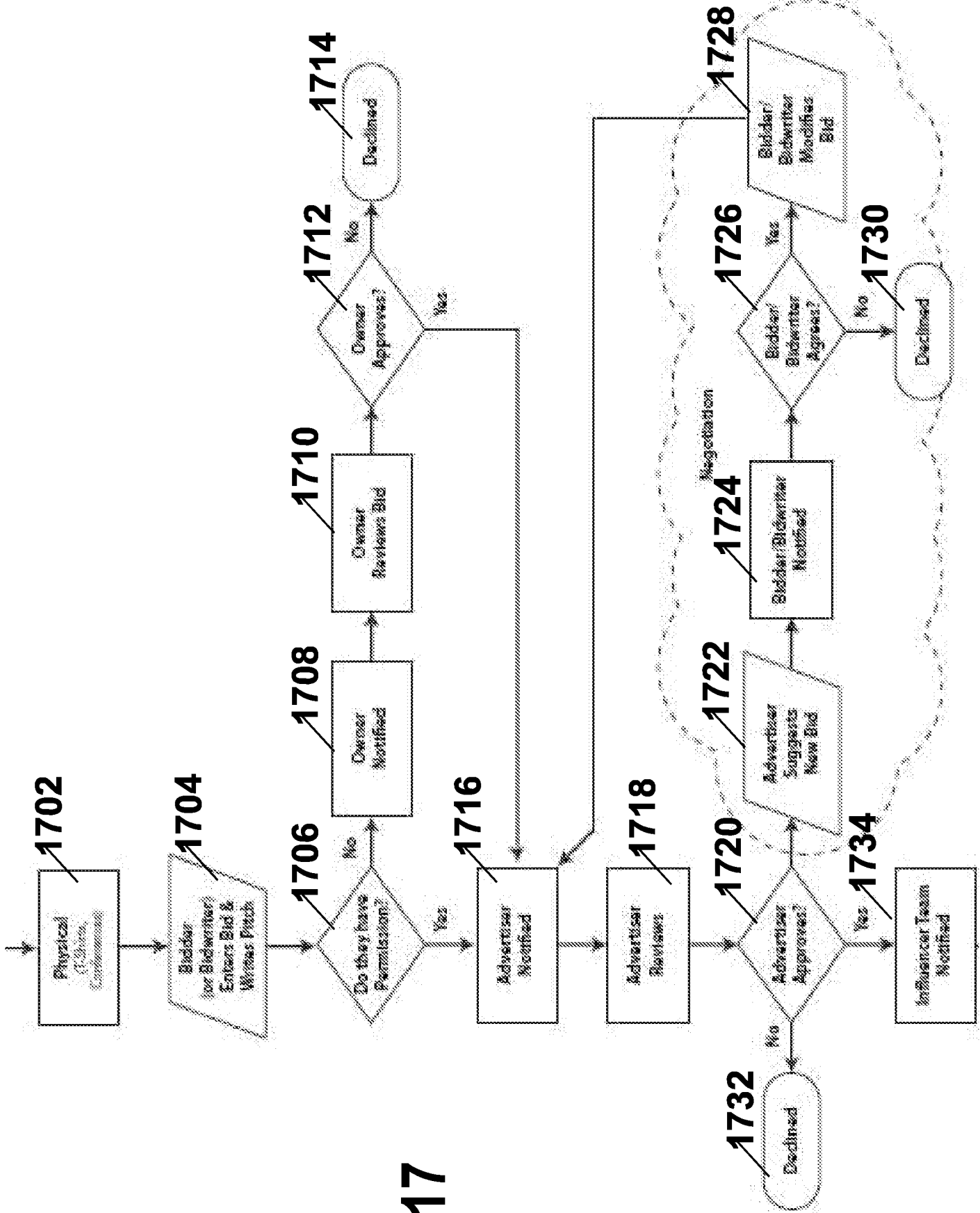


Fig. 17

From Fig. 16

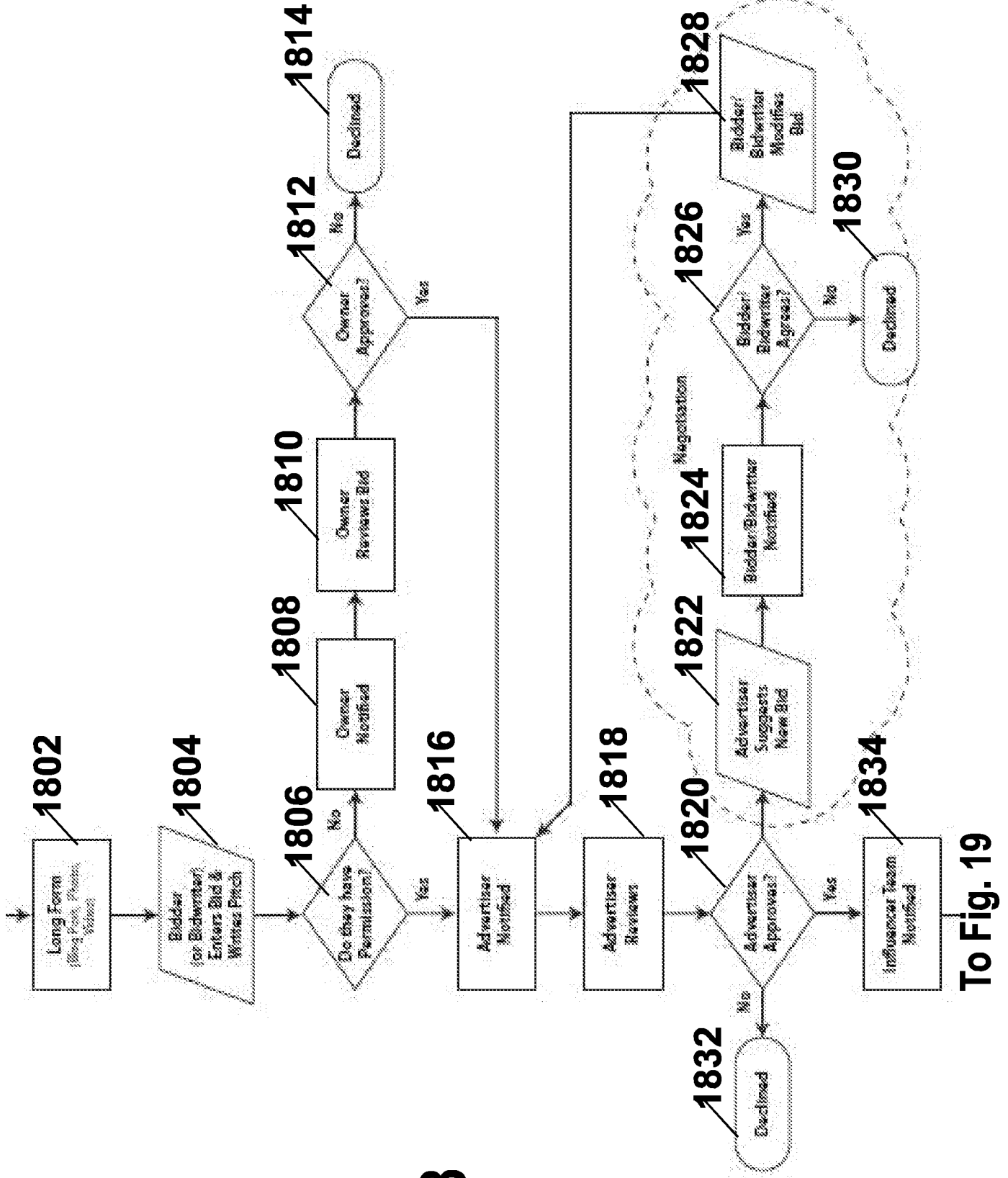


Fig. 18

To Fig. 19

From Fig. 18

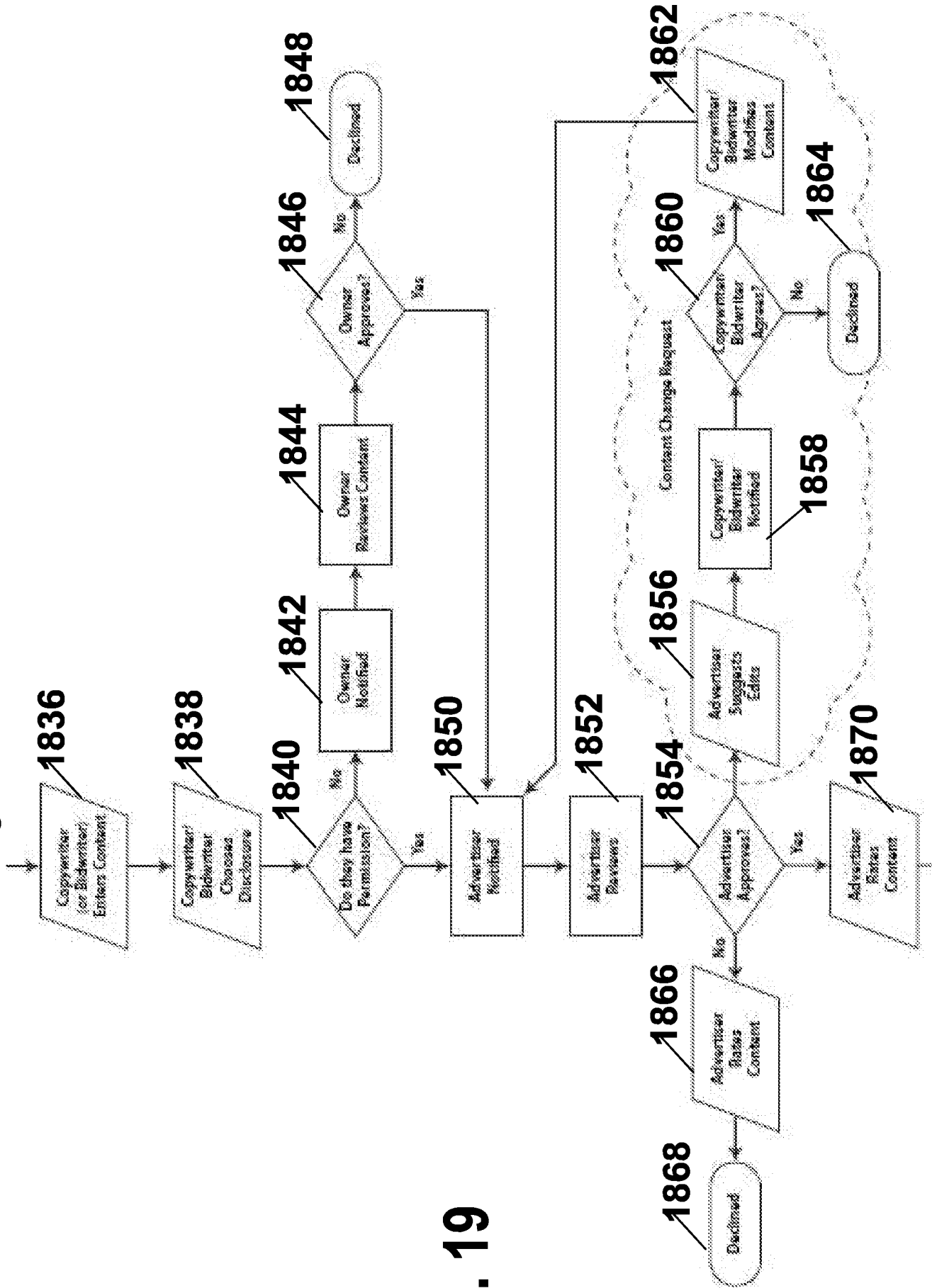


Fig. 19

To Fig. 20

From Fig. 19

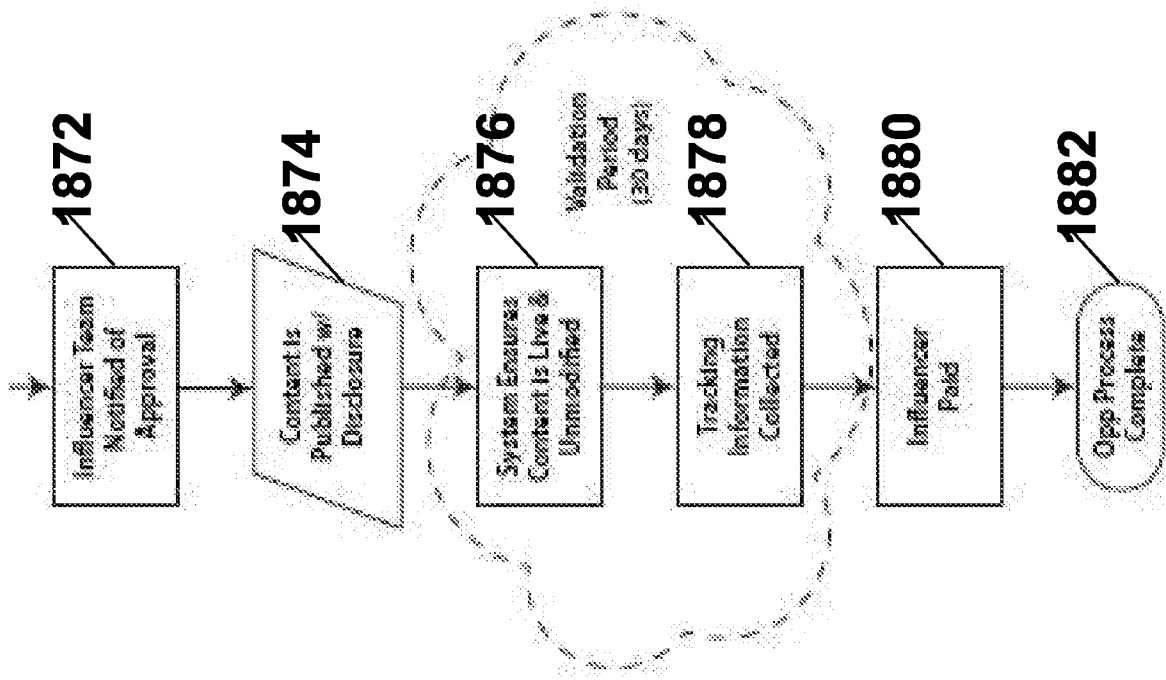


Fig. 20

From Fig. 16

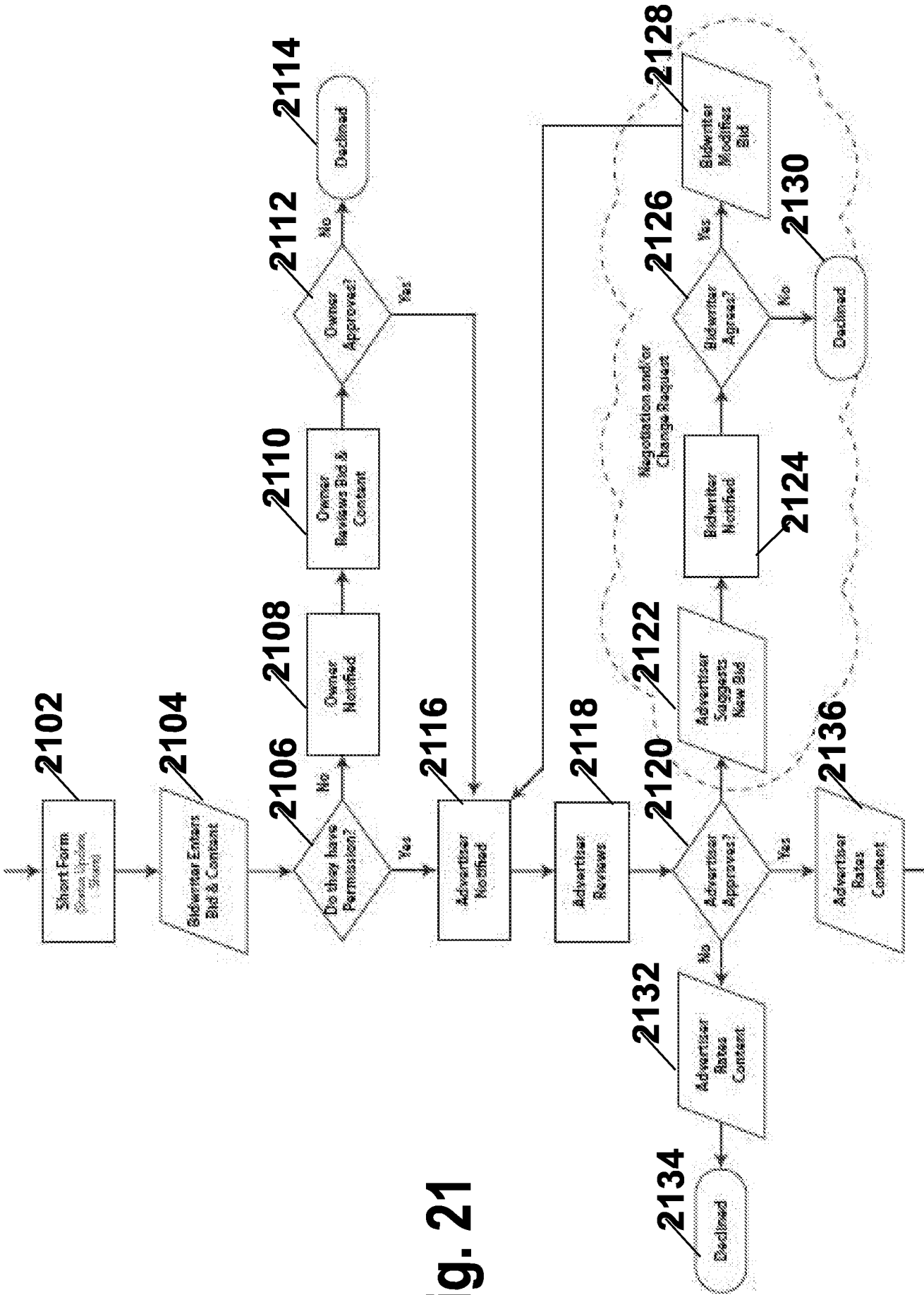
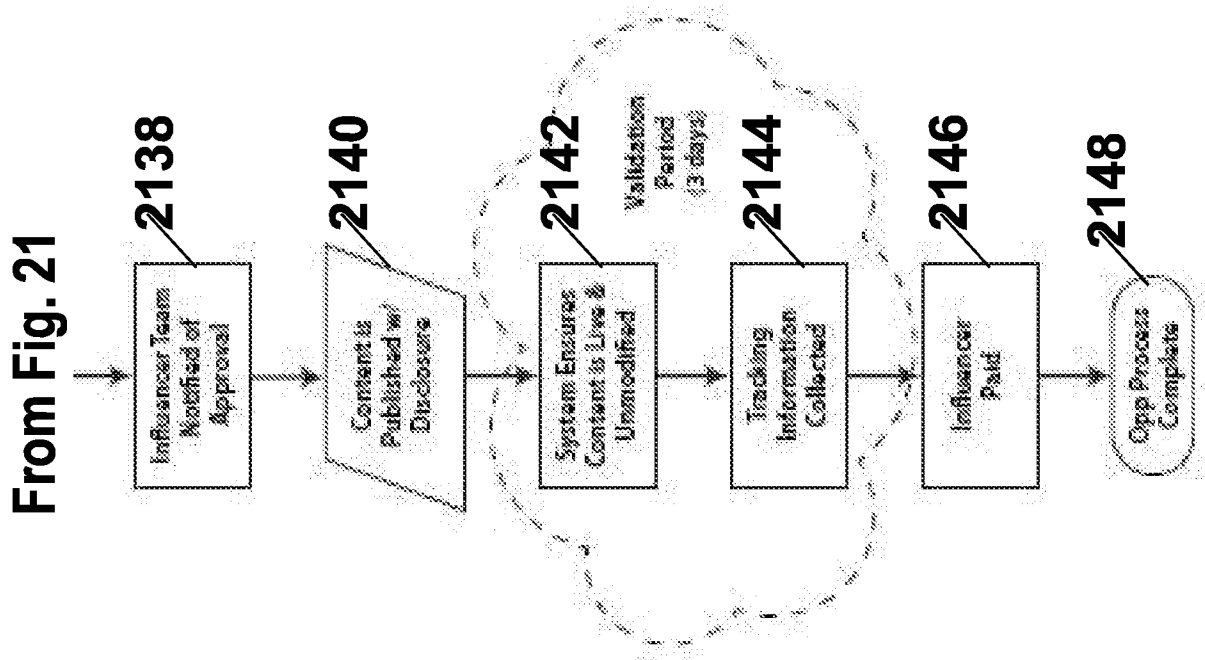


Fig. 21

To Fig. 22



**Fig. 22**



Account ▾

Balance: \$5000.00 +

[SPONSORSHIP](#) | [CONTENT](#) | [PRODUCT SAMPLING](#) | [PRODUCT PLACEMENT](#) | [MANAGE LISTS](#) | [FIND INFLUENCERS](#)

Dashboard

Create New Campaign

**Current** | [Archive](#)

Name of Campaign	Created	Cost to Date	# of Opps	Participants	Needs Review	
<a href="#">April Campaign</a>	4/5/14	\$0.00	1	0	0	<a href="#">Edit</a> ▾
<a href="#">March Campaign</a>	3/2/14	\$896.00	3	106	12	<a href="#">Edit</a> ▾
<a href="#">February Campaign</a>	2/1/14	\$2000.00	4	256	0	<a href="#">Edit</a> ▾
<a href="#">January Campaign</a>	1/3/14	\$1705.00	2	123	0	<a href="#">Edit</a> ▾

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Clone

Archive

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Fig. 23

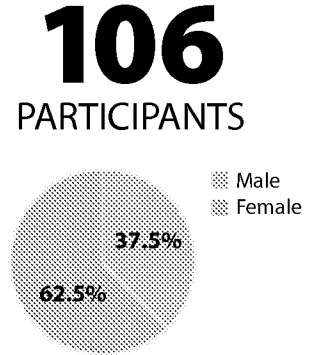
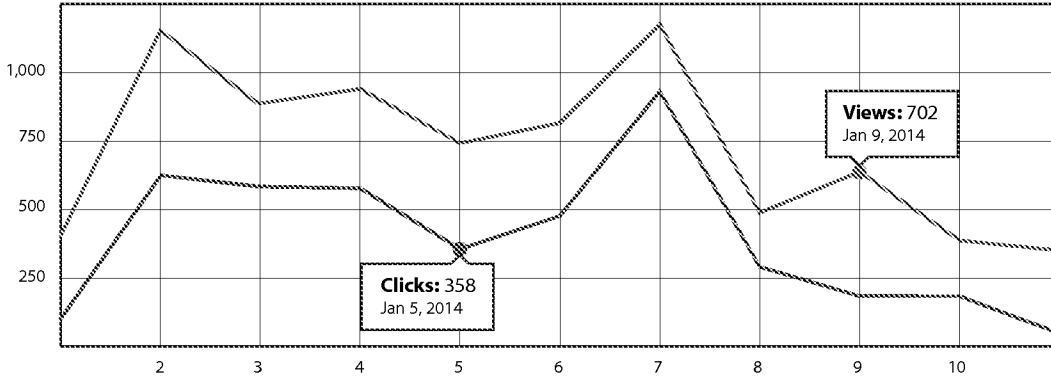


Balance: \$5000.00 + Account ▼

SPONSORSHIP | CONTENT | PRODUCT SAMPLING | PRODUCT PLACEMENT | MANAGE LISTS | FIND INFLUENCERS

Dashboard / January Campaign

Create New Opportunity



**\$5,500**  
spent to date

**\$25.00**  
average cost

**\$5,500**  
spent to date

**\$25.00**  
average cost

**\$25.00**  
average cost

Current | Archive | Draft

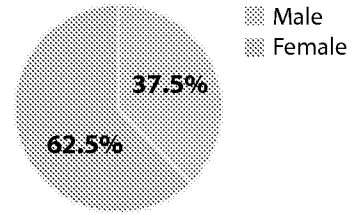
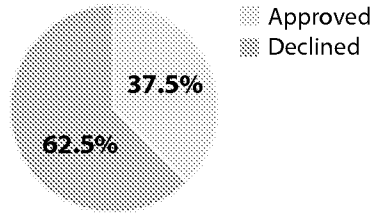
Name of Opportunity	Created	Type	Platform	Cost to Date	Participants	Bids	Content	
<a href="#">Instant Win Game</a>	1/14/14	Status		\$1605.00	56	15	28	Retarget <span>▼</span>
<a href="#">Free Dog Treats for a Year</a>	1/7/14	Photo		\$896.00	32	4	12	Retarget <span>▼</span>
<a href="#">New and Improved Formula</a>	1/2/14	Video		\$200.00	18	0	7	Retarget <span>▼</span>

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- Retarget ▼
- Repost
- Clone
- Archive

Dashboard / January Campaign / Instant Win Game

**457**  
PARTICIPANTS  
out of 600 bids



**34,567**  
total views

**2,890**  
total clicks

**6.72%**  
average CTR

**\$2.39**  
total CPM

**\$5,500**  
spent to date

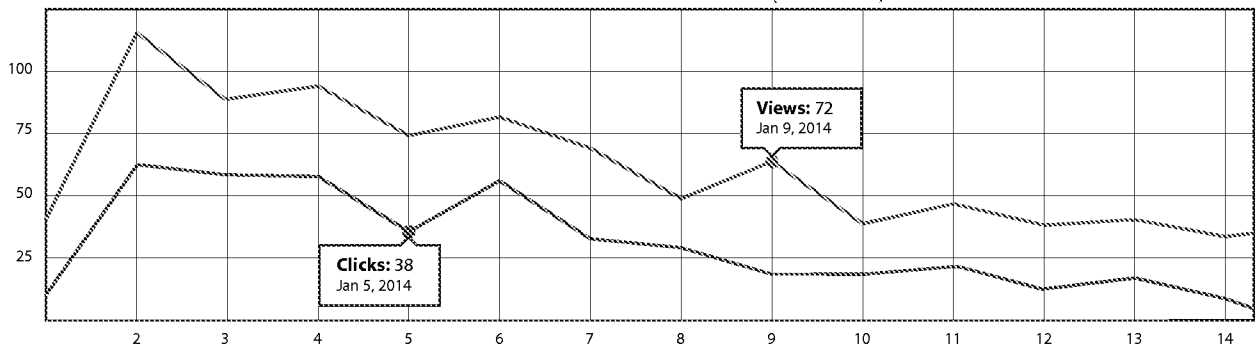
**\$25.00**  
average cost

**532**  
total shares

**1,328**  
total comments

**2,977**  
total likes

platform-specific



**Post Performance**

platform-specific

Influencer	Approve Date	Publish Date	Views	Clicks	CTR	CPM	Shares	Comments	Likes	
<a href="#">Joe Carafelli</a>	1/15/14	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<input type="button" value="Add"/>
<a href="#">Marty Smith</a>	1/15/14	1/15/14	107	4	14.02%	\$7.50	26	26	26	<input type="button" value="Add"/>
<a href="#">Veronique Conus</a>	1/12/14	1/12/14	263	15	3.80%	\$2.00	12	12	12	<input type="button" value="Add"/>
<a href="#">Brian Fisher</a>	1/11/14	1/11/14	821	19	2.31%	\$1.58	34	34	34	<input type="button" value="Add"/>
<a href="#">Ben Hanzl</a>	1/9/14	1/9/14	107	4	14.02%	\$7.50	26	26	26	<input type="button" value="Add"/>
<a href="#">Dan Goodwin</a>	1/2/14	1/2/14	263	15	3.80%	\$2.00	12	12	12	<input type="button" value="Add"/>

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Dashboard / January Campaign / Instant Win Game / Review Bids

New (13) | Negotiated (2) | Accepted (25) | Declined (8)

## Display ▾

 Show Pitches Show Avatars Show Badges

## General

 Bid Date  Content Quality  Score  Lorem Ipsum  Dolorsit

## Facebook

 Friends  Subscribers  Likes  Comments  Wall Posts

## Selection (12) ▾

Bids

Add Users to List

(+)

Report Users

Approve All

Decline All

Tech Peeps ▾



Submit



Ban Users



Flag as Inappropriate



<input checked="" type="checkbox"/>	Name	Bid Date	Content Quality	Score ▾	Friends	Subscribers	Extras	Bid
-------------------------------------	------	----------	-----------------	---------	---------	-------------	--------	-----

All 25 bids on this page are selected. [Select all 91 bids for this opp](#)

<input checked="" type="checkbox"/>	 <b>Joe Carafelli</b> <small>Top Earner</small>	Jan 9	7.5	88	6,822	1,153	 (\$50)	<b>\$12.50</b> <span>Accept ▾</span>
<i>Quisque eleifend semper nunc, elementum faucibus felis facilisis nec. Nulla quam quam, adipiscing in placerat ac, aliquet ut nisi. Fusce eros ipsum, faucibus ut posuere eu, congue non nunc. Aenean porttitor massa non leo iaculis et gravida nulla fringilla. Praesent turpis risus quisque posuere euismod dui id tincidunt. Suspendisse ultrices volutpat massa, at pellentesque velit vehicula in... <a href="#">Read more</a></i>								

<input checked="" type="checkbox"/>	 <b>Crystal Duncan</b>	Jan 8	7.5	76	6,822	1,153	 (\$12) <small>Followers: 5,302</small>	<b>\$9.50</b> <span>Accept ▾</span>
<i>Phasellus risus mi, convallis ac aliquet ac, luctus a purus. Cras ullamcorper rhoncus eros sit amet pellentesque. Fusce eu interd... <a href="#">Read more</a></i>								

<input checked="" type="checkbox"/>	 <b>Marty Smith</b>	Jan 7	7.5	76	6,822	1,153	 (\$12)	<b>\$9.50</b> <span>Accept ▾</span>
<i>Phasellus risus mi, convallis ac aliquet ac, luctus a purus. Cras ullamcorper rhoncus eros sit amet pellentesque. Fusce eu interd... <a href="#">Read more</a></i>								

<input checked="" type="checkbox"/>	 <b>Marty Smith</b>	Jan 6	7.5	76	6,822	1,153	 (\$12)	<b>\$9.50</b> <span>Accept ▾</span>
<i>Phasellus risus mi, convallis ac aliquet ac, luctus a purus. Cras ullamcorper rhoncus eros sit amet pellentesque. Fusce eu interd... <a href="#">Read more</a></i>								

Download Report (csv)

«	1	2	3	4	5	»
---	---	---	---	---	---	---

Show 10 • 25 • 50 • 100 per page

### Negotiate Bid

Donec leo erat, venenatis non consectetur vitae, aliquam et arcu. In pellentesque, nibh ac dictum vulputate laoreet rhoncus mollis.

Suggest different price:

[Cancel](#)

### Add to List

Select list to add this user to:

Lorem ipsum dolor sit amet  
**Consectetur adipiscing elit**  
 Praesent nisi tortor  
 Pulvinar eget fermentum nec  
 Feugiat eu urna allow to select multiple?

Or create a new list:

People

Platform

[Cancel](#)

### Flag Inappropriate

Notify Customer Love that this person has posted inappropriate content.

Reject Bid

[Cancel](#)

### Ban User

No longer allow this person to bid on your Opportunities.

Reject Bid

[Cancel](#)

Fig. 27

Account ▾

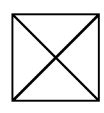
Balance: \$5000.00

SPONSORSHIP | CONTENT | PRODUCT SAMPLING | PRODUCT PLACEMENT | MANAGE LISTS | FIND INFLUENCERS

Dashboard / January Campaign / Instant Win Game / Review Content

**New (25)** | [Change Req \(3\)](#) | [Approved \(37\)](#) | [Declined \(9\)](#)

1 of 25



**Joe Carafelli**

Quisque eleifend semper nunc, elementum faucibus felis facilisis nec. Nulla quam quam, adipiscing in placerat ac, aliquet ut nisi. Fusce eros ipsum, faucibus ut posuere eu, congue non nunc. Aenean porttitor massa non leo laculis et gravida nulla fringilla.

Accept ▾

Hasellus vel lorem eu turpis condimentum suscipit. Fusce dolor nisi, fermentum eu pellentesque ac, semper bibendum ligula. Sed tincidunt viverra ipsum et rutrum. Nullam ligula est, dictum quis luctus non, sagittis ac diam. Integer ac lacus sit amet mauris aliquam consectetur egestas a justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Maecenas non tortor vitae orci sollicitudin pulvinar. Aenean dignissim elit a lacus vestibulum ac vehicula eros egestas.

home account blog help

IZEA Social Media Marketing | Terms & Conditions | Privacy Policy

Fig. 28

### Approve Content

- Post Immediately
- Future Date Another Date (if default set)

JAN 2014


Make this the default for this Opp

[Cancel](#)

Submit

### Content Approved

Content will go live within 72 hours.

Please rate the quality of this user's content:



[Skip](#)

Submit

### Request Content Change

Please give the user feedback on their content: (?)

[Cancel](#)

Submit

### Decline Content

Please specify a reason: (?)

- Missing mandatory content
- Lorem ipsum dolor sit amet
- Includes offensive content
- Consectetur adipisicing elit
- Poor spelling/grammar
- Nulla luctus rhoncus

Additional feedback: (optional)

[Cancel](#)

Submit

### Content Declined

Reason: Poor spelling/grammar

Please rate the quality of this user's content:



[Skip](#)

Submit

Fig. 29

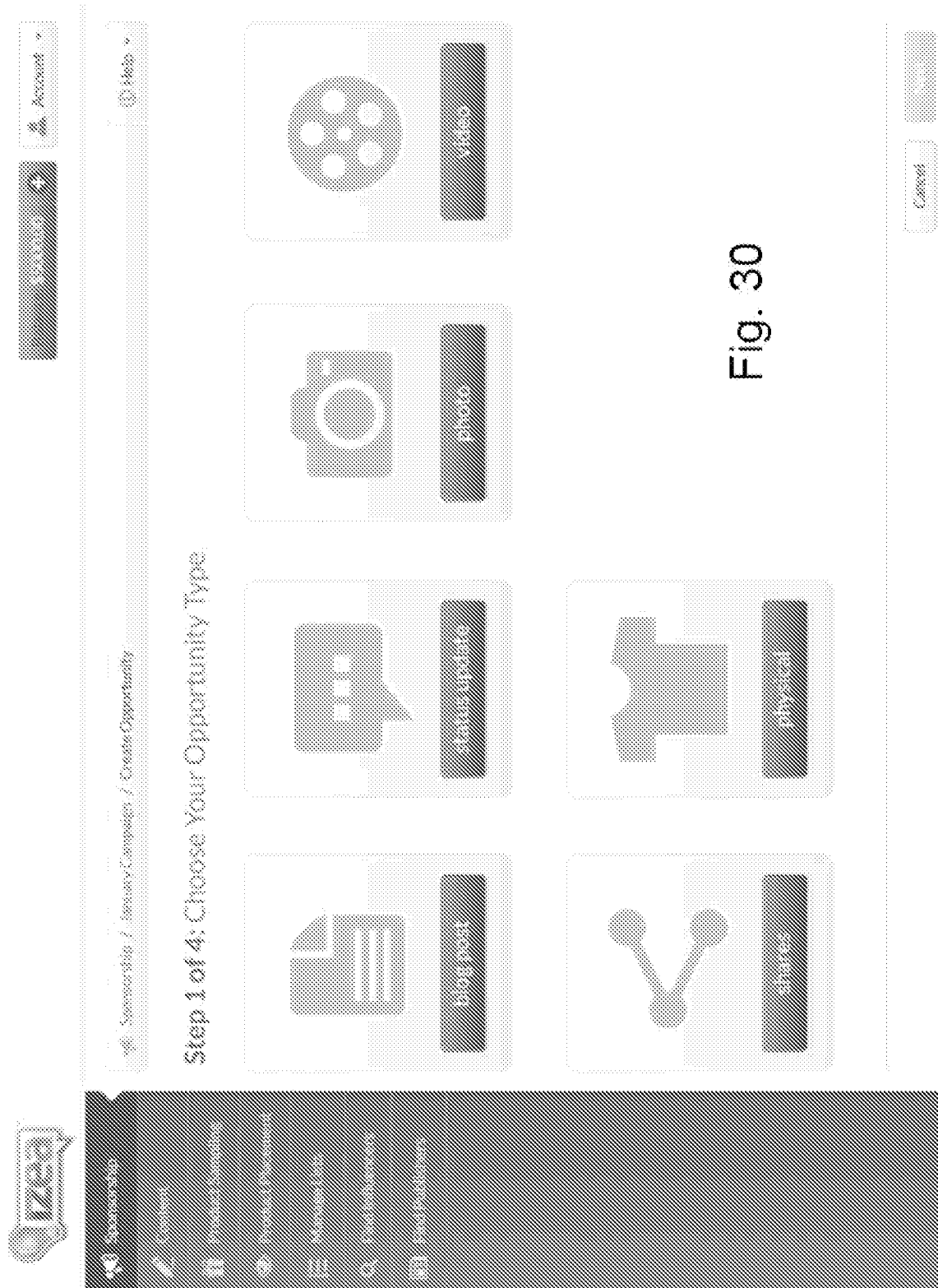


Fig. 30

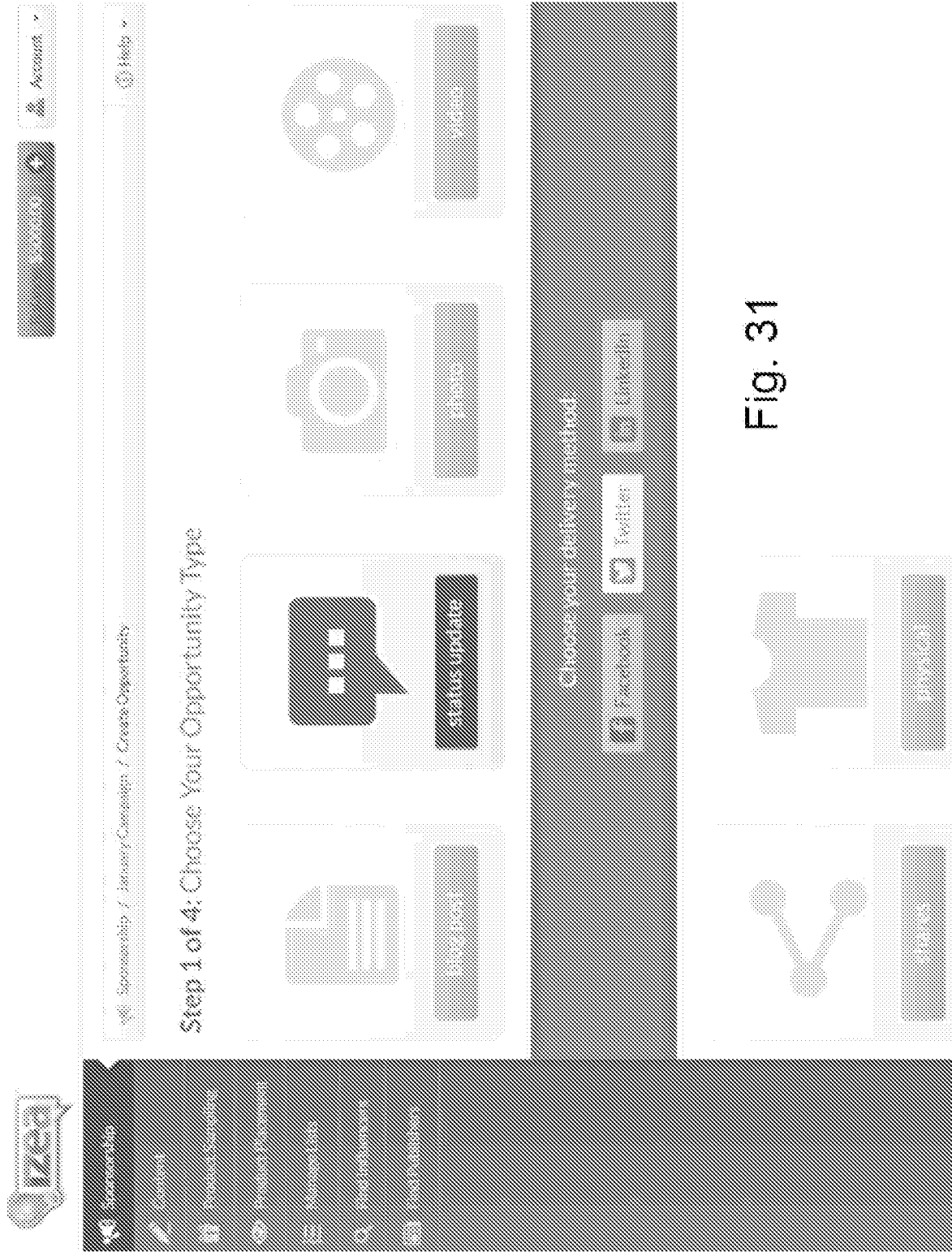


Fig. 31

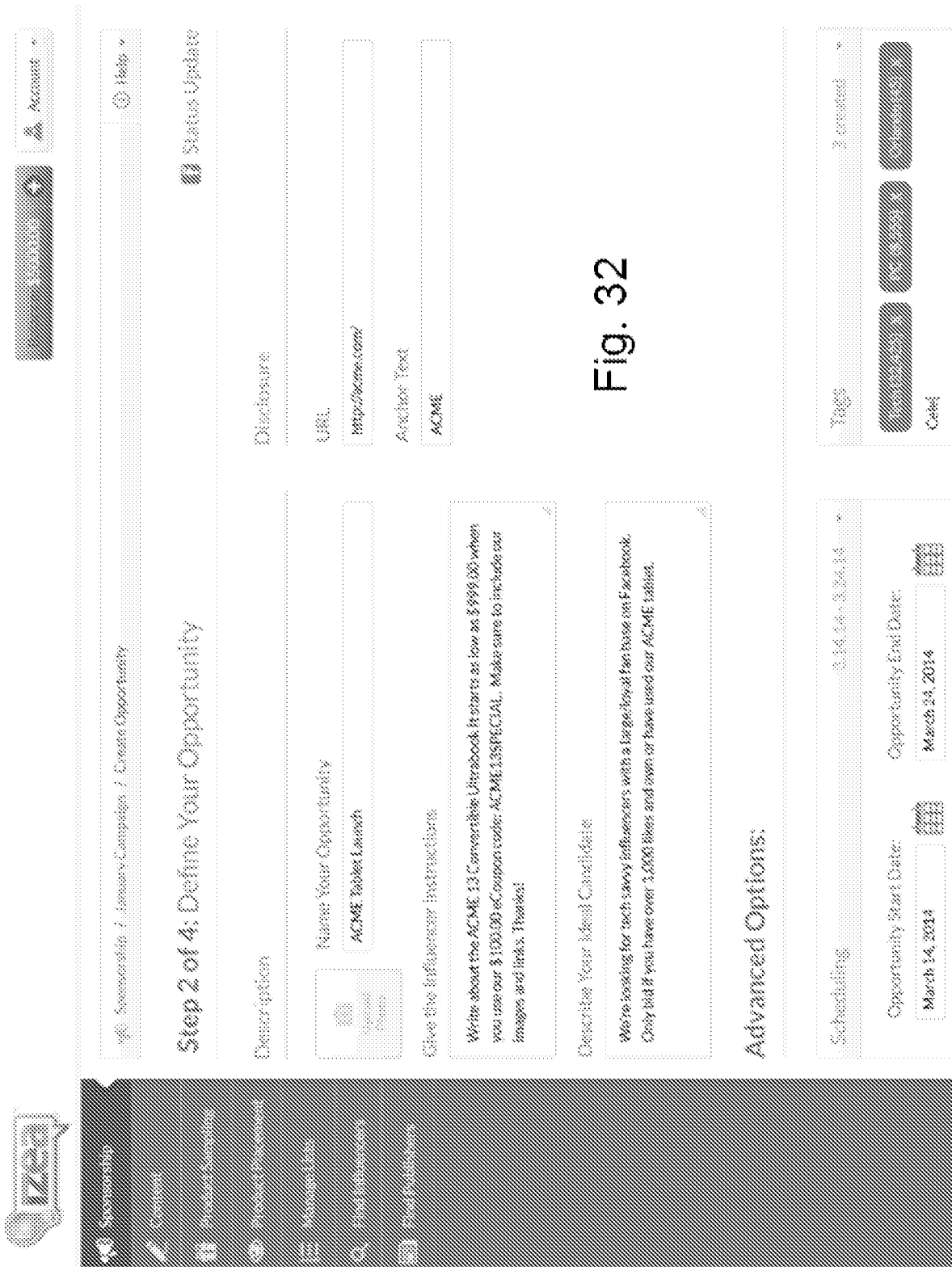


Fig. 32

**IZZAA**

Home Campaigns Products My Profile My Lists My Influencers My Favorites

January Campaign / ACME Tablet Launch / Review Bibs

Menu New Influencing Approved Declined

Display Bulk Actions (12) Filter

Influencers that match any of the following:

Location is within 25 miles of Los Angeles, CA

Quality is greater than 4 stars

2.2k Influencers Found

Name	Quality	Views	CTR	Est. Cost	Bid
<b>Legendary</b>	4.7	62M	2.0M	4.4B	\$3,000
<b>Computer Magazine</b>	4.7	17.2M	6M	2.7B	N/A

**Legendary**  
This is the Windows 8 tablet we've been waiting for! We've been following the development of the ACME since some teaser photos were leaked. It's an impressive piece of hardware and we're itching to get a solid review of it on our site. We'll also use our loyal Twitter and Facebook followers to spread the word.

**Computer Magazine**  
We're a big fan of all things ACME around here and the verdict is no exception. We've already given an initial review on our site, but would like to do a piece where one of our writers uses the tablet for a week exclusively.

Fig. 33

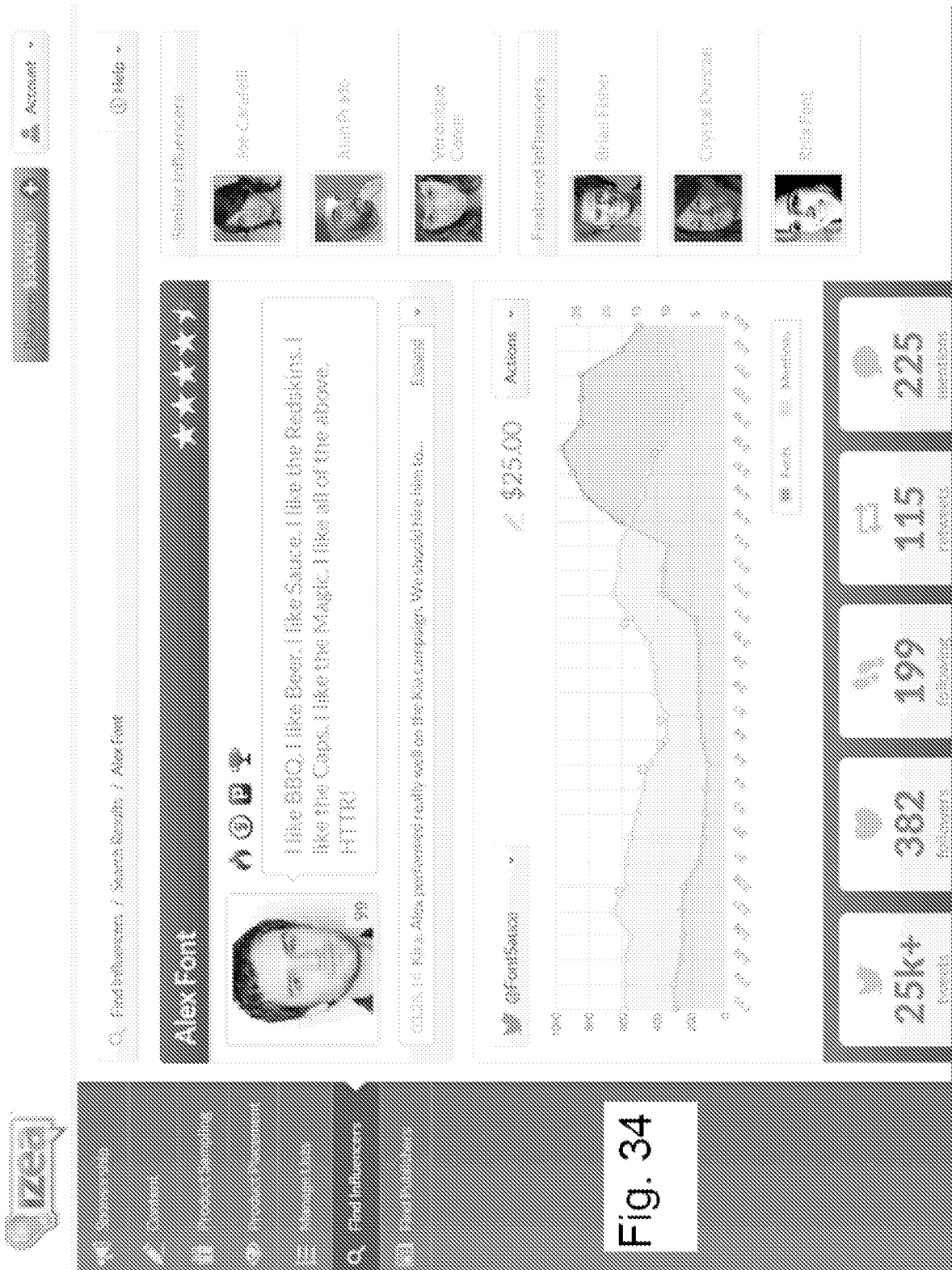


Fig. 34



Fig. 35

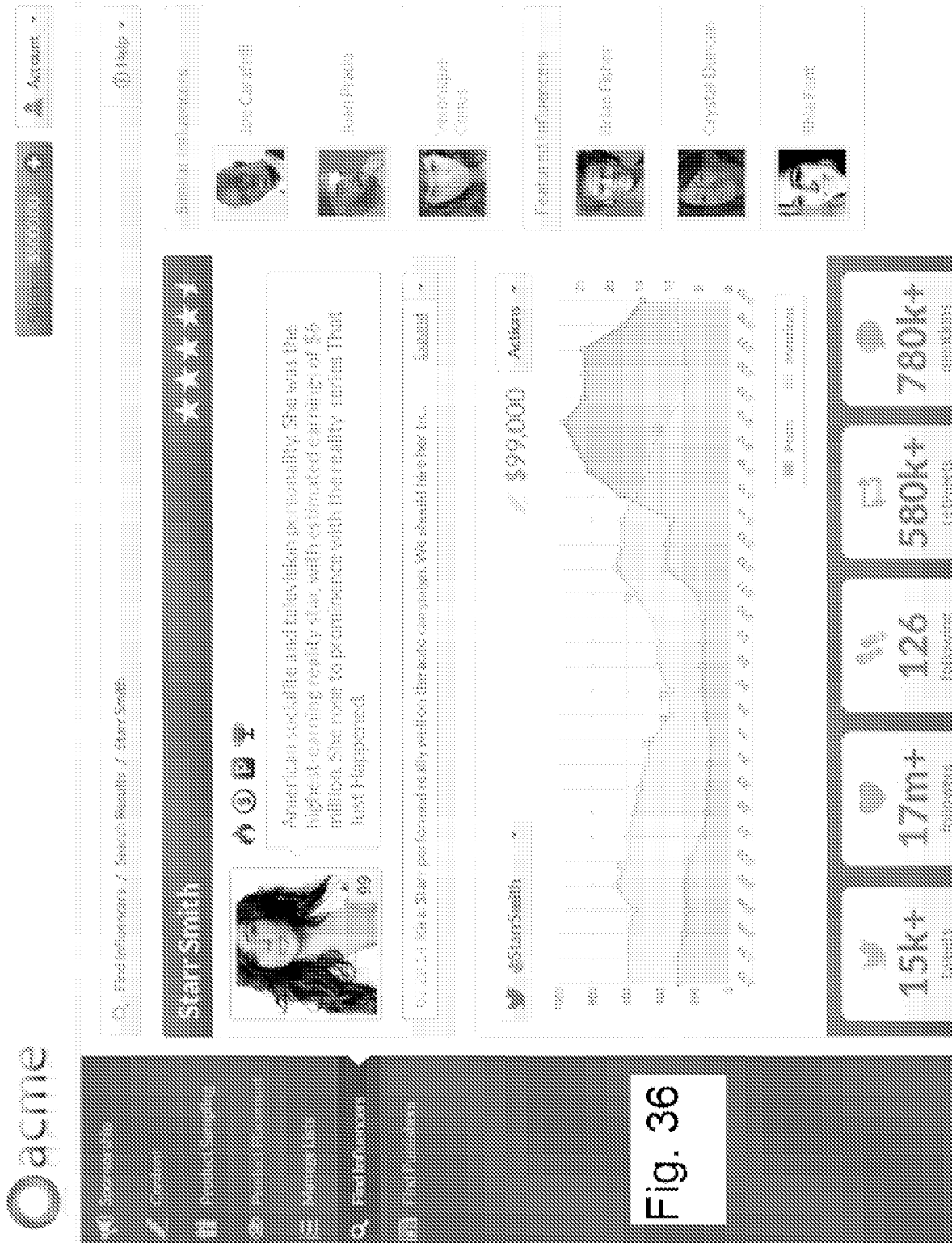


Fig. 36

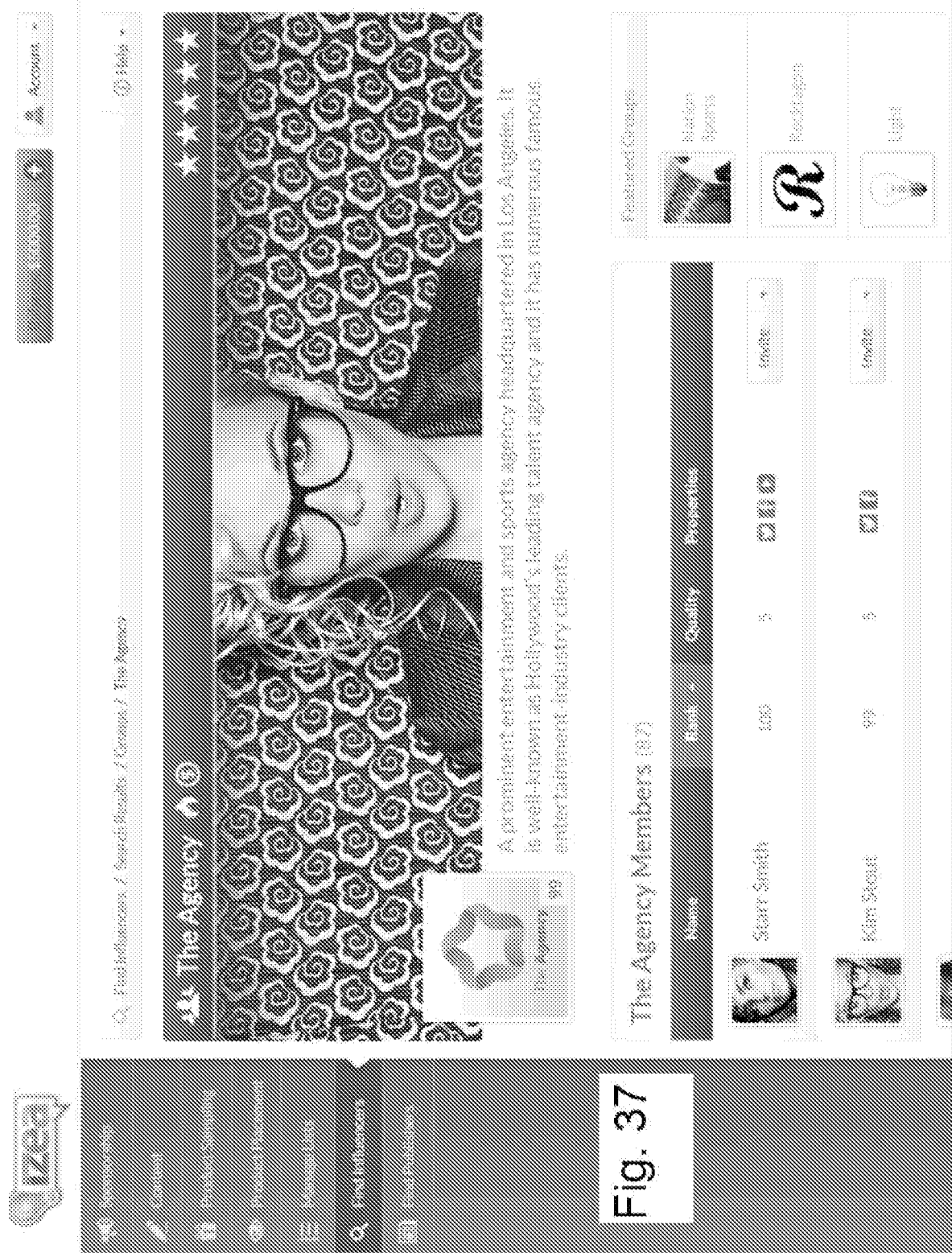


Fig. 37

The screenshot displays a mobile application interface. At the top left is the 'iZee' logo. Below it is a navigation menu with icons and labels: Home, Favorites, Product Categories, Product Properties, Product Lists, Product Subscribers, and Find Publishers. The main content area is divided into two sections. The upper section, titled 'MagCorp', features a background image of a magazine rack with 'No. 12' visible on the spines. Below the image is a 'MagCorp' logo and a five-star rating. A text box contains the text: 'Each of our brands attracts an enthusiastic audience based on life stage, lifestyle and affinity. Our portfolio includes 18 magazine brands.' Below this is a 'Meredith Properties (18)' section with a table of properties. The table has columns for 'Name', 'Rank', 'Quality', and 'Properties'. Two rows are visible: 'Lovely Homes' with a rank of 99 and quality of 4.5, and 'Work It' with a rank of 96 and quality of 4.3. Each row has an 'Invite' button. At the bottom right, there is a 'Featured Properties' section with logos for 'iZee', 'THE TIMES', and 'LIFE'.

Fig. 38



Fig. 39

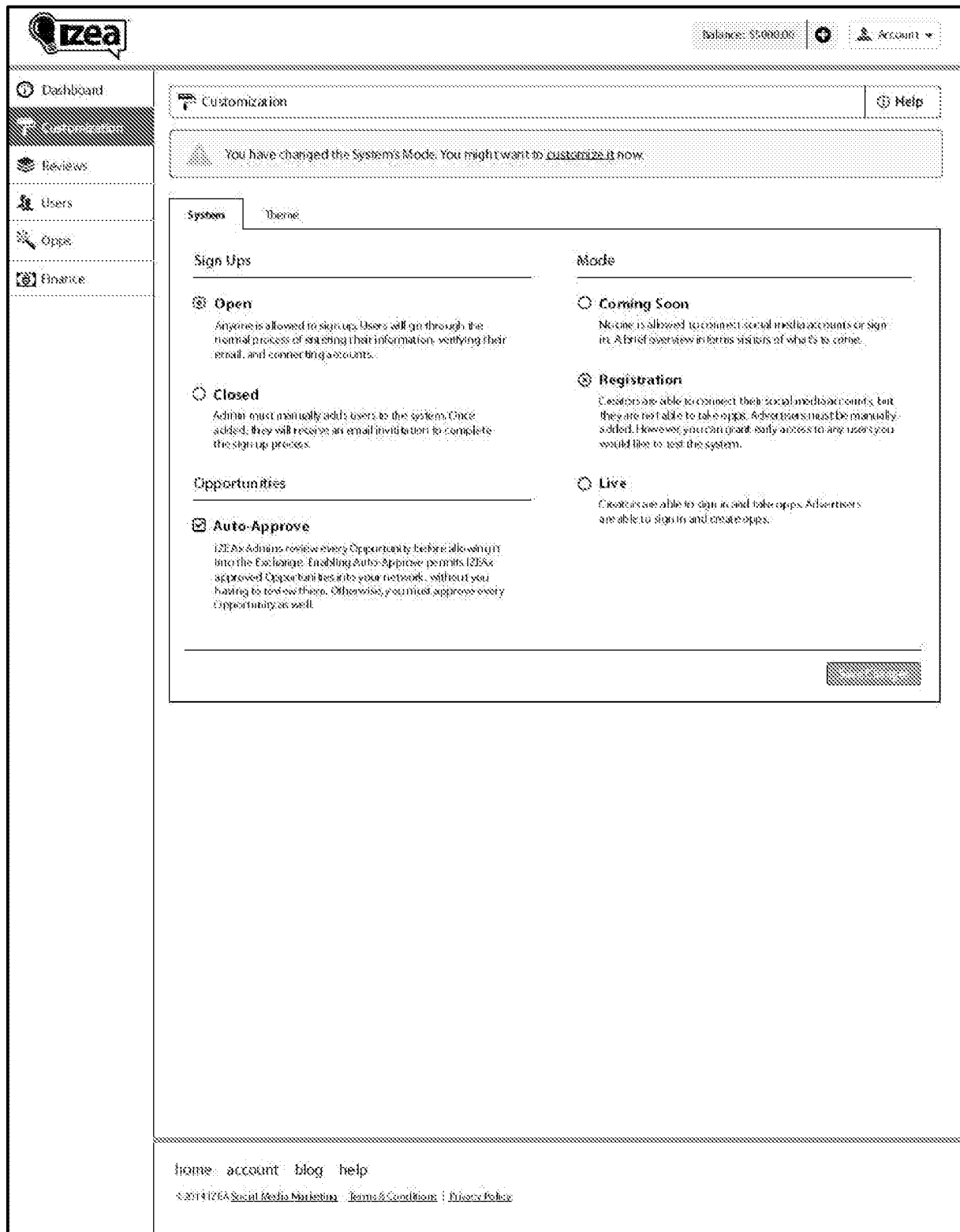


FIG. 40

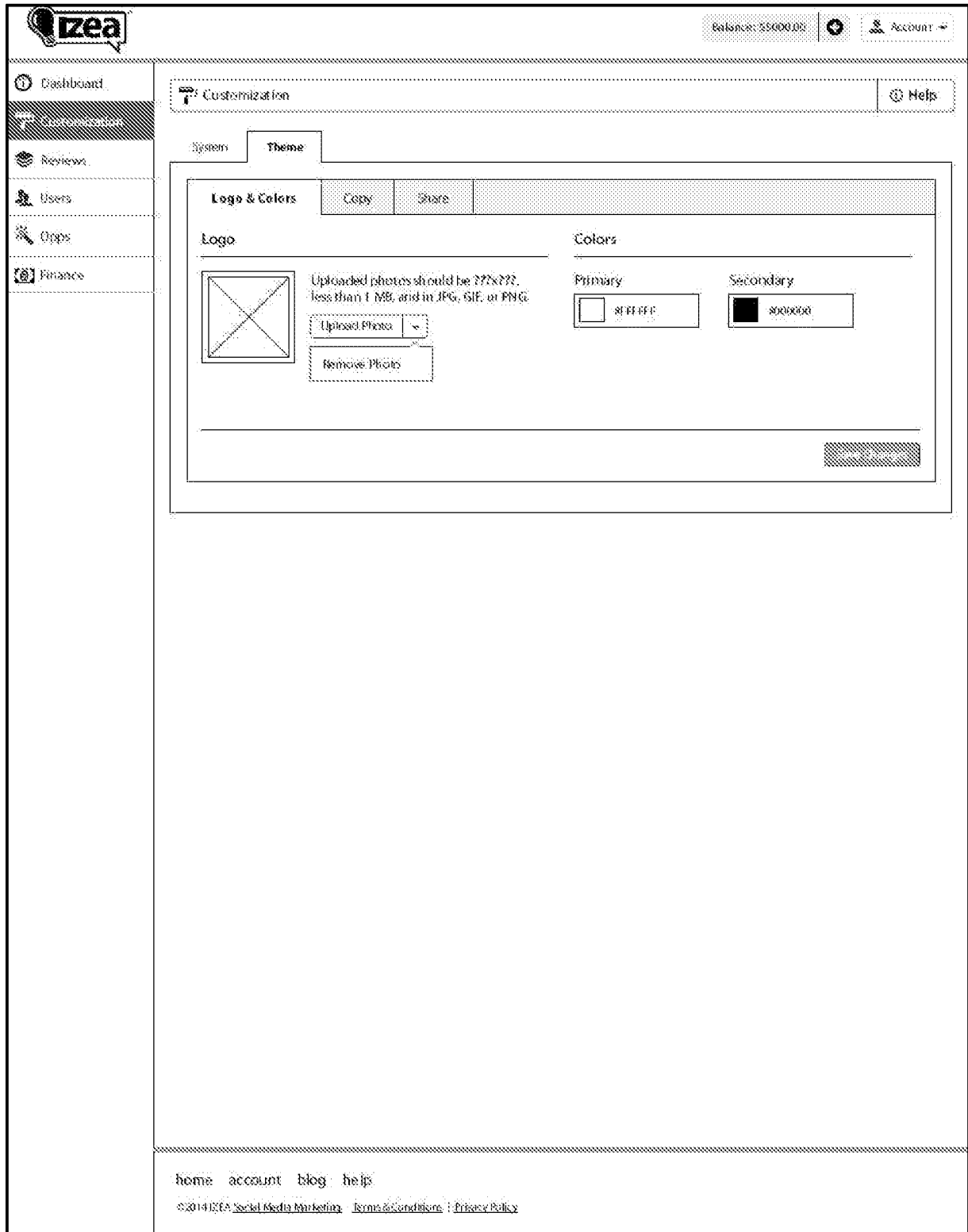


FIG. 41

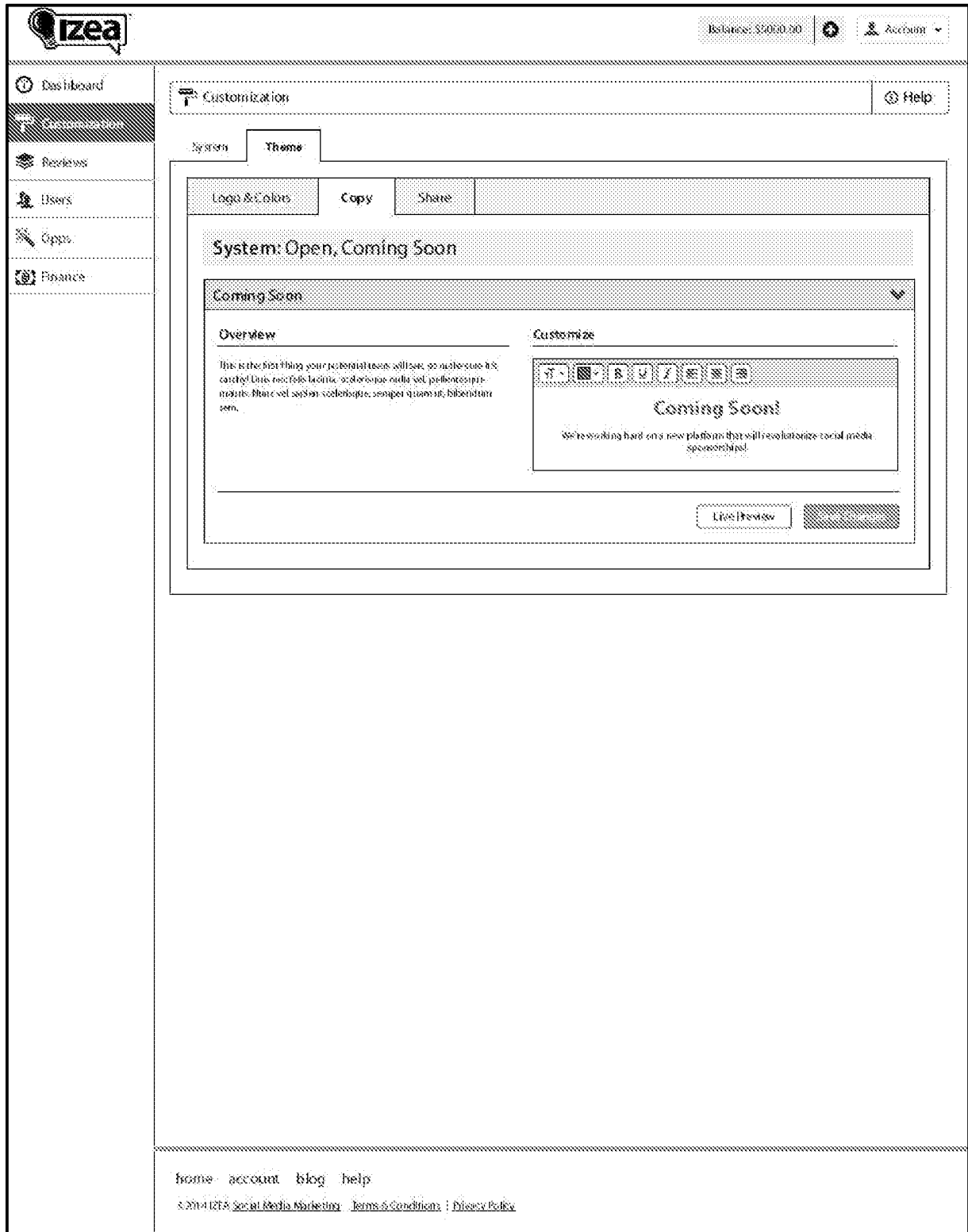


FIG. 42

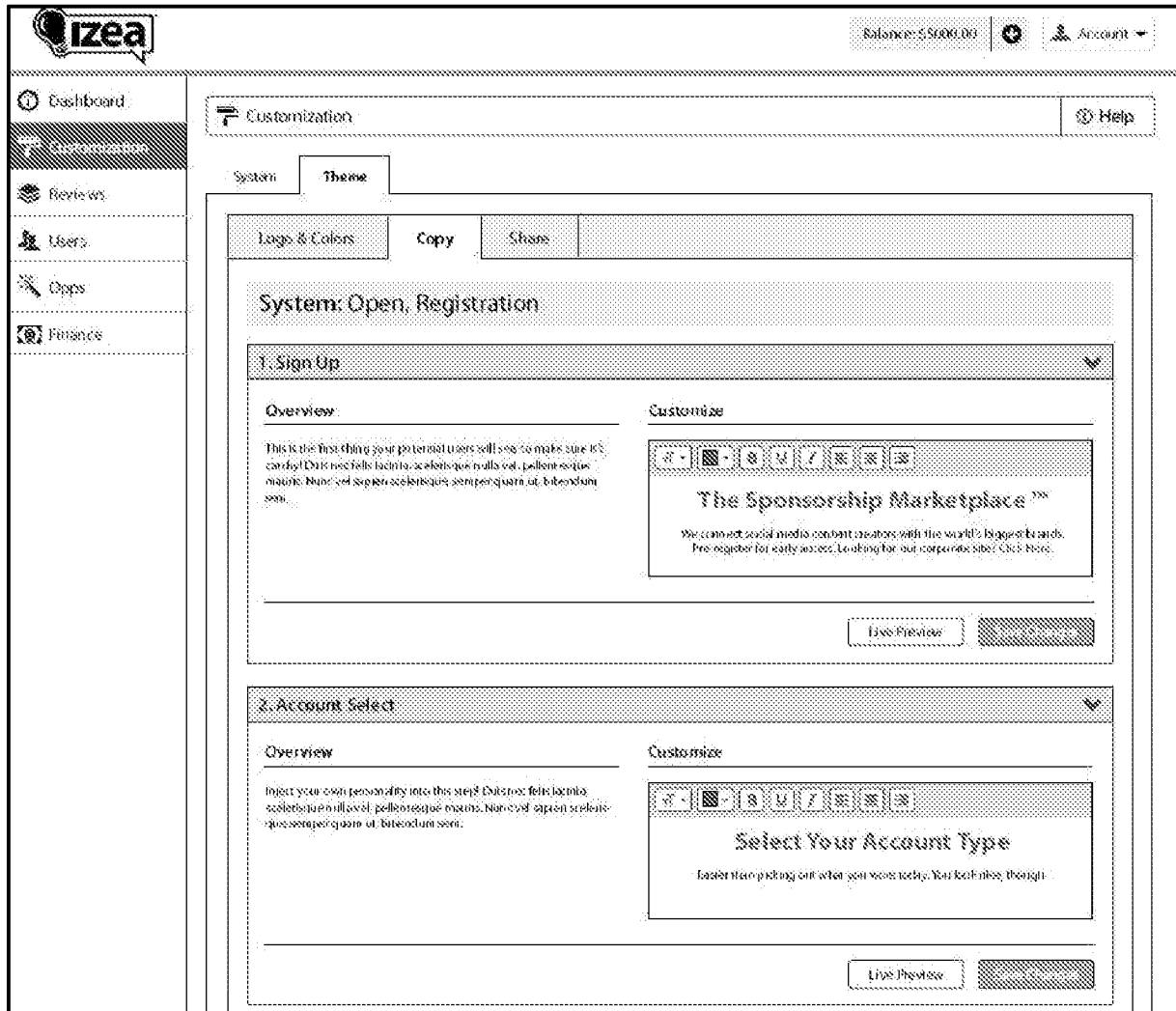


FIG. 43A

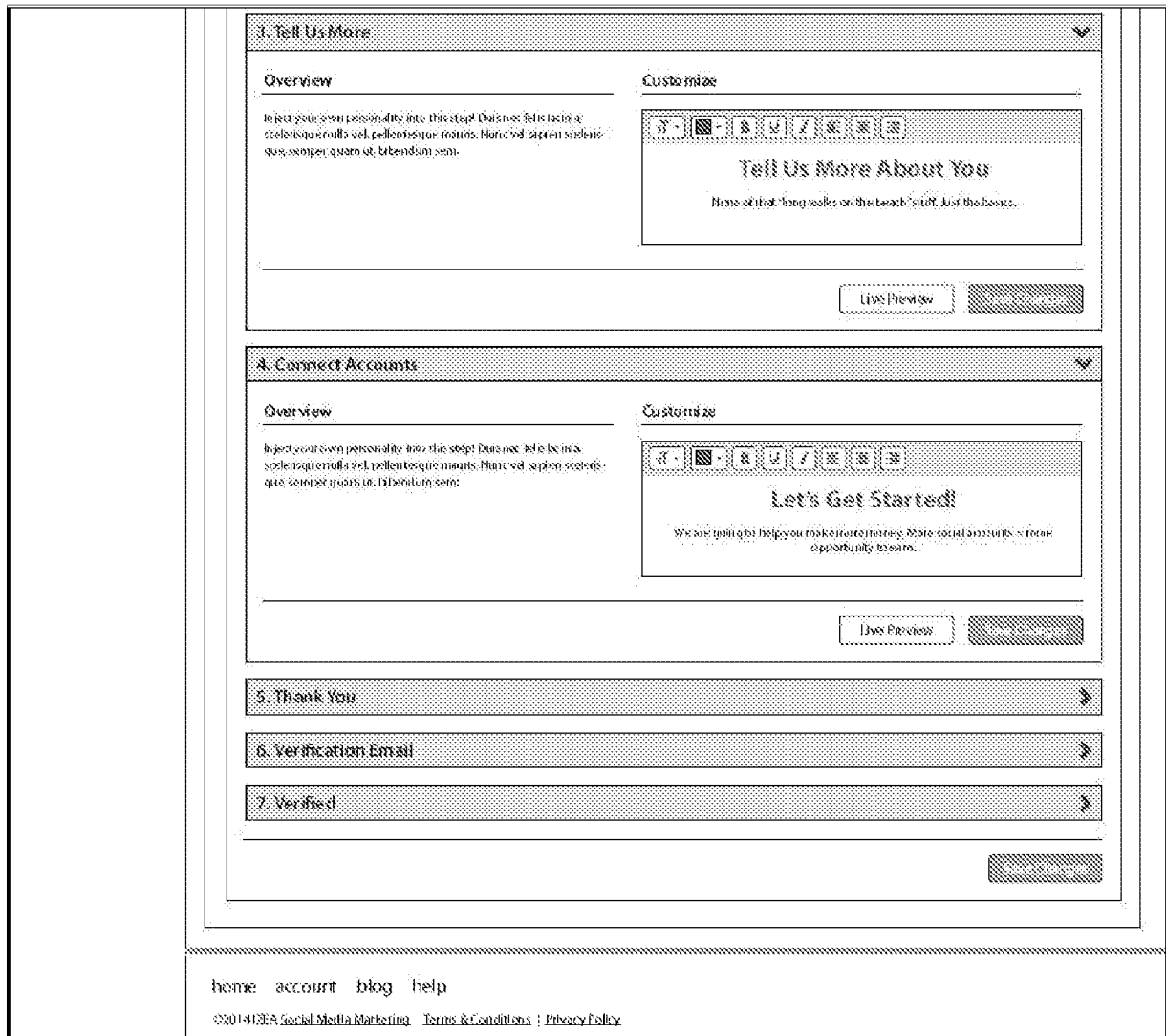


FIG. 43B

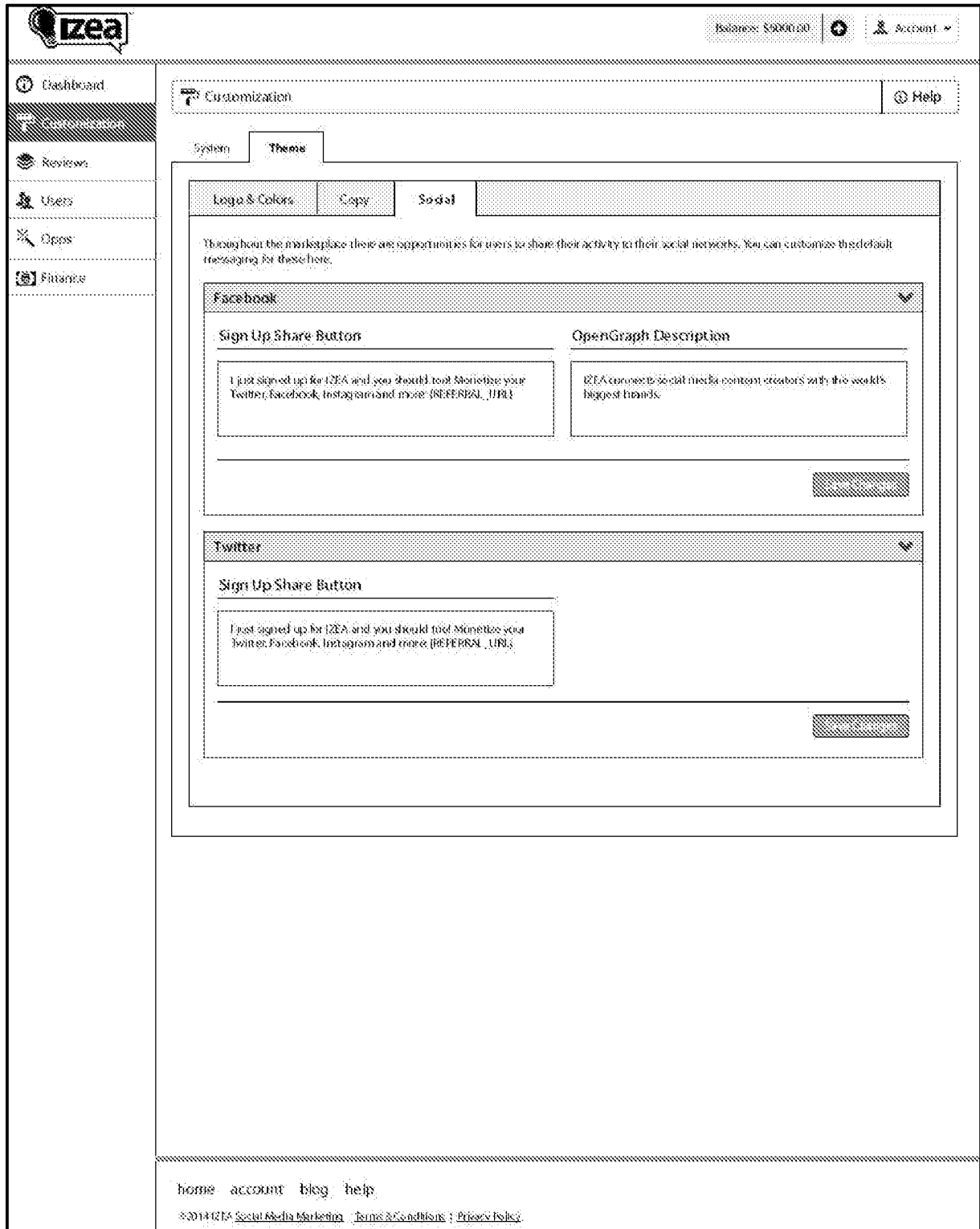


FIG. 44



FIG. 45

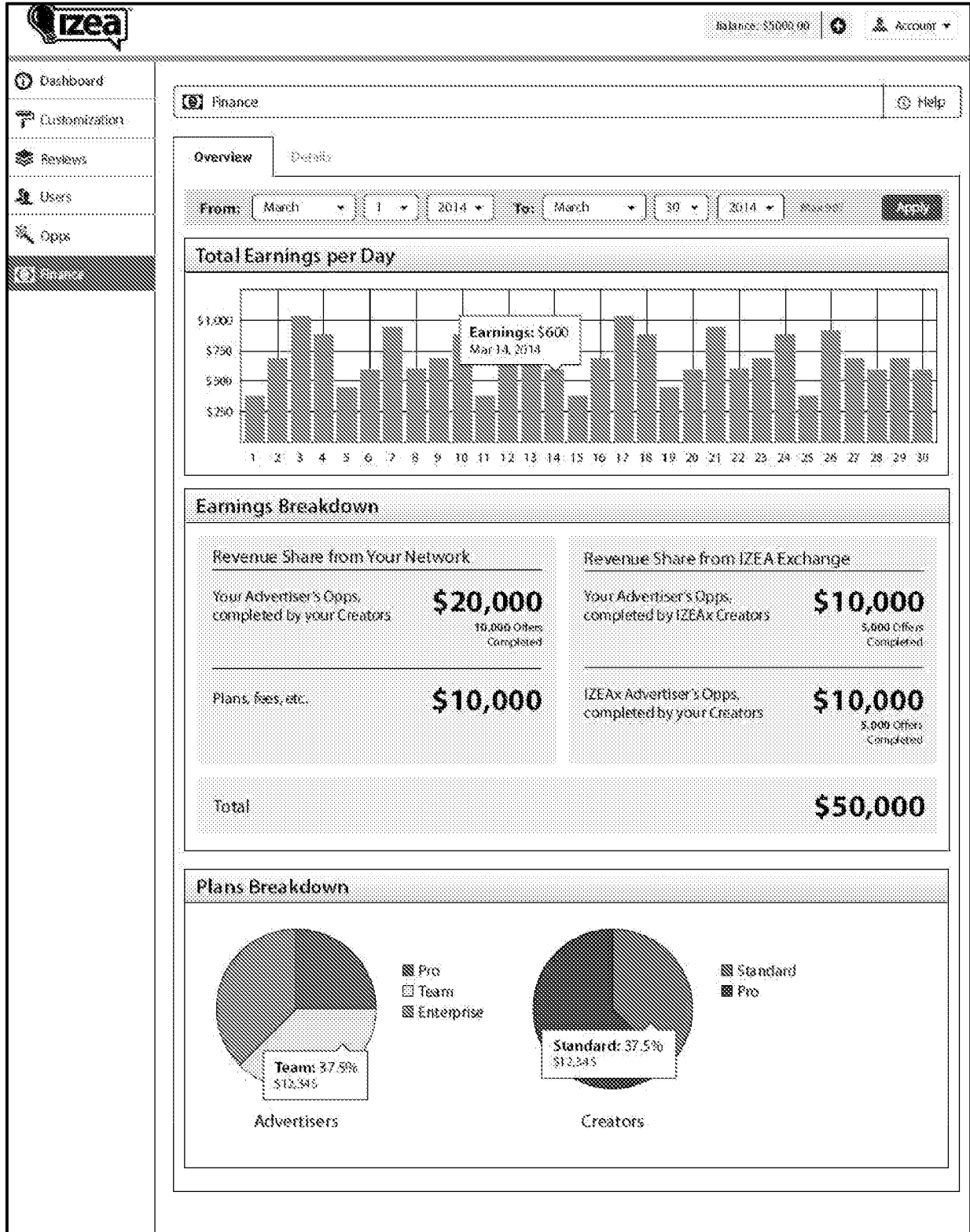


FIG. 46

The screenshot shows the Izea Finance interface. At the top right, there is a balance of \$2000.00 and an account dropdown. The left sidebar contains navigation options: Dashboard, Customization, Reviews, Users, Ops, and Finance (highlighted). The main content area is titled 'finance' and has a 'Help' button. Below the title are tabs for 'Overview' and 'Details'. A search and filter section is present, showing 'Transactions that match Any of the following' with a filter set to 'Activity is Rev Share (Offer)'. It indicates '4 results found'. Below this is a table with the following data:

Name	ID	Date	Activity	Info	Amount
Ted Murphy @tedmurphy	987654	3/26/14	Rev Share (Offer)	Halloween Instant Win Game	\$25.00
Dan Goodwin @dogochiken	876543	3/25/14	Rev Share (Offer)	Enterprise Plan	\$5.00
Marty Smith @woodsabiscuit	765432	3/24/14	Rev Share (Offer)	Halloween Instant Win Game	\$10.00
Ben Manz @matenara	654321	3/23/14	Rev Share (Offer)	Halloween Instant Win Game	\$15.00

FIG. 47

The screenshot displays the Izea Finance interface. At the top right, the balance is \$2900.00. The left sidebar contains navigation options: Dashboard, Customization, Reviews, Users, Opps, and Finance (selected). The main content area is titled 'Finance' and includes tabs for Overview, Details, and Payouts (selected). A summary bar shows 'Total Publisher Liability' of \$100,000.00. Below this, there are tabs for ACH and PayPal. A filter section allows users to search for transactions, currently set to 'Status is Requested'. A table lists four transactions:

Name	Partner	Requested	Status	Amount	Action
Woof Seabiscuit Marty Smith	IZEA	3/26/14	Requested	\$25.00	Approve
Dance Kid Lou Ben Hand	CBS	3/25/14	Approved <small>pending</small>	\$5.00	Approve
DSG Dora Goodwin	DMM	3/24/14	Error	\$10.00	Approve
Llama Ryan Krute	IZEA	3/23/14	Paid	\$15.00	Approve

FIG. 48

**izea** Balance: \$5000.00 Account

Dashboard  
Customization  
Reviews  
Users  
**Opportunities**  
Finance

Opportunities Overview

Search by Keyword, URL Search

Display Filter

Opportunities that match **Any** of the following

Type is Status Update

Name	Type	Platform	Publish Date	Earned	Goals	Quality	
Show Us Your Duck Tapet by Ted Murphy	Image	Twitter	3/21/14	\$ 50.00	2,000	7	Details
Funko Darth Vader Star... by Joe Carafelli	Image	YouTube	3/21/14	\$ 50.00	2,000	6	Details
Lenovo IdeaPad Laptop by Veronique Conus	Image	Facebook	3/21/14	\$ 50.00	2,000	5	Details
Apple iPad Air by Brian Fisher	Image	Instagram	3/21/14	\$ 50.00	2,000	4	Details

1 2 3 4 5

Show 10 - 25 - 50 - 100 per page

FIG. 49

**rzea** Balance: \$5,000.00 Account

Dashboard Customization **Reviews** Help

**Connections** Opportunities Quick Review

Search Filter

Connections that match Any of the following:

Platform is Twitter

4 results found

Name	Added	Posts	Followers	Following	Bid Price	
@tedmurphy by Ted Murphy	3/15/14	15,392	46,757	441	\$250.00	Approve
@atmospherix by Be Corstikii	3/15/14	560	243	471	\$10.00	Approve
@woofseabiscuit by Marty Smith	3/15/14	2,635	415	232	\$25.00	Approve
@bogoChicken by Dan Goodwin	3/15/14	2,513	258	85	\$20.00	Approve

**Connections** Opportunities

Search Filter

Opportunities that match Any of the following:

Platform is Twitter

4 results found

Name	Added	Type	Platform	Budget	
Halloween Instant Win Game by Steven Helms	3/15/14			2,500	Approve
Duck Tape Decorating by Bobby Doe	3/15/14			5,000	Approve
Free Dog Treats for a Year by Kristen Farody	3/15/14			1,000	Approve
Celeb Endorsement by Julia Thompson	3/15/14			1,000	Approve

FIG. 50



FIG. 51

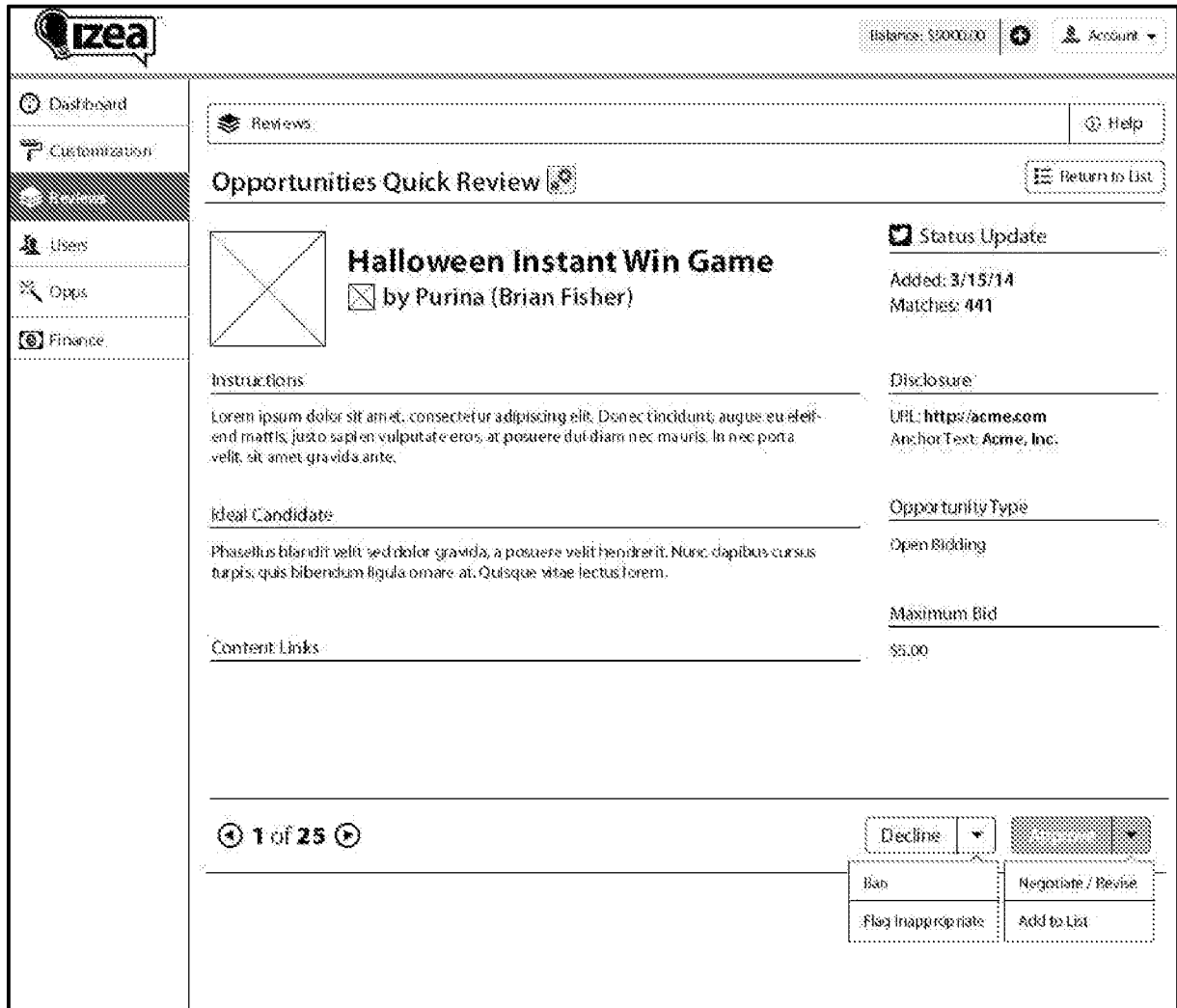


FIG. 52

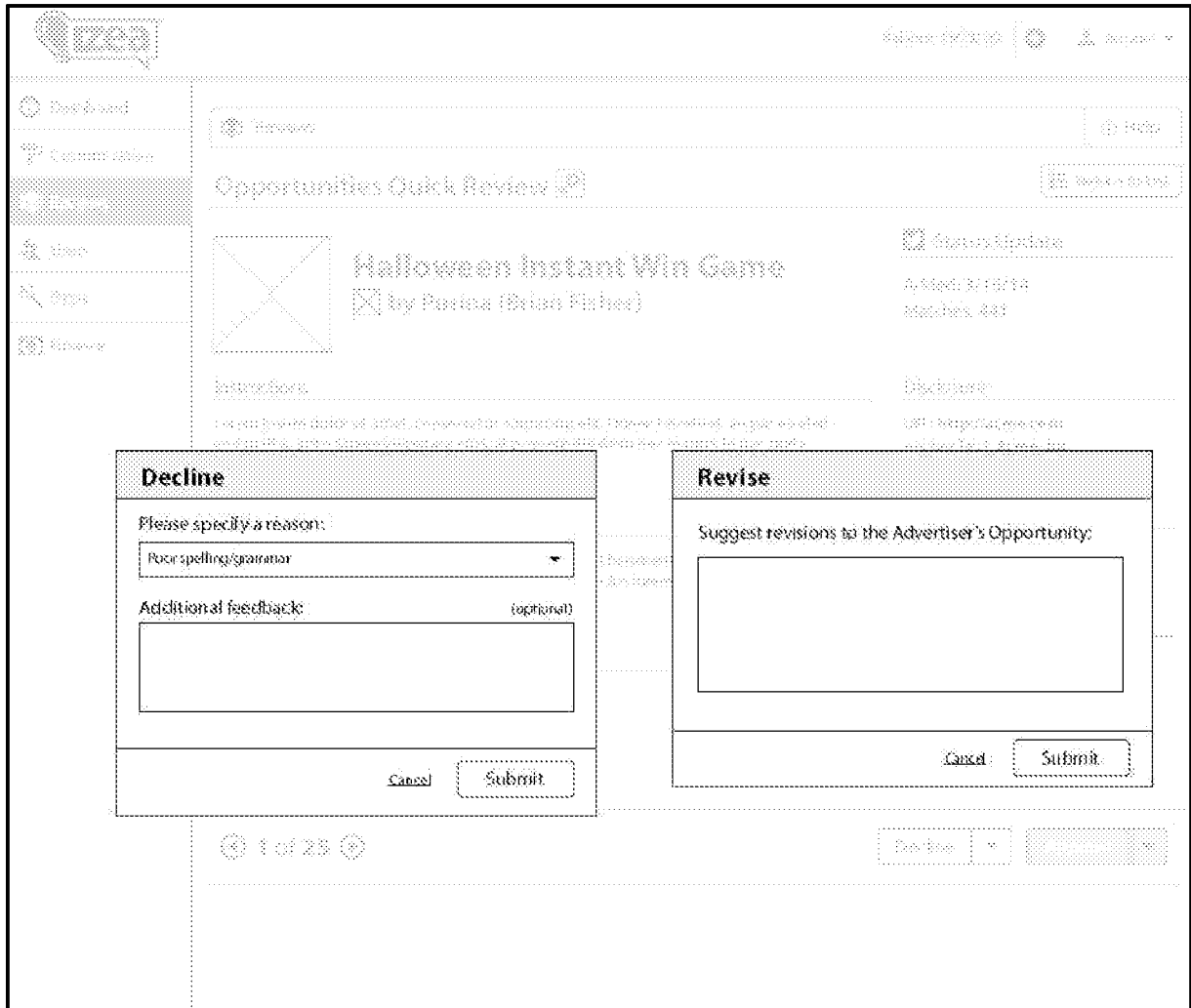


FIG. 53

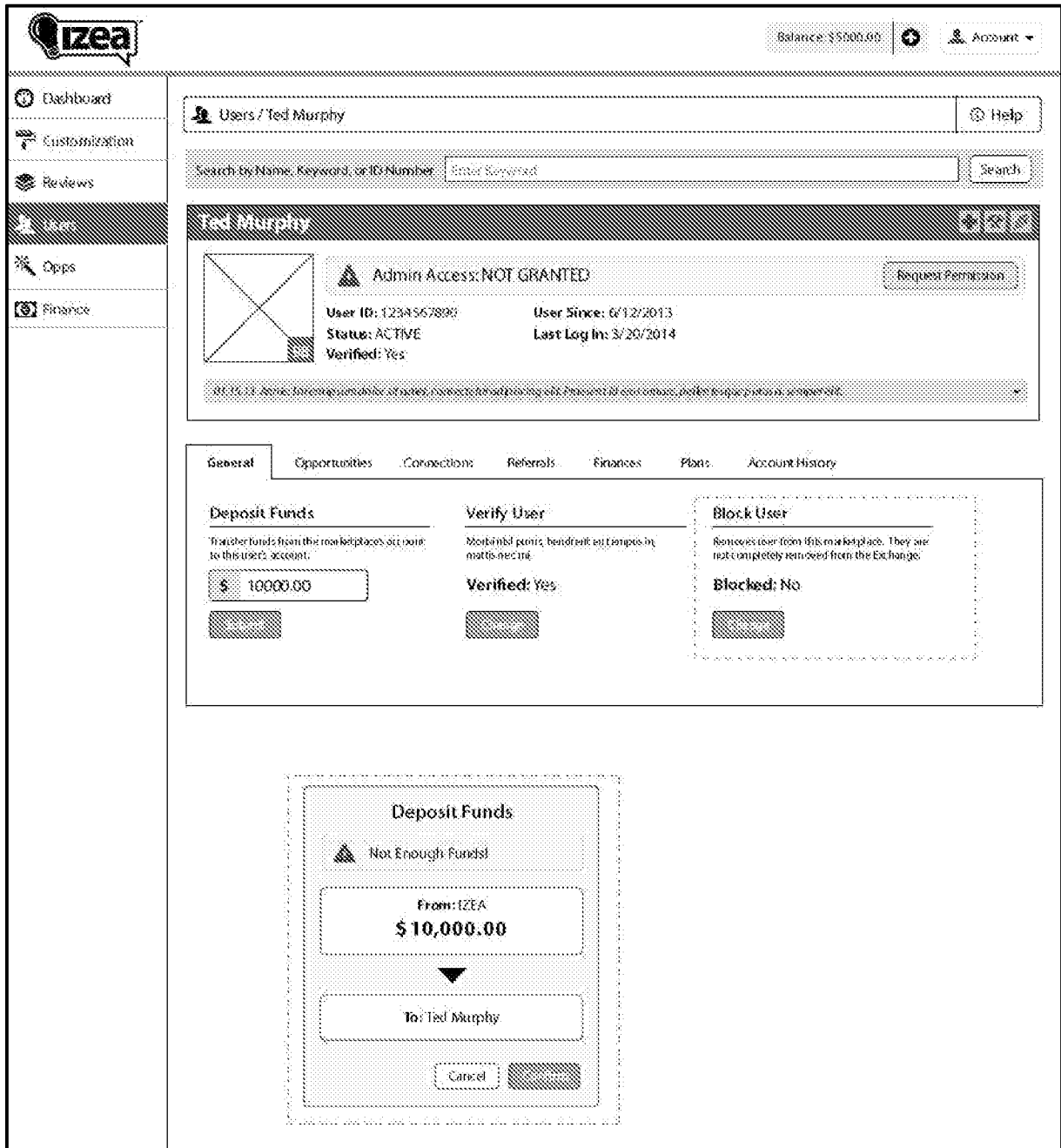


FIG. 54

The screenshot displays the Izea web application interface. At the top left is the Izea logo. The top right shows a balance of \$5900.00 and an account menu. A left sidebar contains navigation options: Dashboard, Customizations, Reviews, Users (selected), Opps, and Finance. The main content area is titled 'Users / Ted Murphy' and includes a search bar and a 'Help' button. Below this is a user profile card for Ted Murphy, showing a placeholder for a profile picture, a warning that 'Admin Access: NOT GRANTED' with a 'Request Permission' button, and user details: User ID: 1234567890, Status: ACTIVE, Verified: Yes, User Since: 6/12/2013, and Last Log In: 3/20/2014. A breadcrumb trail shows 'General > Opportunities > Connections > Referrals > Finances > Plans > Account History'. The 'Opportunities' tab is active, showing a table with columns for Name, Type, Platform, Date, Reach, Clicks, and Bid. The table lists four opportunities, each with a placeholder icon for the user's profile picture. Below the table is a pagination control showing pages 1 through 5, with 'Show 10 - 25 - 50 - 100 per page'.

**Balance:** \$5900.00 **Account**

**Users / Ted Murphy** **Help**

Search by Name, Keyword, or ID Number  **Search**

**Ted Murphy**

**Admin Access: NOT GRANTED** **Request Permission**

User ID: 1234567890      User Since: 6/12/2013  
 Status: ACTIVE      Last Log In: 3/20/2014  
 Verified: Yes

01.75.13. Area: Lorem ipsum do be ut amet conset et ac ad ipis conset. Phasellus id enim conset, pellentesque purus et tempore.

General **Opportunities** Connections Referrals Finances Plans Account History

Created Taken

Display Filter

Connections that match: Any of the following:

Platform is Twitter

4 results found

Name	Type	Platform	Date	Reach	Clicks	Bid
Halloween Instant Win Game by IZEA			3/18/14	2,123	345	\$25.00
Lorem Ipsum Dolor Sit by DuckTape			3/1/14	1,845	133	\$22.00
Consectetur Adipiscing Elit by Miracle Geo			2/22/14	1,609	534	\$21.00
Condimentum ac Metus Eget by Lenore			1/30/14	1,387	59	\$20.00

1 2 3 4 5 >

Show 10 - 25 - 50 - 100 per page

FIG. 55

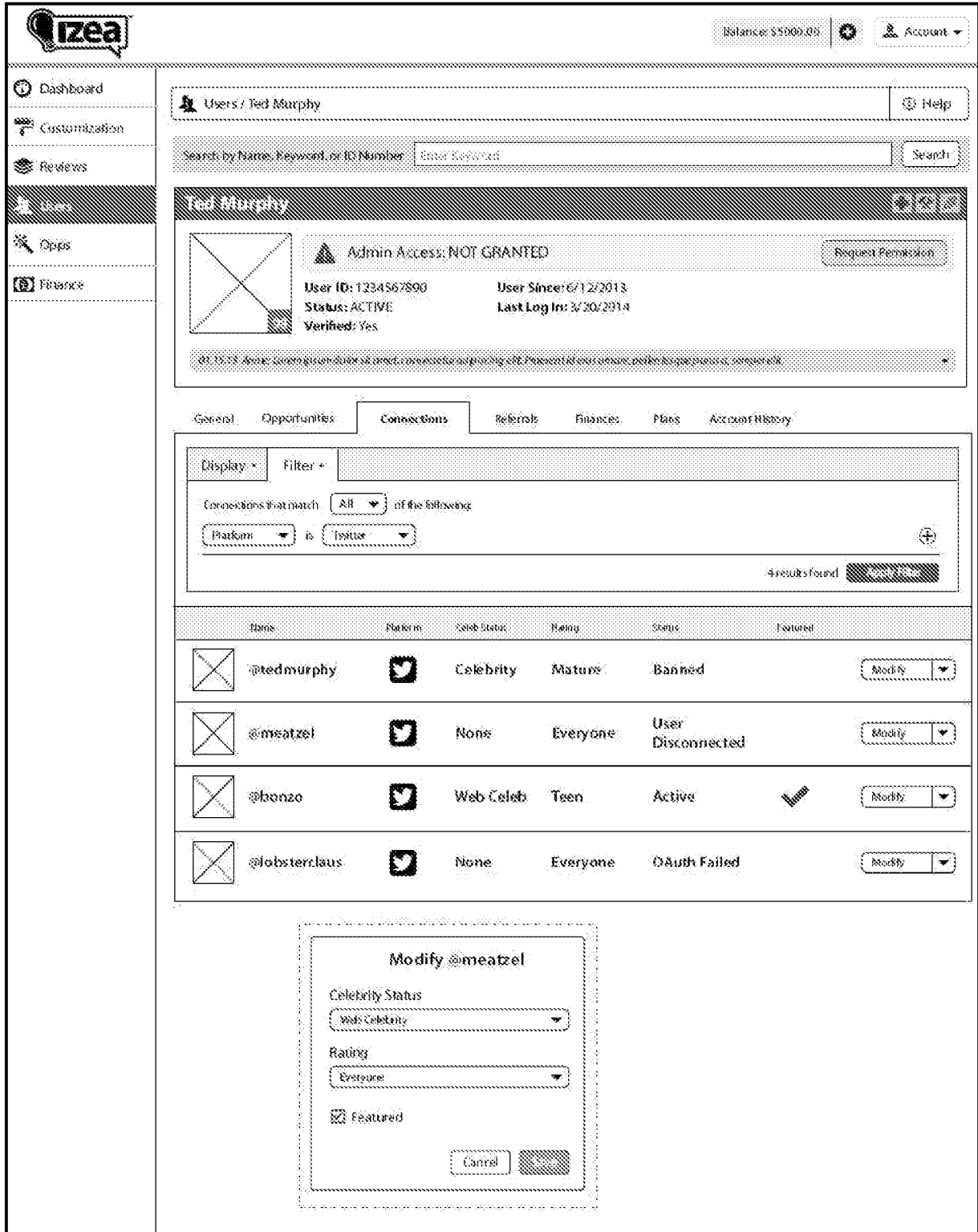


FIG. 56

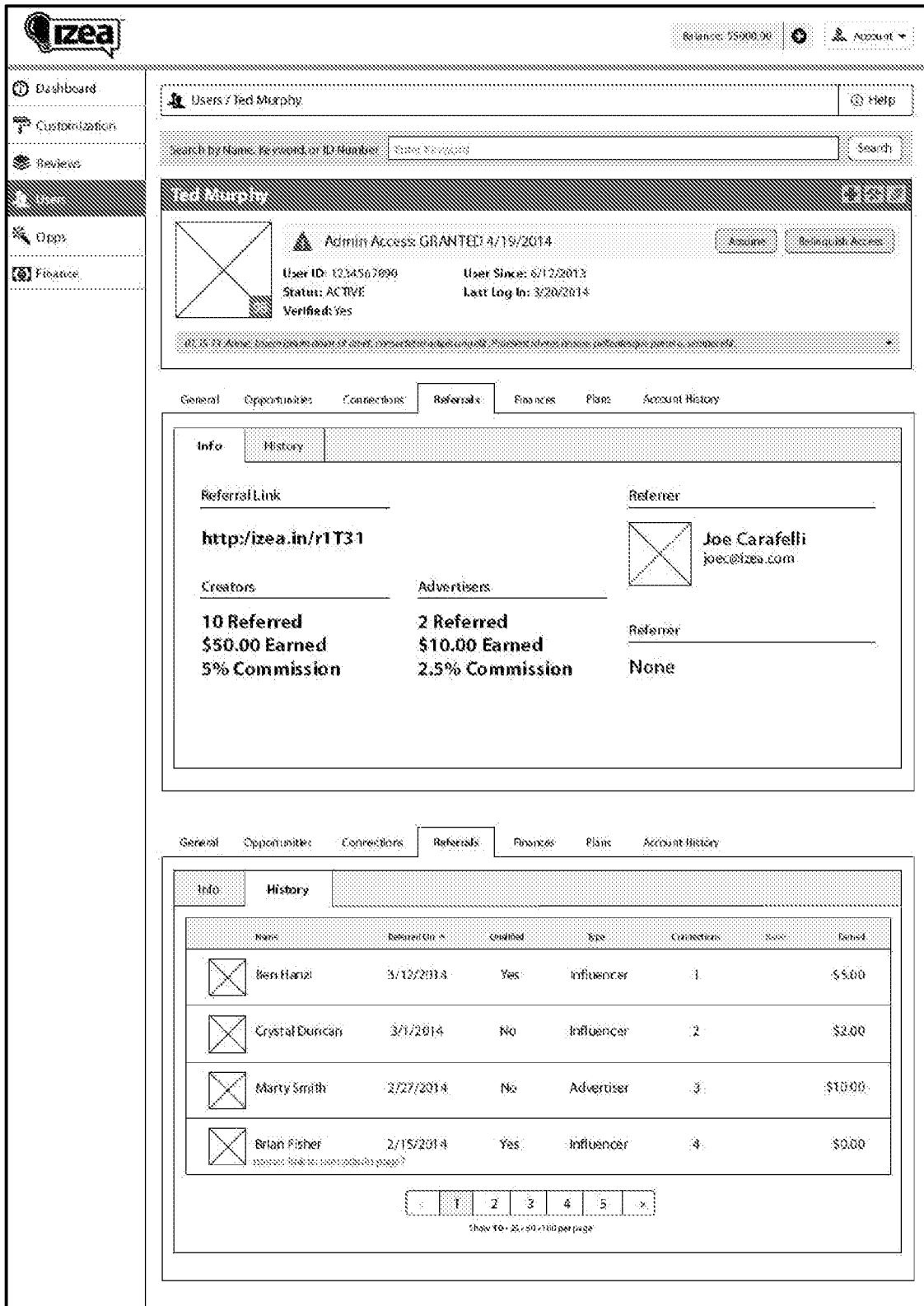


FIG. 57

The screenshot displays the Izea user interface. At the top left is the Izea logo. The top right shows a balance of \$500.00 and an account menu. A left sidebar contains navigation options: Dashboard, Customization, Reviews, Users (selected), Opps, and Finance. The main content area is titled 'Users / Ted Murphy' and includes a search bar. Below this is a user profile card for Ted Murphy, showing 'Admin Access: GRANTED 4/19/2014', 'User ID: 1234567890', 'Status: ACTIVE', 'Verified: Yes', 'User Since: 6/12/2013', and 'Last Log In: 3/20/2014'. Below the profile are tabs for General, Opportunities, Connections, Referrals, Finances (selected), Plans, and Account History. The 'Finances' section is divided into 'PayPal' and 'Credit Cards'. Under 'PayPal', it shows 'Email Address: ted.murphy@izea.com', 'Tax ID Number: ON FILE, Last 4 digits: 1234', and 'Physical Address: 1000 Legion Pl, Suite 1600, Orlando, FL 32801'. Under 'Credit Cards', there is a table listing two cards:

Type	Name	Last 4	Expires	Last Activity	Last Amount
Visa	Ted Murphy	1334	1/2015	1/1/14	\$25.00
Billing Address: 1000 Legion Place, Suite 1600, Orlando, FL 32801					
MasterCard	Ted Murphy	4242	3/2015	1/6/14	\$1.99

FIG. 58



FIG. 59

The screenshot shows the Izea user interface. At the top right, the balance is \$5,000.00 and the user is logged in as 'Account'. The left sidebar contains navigation options: Dashboard, Customization, Reviews, Users (selected), Opps, and Finance. The main content area is titled 'Users / Ted Murphy' and includes a search bar. Below the search bar, the user's profile for 'Ted Murphy' is displayed, showing 'Admin Access: GRANTED 4/19/2014', 'User ID: 1234567890', 'User Since: 6/12/2013', 'Status: ACTIVE', and 'Last Log In: 3/20/2014'. There are buttons for 'Accounts' and 'Relinquish Access'. Below the profile, there are tabs for 'General', 'Opportunities', 'Connections', 'Referrals', 'Finances', 'Plans', and 'Account History' (selected). The 'Account History' section shows a filter for 'Activity' with 'Cash Out' selected, resulting in 3 results found. The table below lists the following transactions:

ID	Date	By	Activity	Info	Amount
112830	2/1/14	Ted Murphy	Cash Out	via PayPal	\$25.00
117239	2/6/14	System	Plan Payment	via Credit Card (1234)	\$1.99
123784	2/12/14	Annie Kabourek	Took Opp	Halloween Instant Win Game	N/A

FIG. 60

**izea** Balance: \$5000.00 Account

Dashboard  
Customization  
Reviews  
**Users**  
Opps  
Finance

Users Help

Search by Name, Password, or ID Number Search Create Managed User

Filter Display  
Connections that match any of the following and are in in your network  
Add a Filter Apply Filter

Name	ID	Last Login	Created	Status
Ted Murphy IZEA Verified	456123	3/21/14	1/1/14	Active
Joe Casafelli Email Confirmed	123456	3/21/14	1/1/14	Active
Crystal Duncan Featured	345678	3/21/14	1/1/14	Banned
Veronique Corius Managed	296589	3/21/14	1/1/14	Active

show all users in system with first name to page

Assume  
Request Payout

Show 10 - 25 - 50 - 100 per page

FIG. 61

The screenshot shows the Izea web application interface. At the top right, there is a balance of \$5000.00 and an account menu. A left sidebar contains navigation options: Dashboard, Customization, Reviews, Users (highlighted), Ops, and Finance. The main content area is titled 'Users' and includes a search bar with the text 'Murphy' and a 'Search' button. Below the search bar is a filter section with 'Filter' and 'Display' dropdowns, and a text input 'Connections that match any of the following and are in In your network'. An 'Add a Filter' button is present. Below the filter section is a table of users with columns for Name, ID, Last Login, Created, and Status. The table lists four users: Ted Murphy (Active), Candice Bergen (Active), Joe Carafelli (Banned), and Veronique Conus (Active). Each user entry includes a profile picture placeholder, name, ID, last login date, creation date, status, and a 'Details' button. At the bottom of the table, there is a pagination control showing '1 2 3 4 5' and a 'Show 19 - 20 - 50 - 100 per page' option.

Name	ID	Last Login	Created	Status
Ted Murphy	456123	3/21/14	1/1/14	Active
Candice Bergen Connections:  @Bergen-Brown	456123	3/21/14	1/1/14	Active
Joe Carafelli Bio... firm believer in... law...	789456	3/5/14	1/5/14	Banned
Veronique Conus Address: 123 Atlantic Street	231658	3/31/14	1/1/14	Active

FIG. 62

The screenshot shows the Izea user management interface. At the top right, there is a balance of \$9000.00 and an account menu. The left sidebar contains navigation options: Dashboard, Customization, Reviews, Users (selected), Opps, and Finance. The main content area is titled 'Users' and includes a search bar for names, keywords, or ID numbers. Below the search bar, there are display and filter options. A filter is applied: 'Featured Connector' is set to 'True', resulting in 3 users found. The user list table has columns for Name, ID, Last Login, Created, and Status. Each user entry includes a profile picture placeholder, name, ID, last login date, creation date, status, and a 'Details' button. Social media links for featured connectors are also shown.

Name	ID	Last Login	Created	Status
Candice Bergen Featured: @muplybozm	456123	3/21/14	1/1/14	Active
Joe Carafelli Featured: atmospheric	456123	3/21/14	1/1/14	Active
Marty Smith Featured: WoodSeabiscuit	789465	3/9/14	1/5/14	Active

FIG. 63

**Izea** Balance: \$5000.00 Account

Dashboard Customization Reviews **Users** Cpps Finance

Users / Create Managed User Help

### Create a Managed User

Account Type  
 Creator  Advertiser  Brand

First Name:  Last Name:

Manager:  ZIP / Postal Code:

Password:  Password Confirmation:

Gender:  Female  Male Birthday:

**What's a Managed User?**  
Managed Users are users that Partner Admins create. Managed users work essentially the same as normal users, but there are some key differences to keep in mind:

- All emails for this user go to their Manager
- Any Partner Admin can log in to (as well as any Managed User)
- Managed Users cannot cash out funds. Partner Admins must request a payout.

[Learn more](#) about Managed Users.

FIG. 64

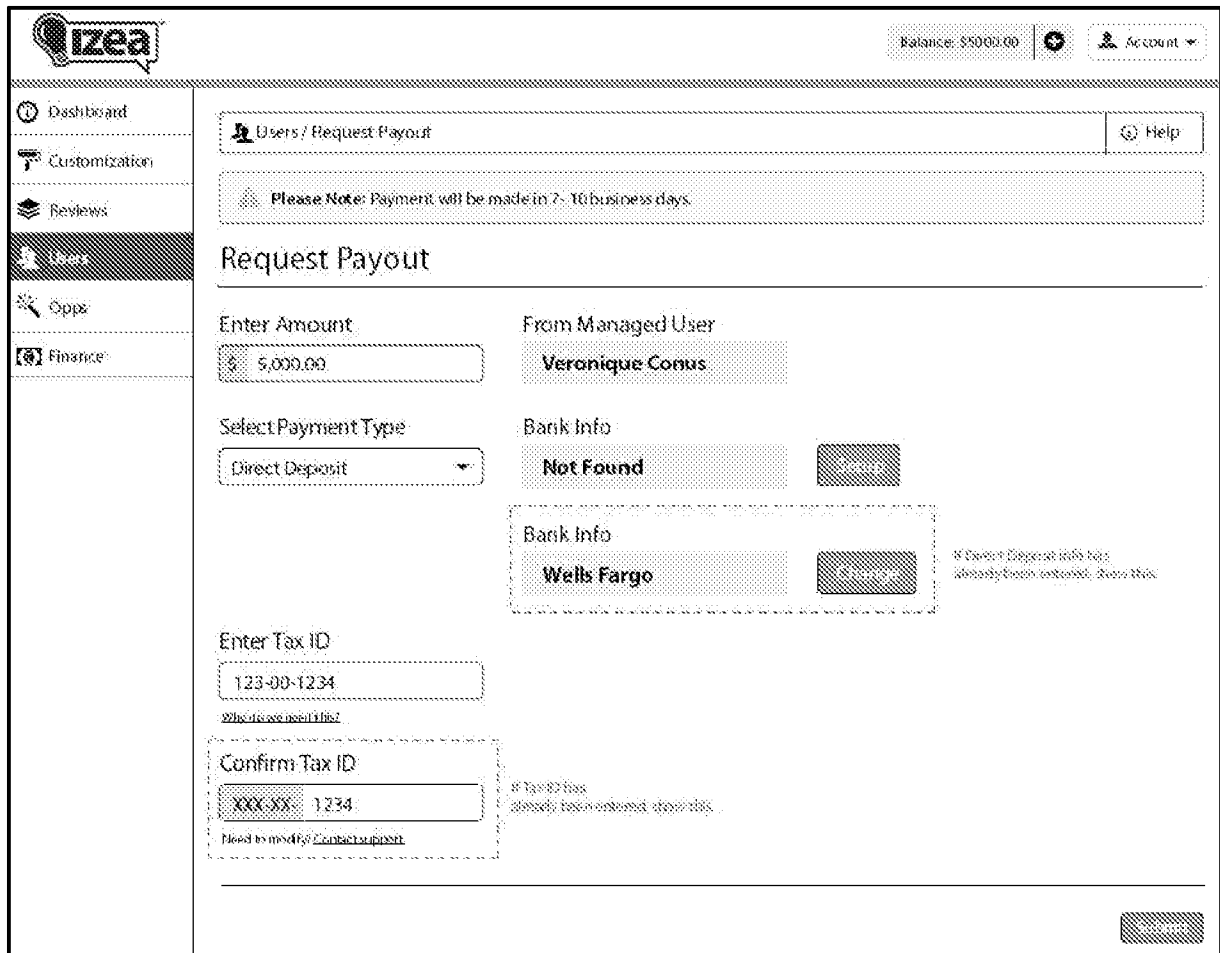


FIG. 65

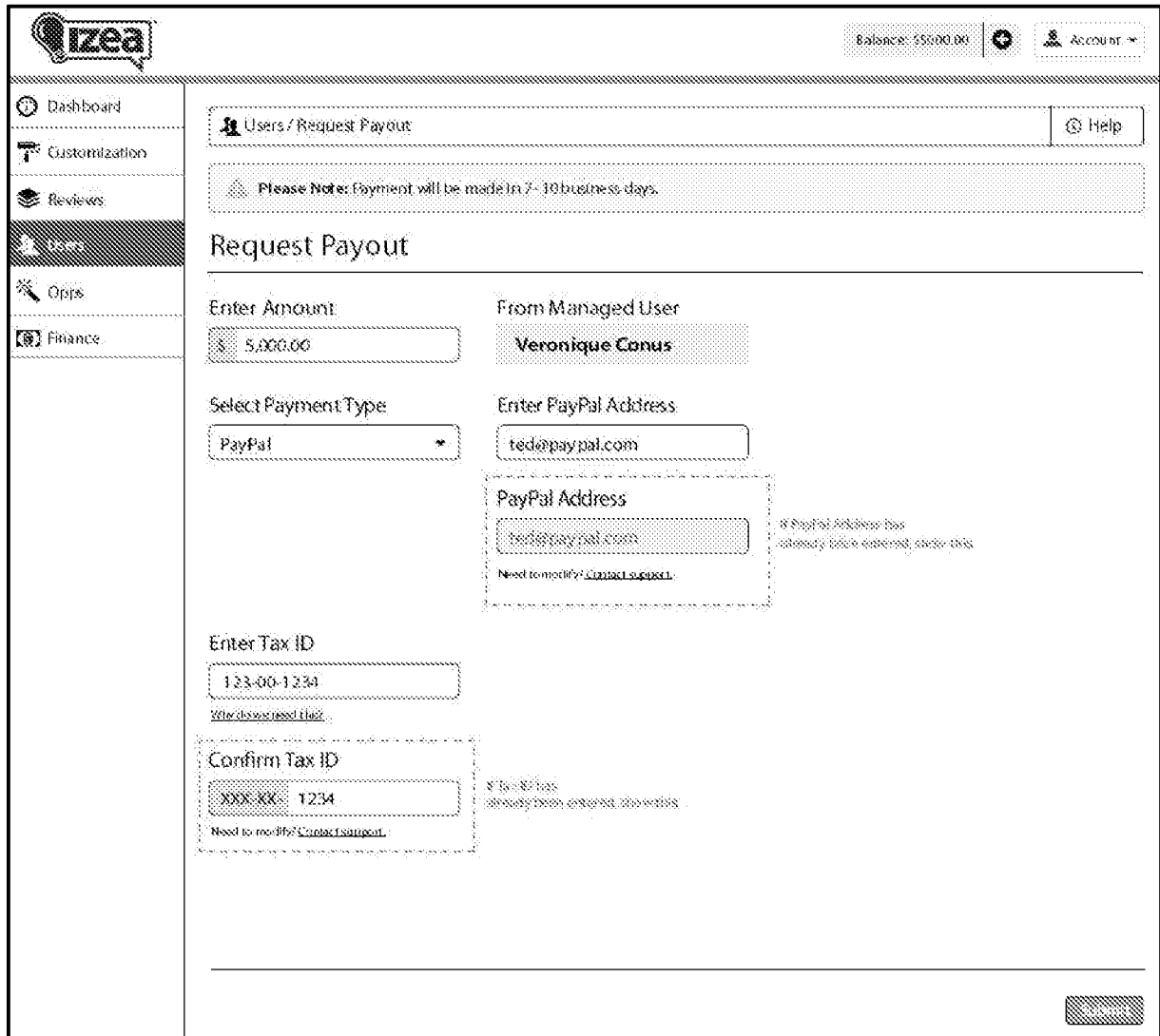


FIG. 66

**izea** Balance: 15000.00 Account

Dashboard  
Customization  
Reviews  
**Users**  
Ops  
Finance

Users / Setup Direct Deposit Help

### Setup Direct Deposit

#### Financial Institution Info

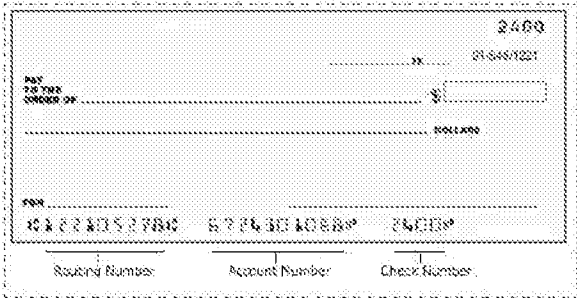
Bank Name	City	State	ZIP Code
Wells Fargo	Winter Park	Florida	32789

#### Account Info

Account Type	Routing/ABA/Swift Number	Account Number
<input checked="" type="radio"/> Checking <input type="radio"/> Savings	250250025	202020

[Where do I find my routing number?](#) [Where do I find my account number?](#)

I (we) hereby affirm that the above information is true and correct, and I authorize IZEA, Inc. to initiate deposits to the account at the named depository financial institution. I (we) acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law.



Routing Number: Account Number: Check Number:

Highlight appropriate numbers when copied up

FIG. 67

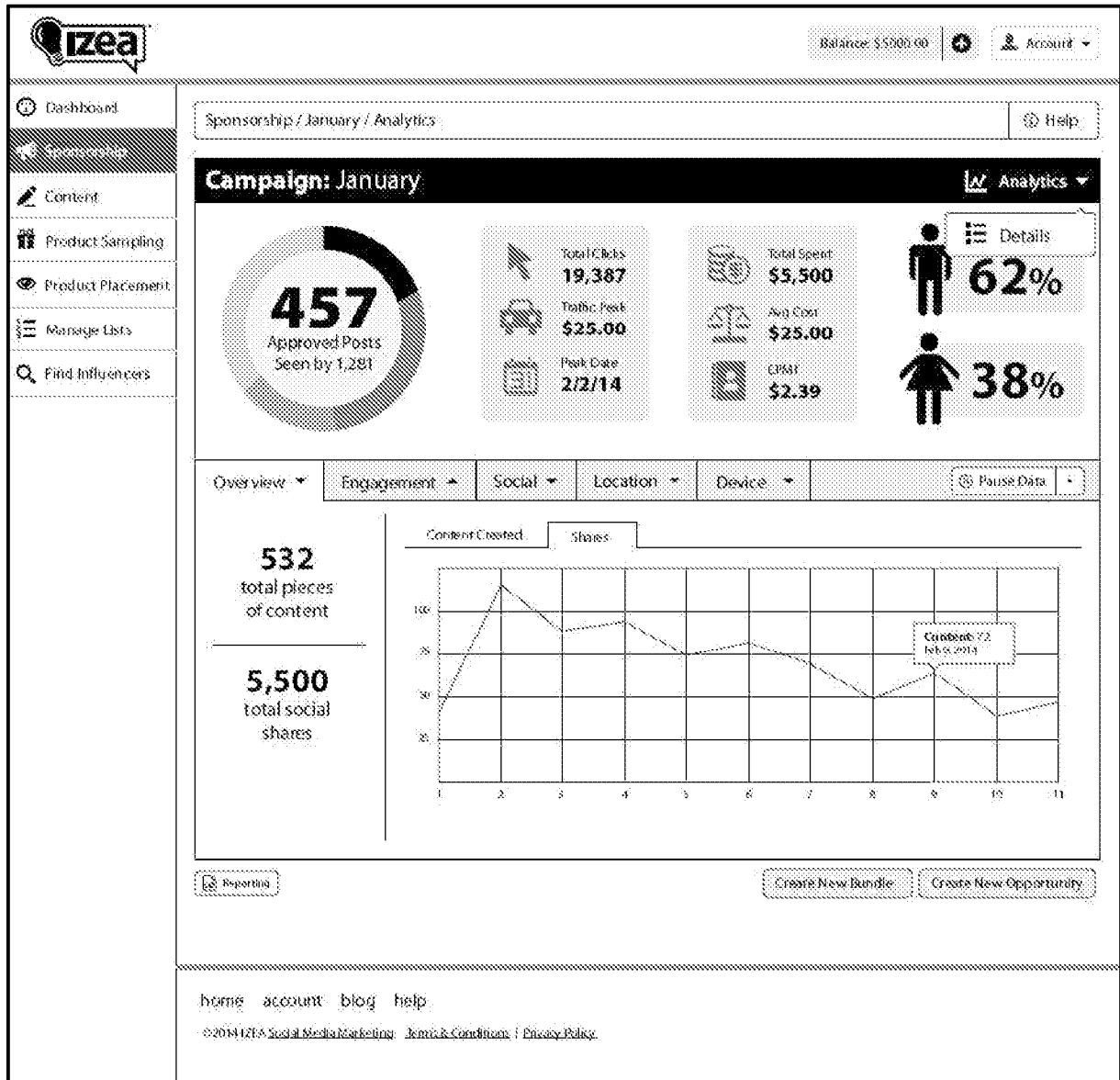


FIG. 68A

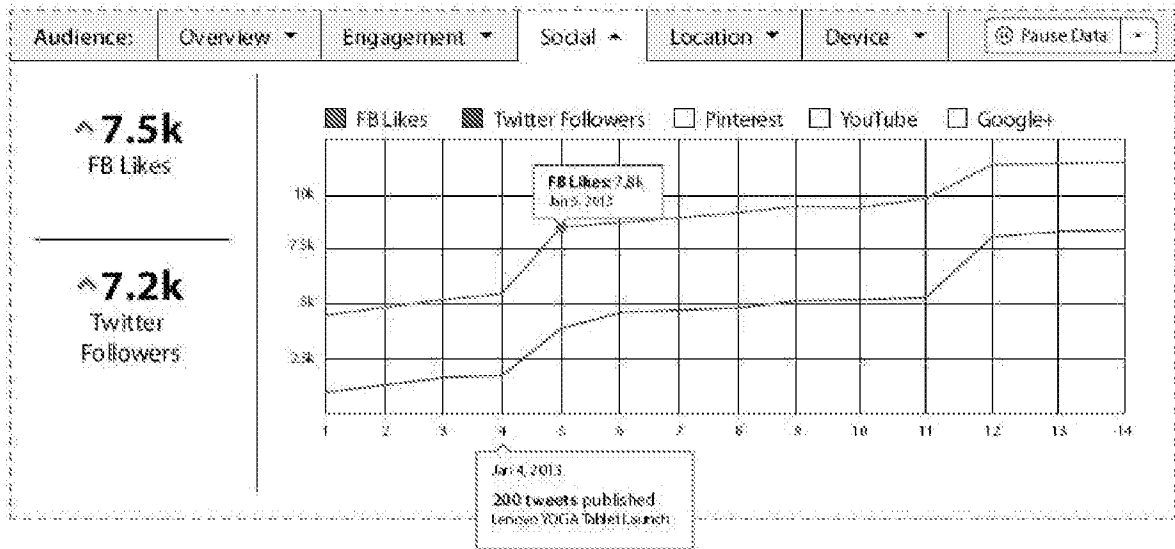
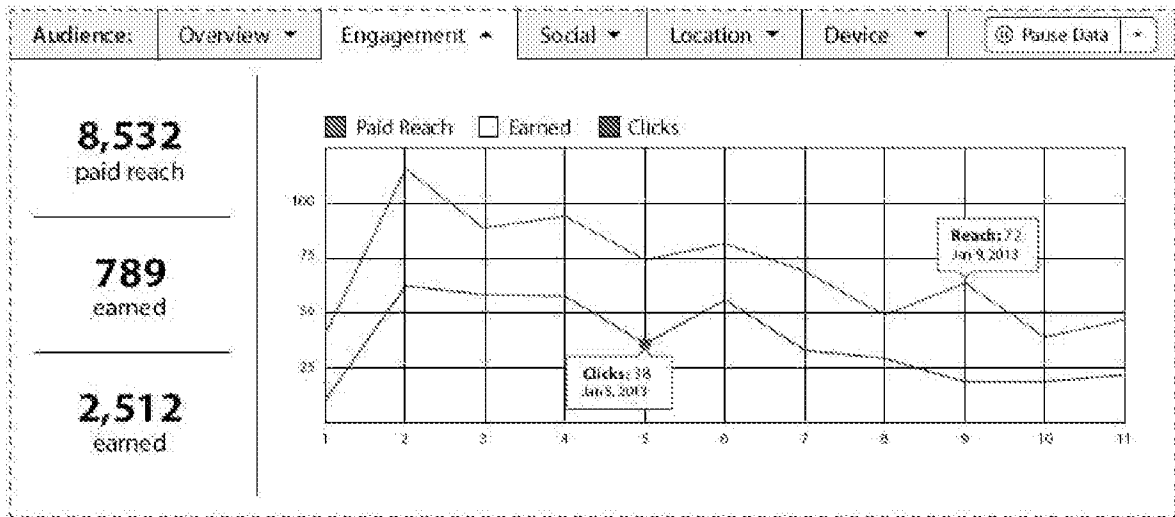


FIG. 68B

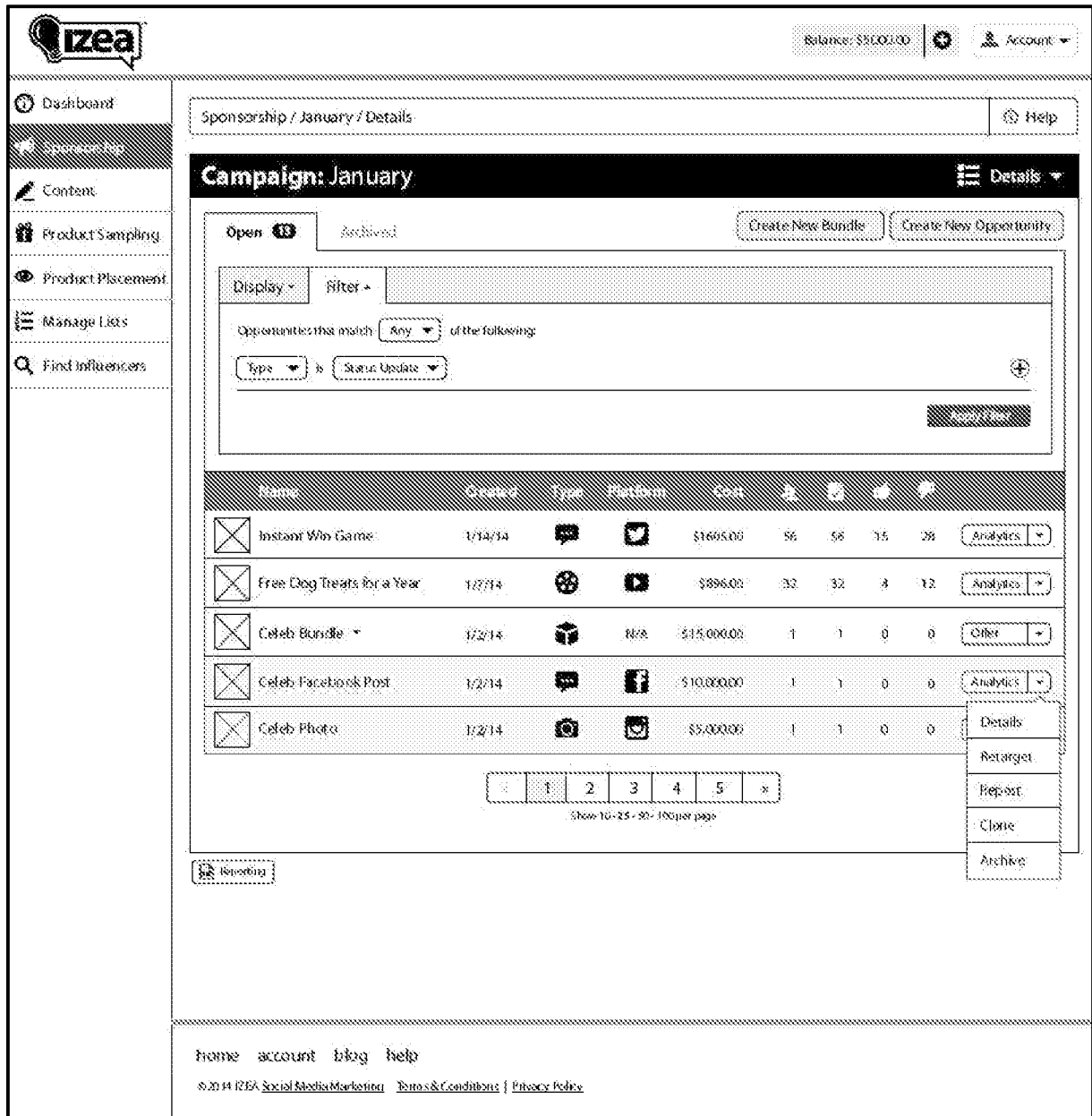


FIG. 69

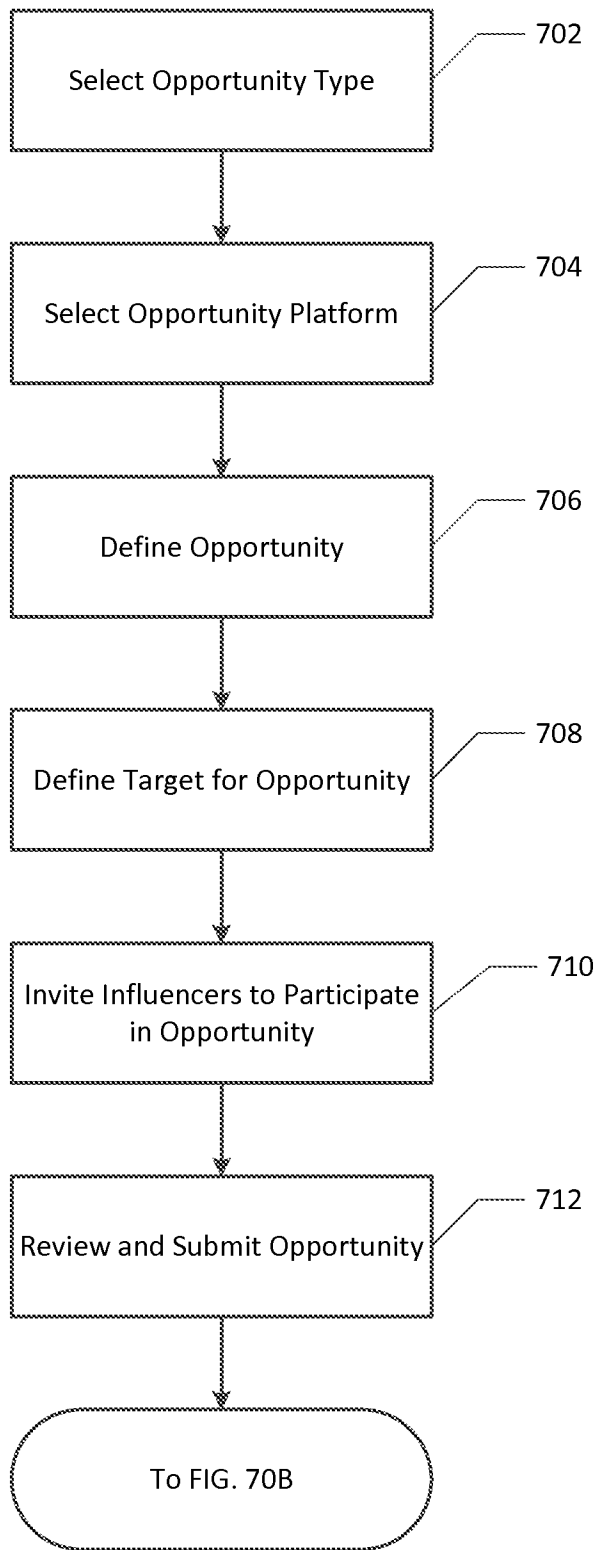


FIG. 70A

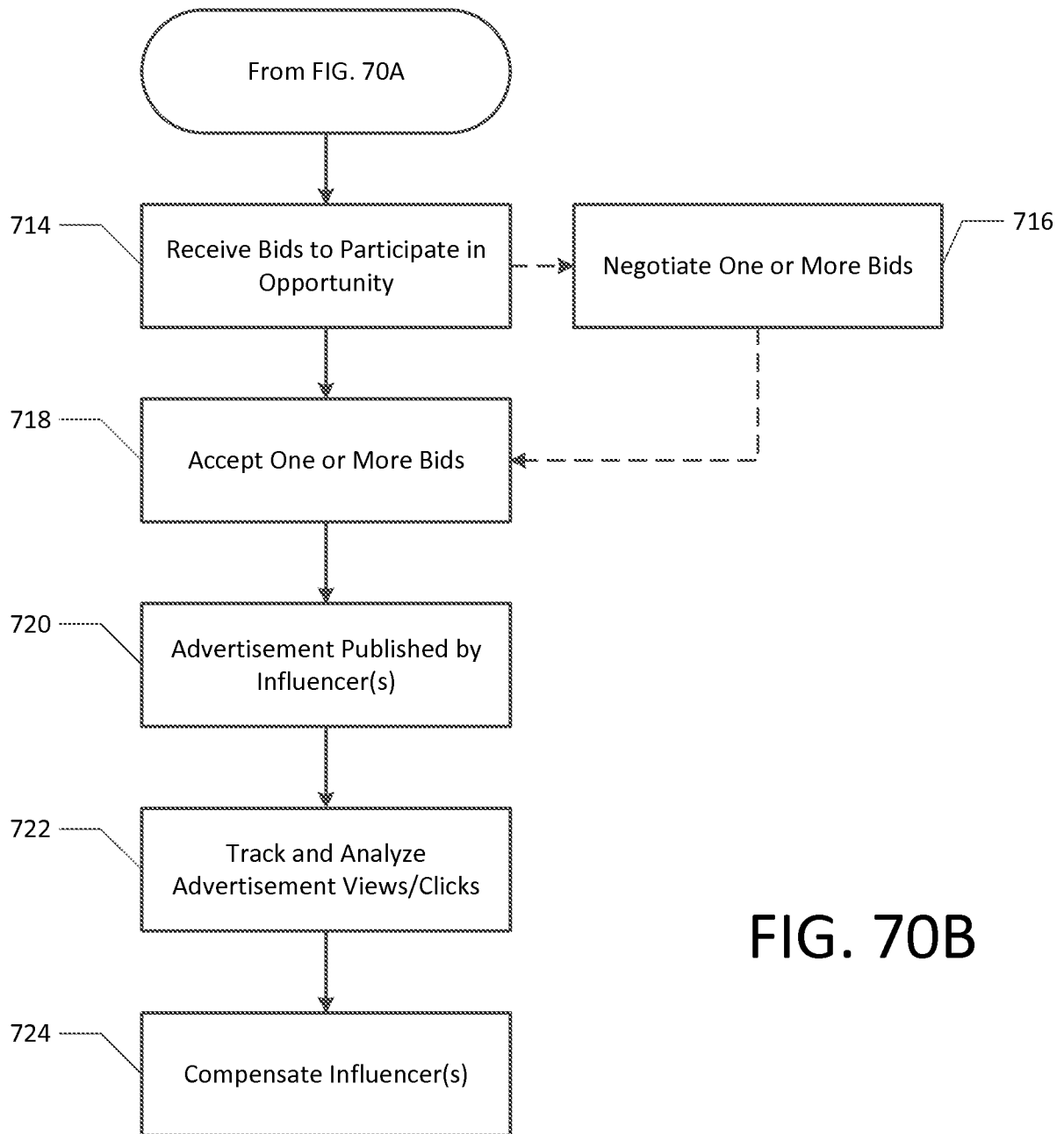


FIG. 70B

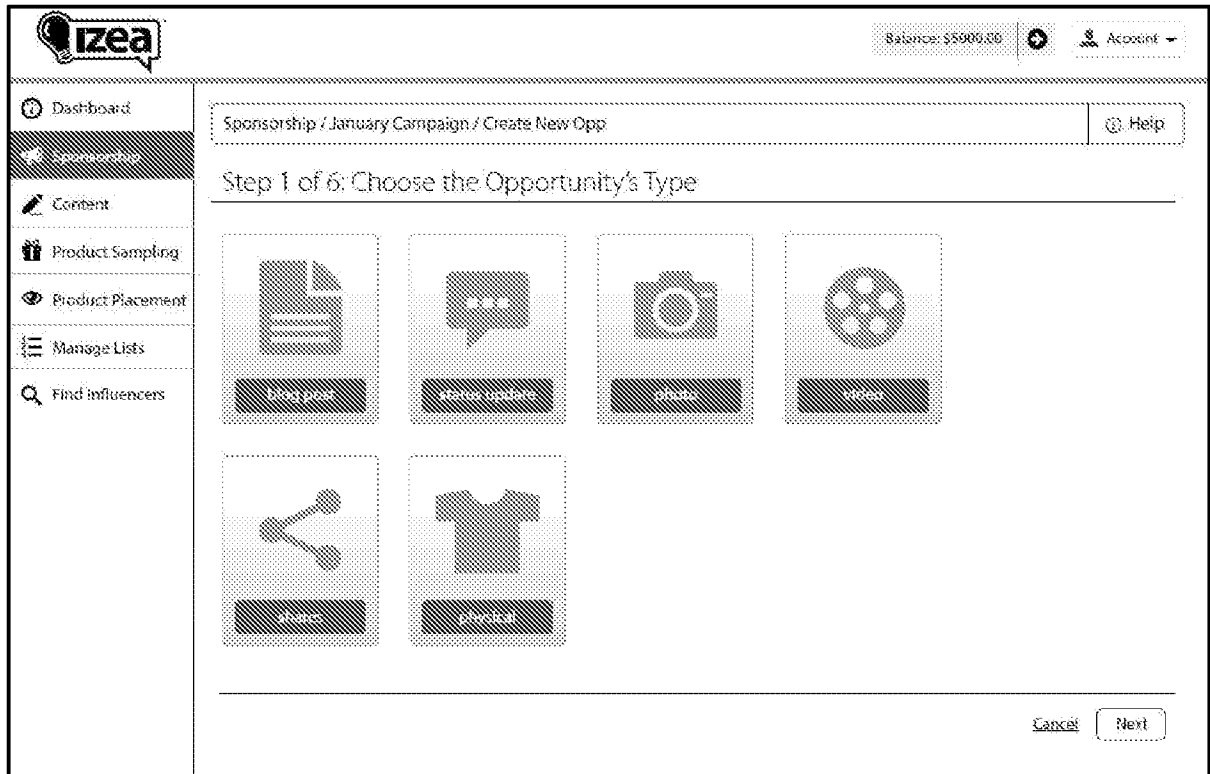


FIG. 71

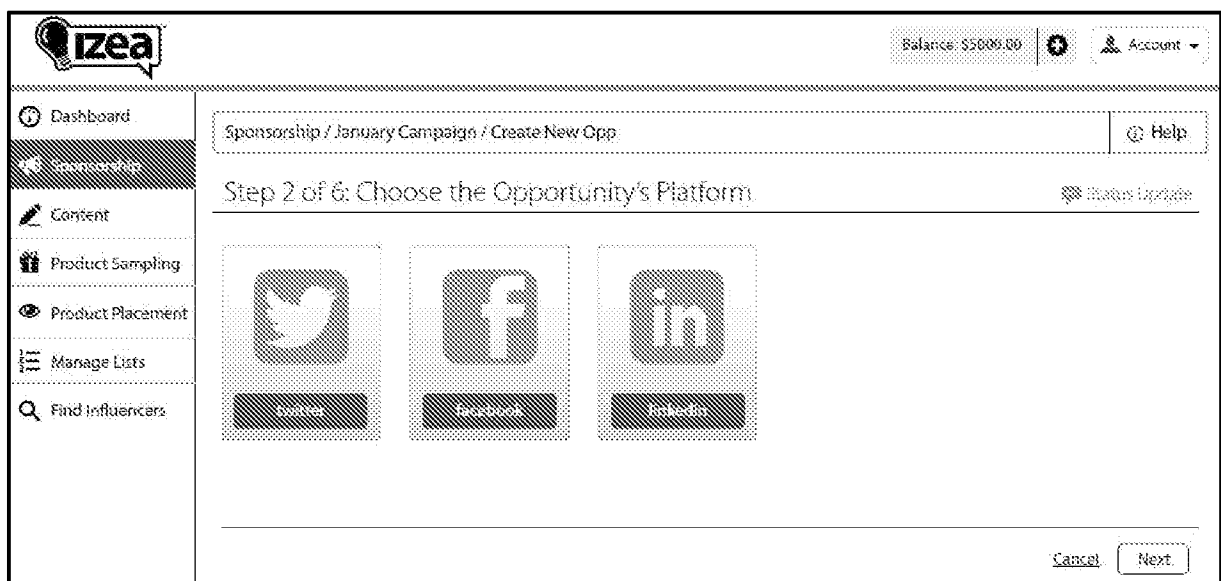


FIG. 72

**izea** Balance: \$5,000.00 Account

Sponsorship / January Campaign / Create New Opportunity Help

### Step 3 of 6: Define Your Opportunity

**Description**

**Name Your Opportunity**

**Upload Photo**

**Give the Creator Instructions**  
 Be sure to include the post link in the blog post.

**Describe Your Ideal Candidate**  
 What name would you like your Candidate's name?

**Scheduling**

**Default Publish Date**  
   @

This will be the day & time all approved posts will be published. Posts approved after this date will publish immediately. You can always set a different Publish Date for each post when you approve them.

**Disclosure Credit**

**URL**

**Anchor Text**

The URL and Anchor Text are combined to form a Disclosure Credit. Each Creator receives a Disclosure Statement form, and the Credit will be included.  
 See this post for a full report by: [Brand Campaign](#)

**Opportunity Type**

Open Bidding  
 Invite Only

**Maximum Bid**

Enter the maximum amount you're willing to pay for a Blog Post.

**Required & Optional Elements**

**Destination Link** *Required*

**URL**

**Anchor Text**

This link is shortened and must be included in the blogpost by Creators. Used for analytics.

**Image** *Required*

**URL**

**Embed HTML / Ad Tag** *Required*

**Code**

**Add Element**

**NoFollow Link**  
 All links use the NoFollow attribute so as not to affect search engine rankings.

**Image**  
 Must be hosted on a third party site, such as Photobucket.

**Embed HTML / Ad Tag**  
 Useful for third party code that can be used for additional tracking.

back Save

FIG. 73

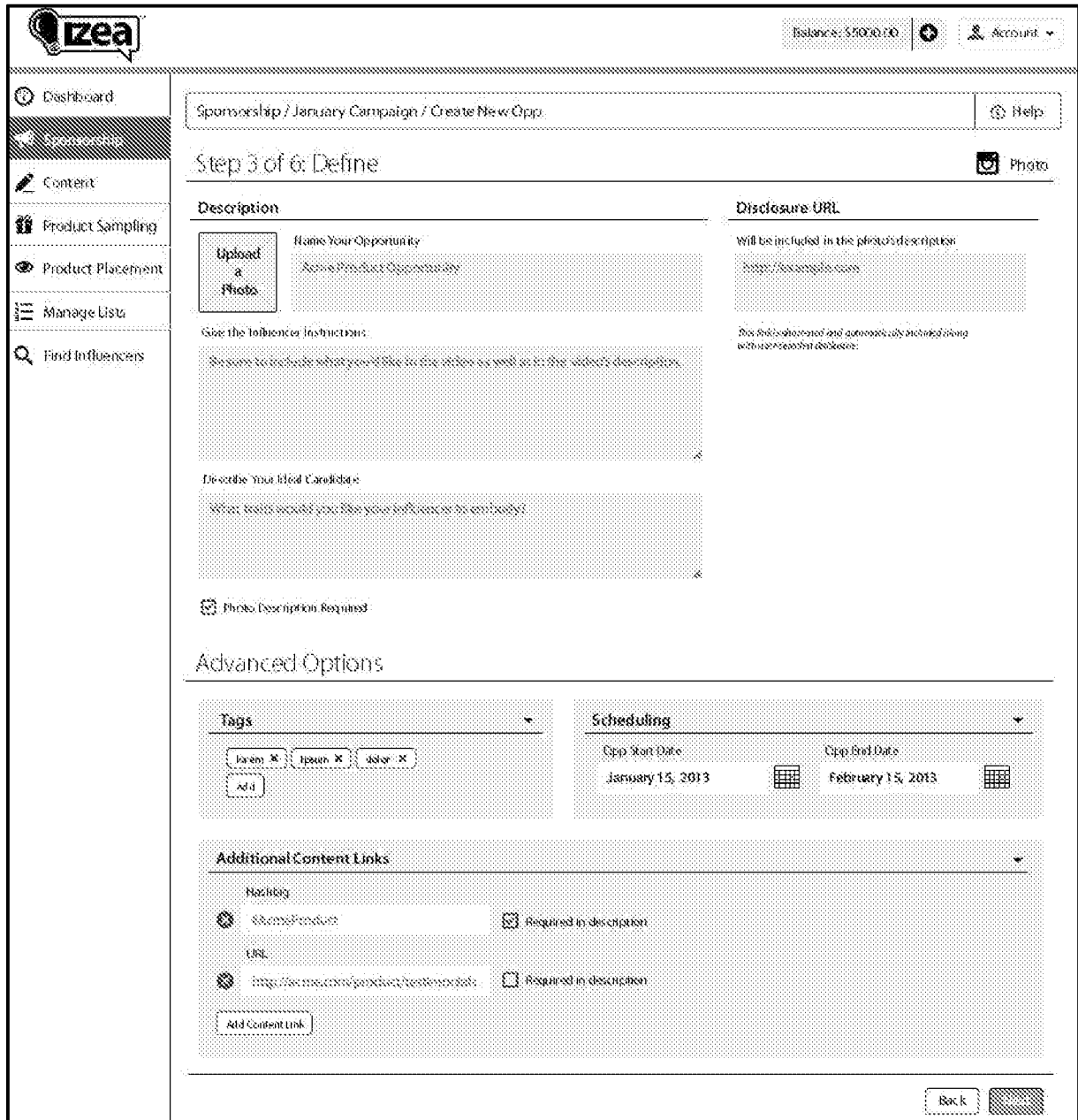


FIG. 74

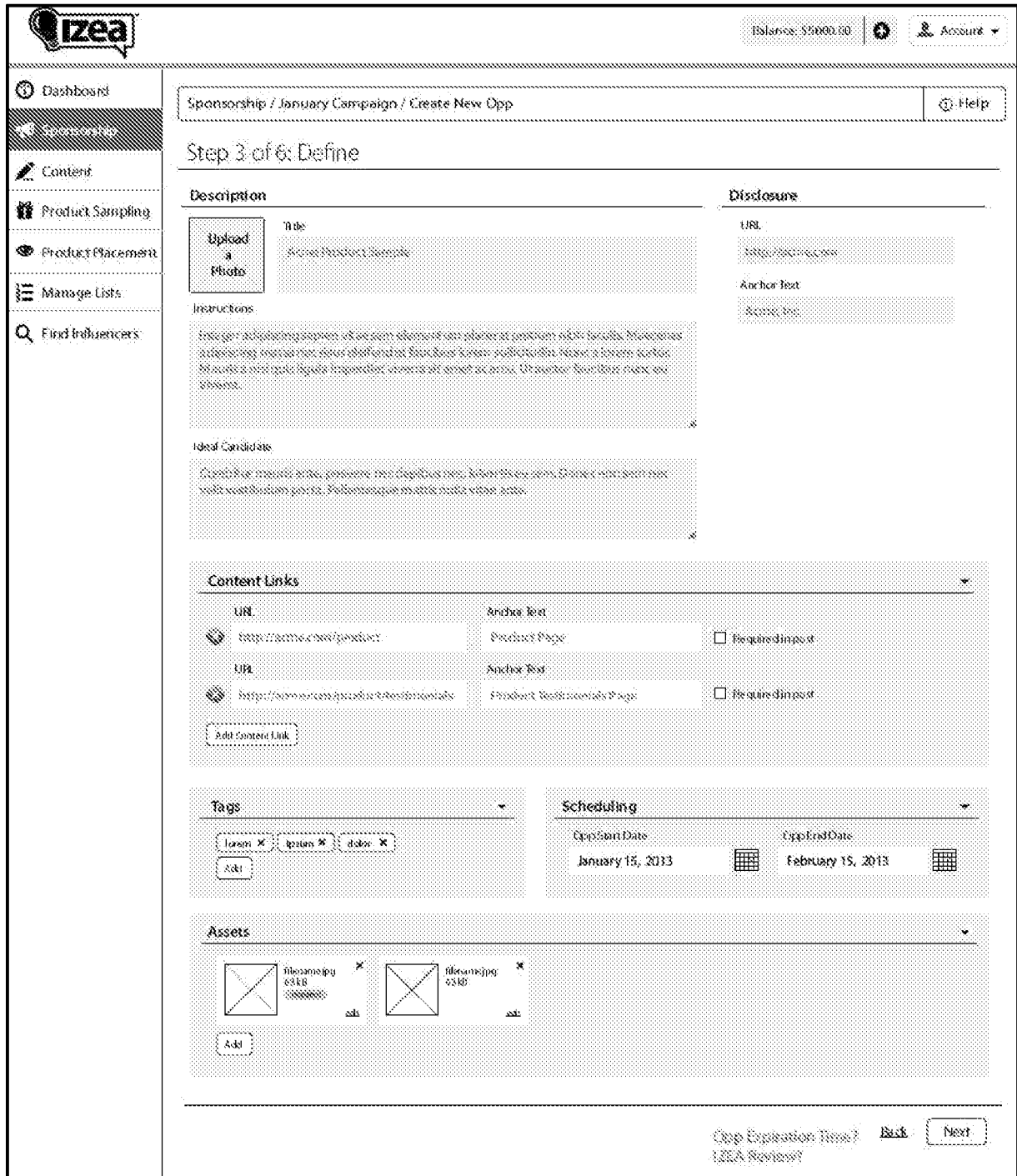


FIG. 75

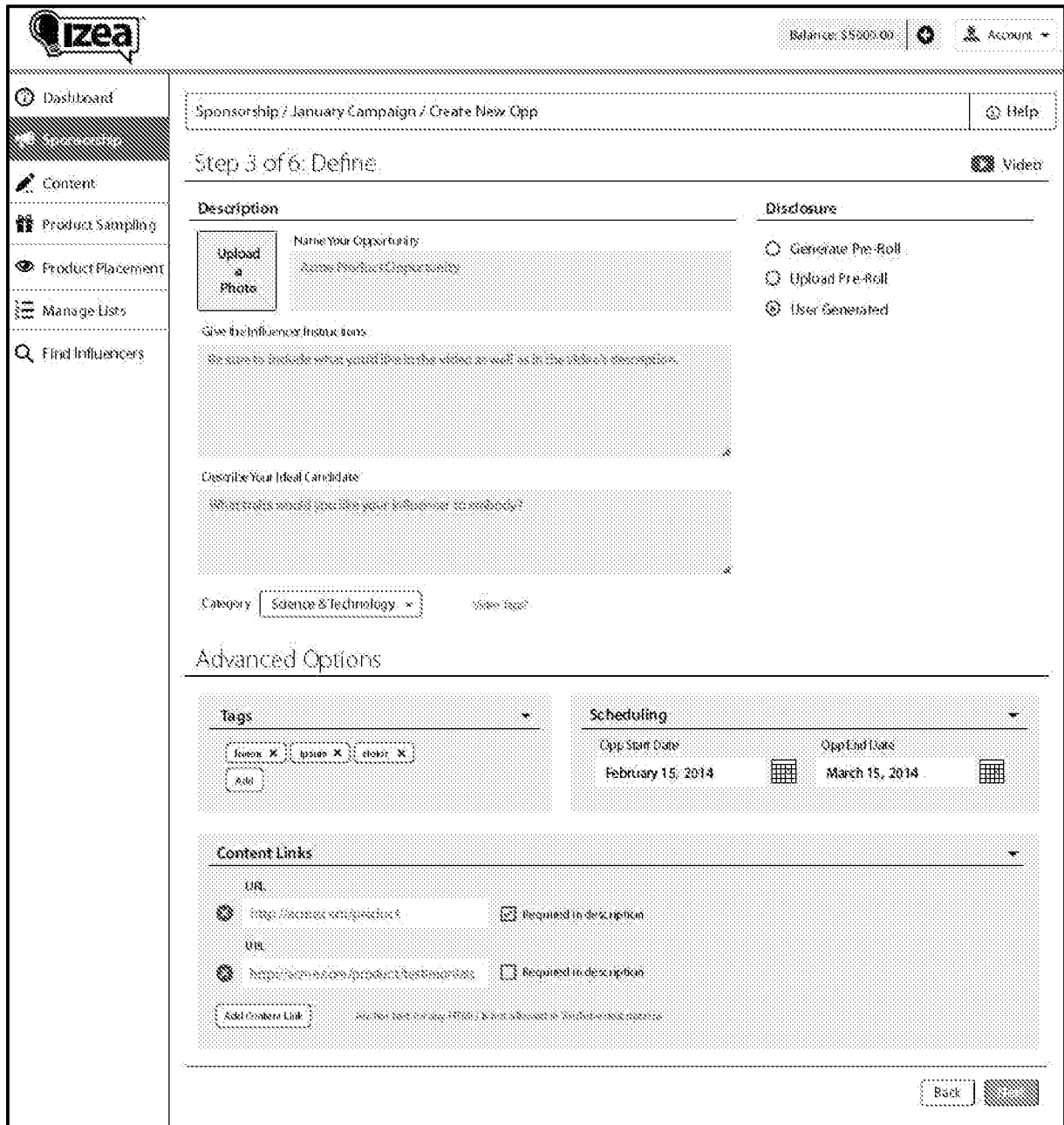


FIG. 76

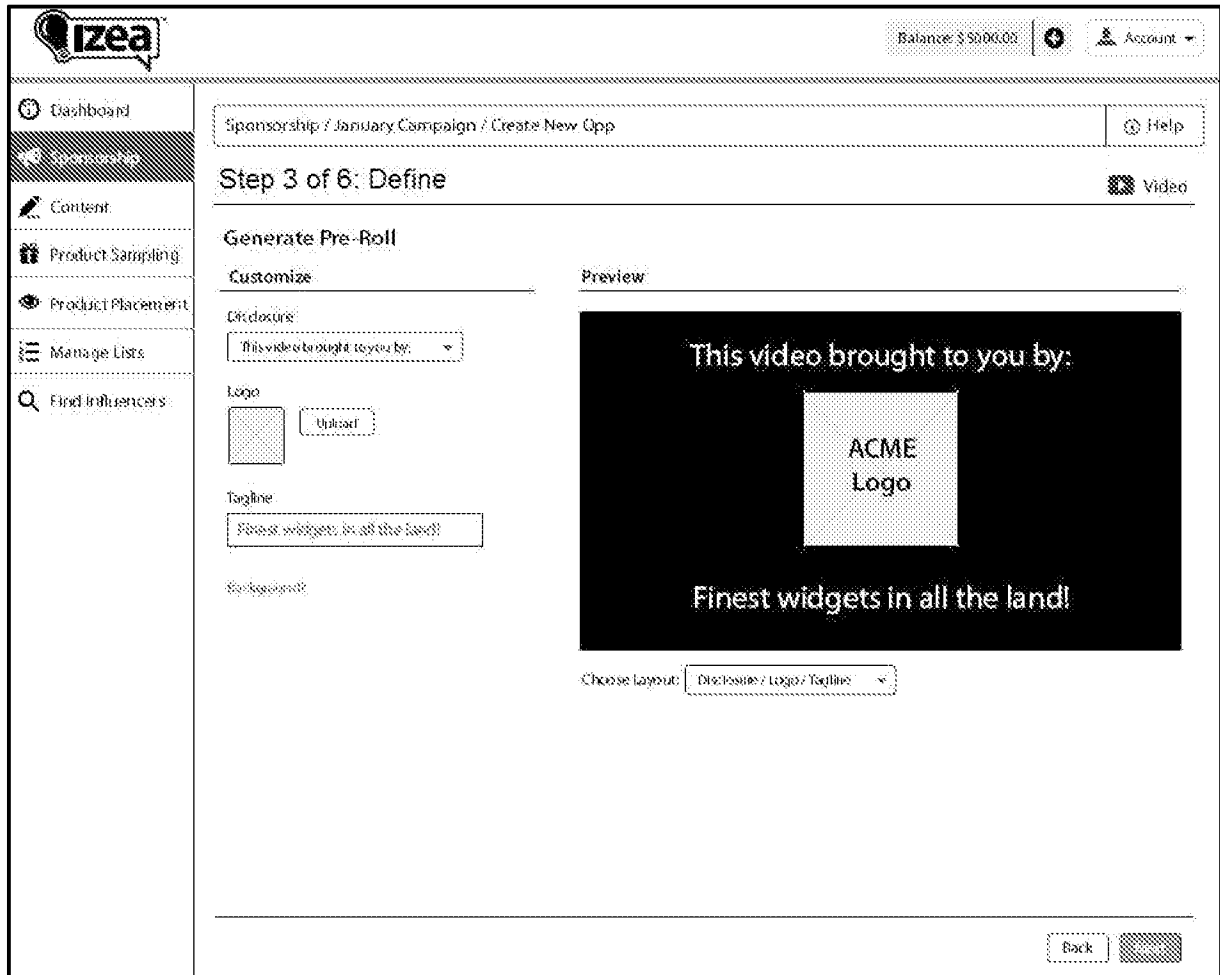


FIG. 77

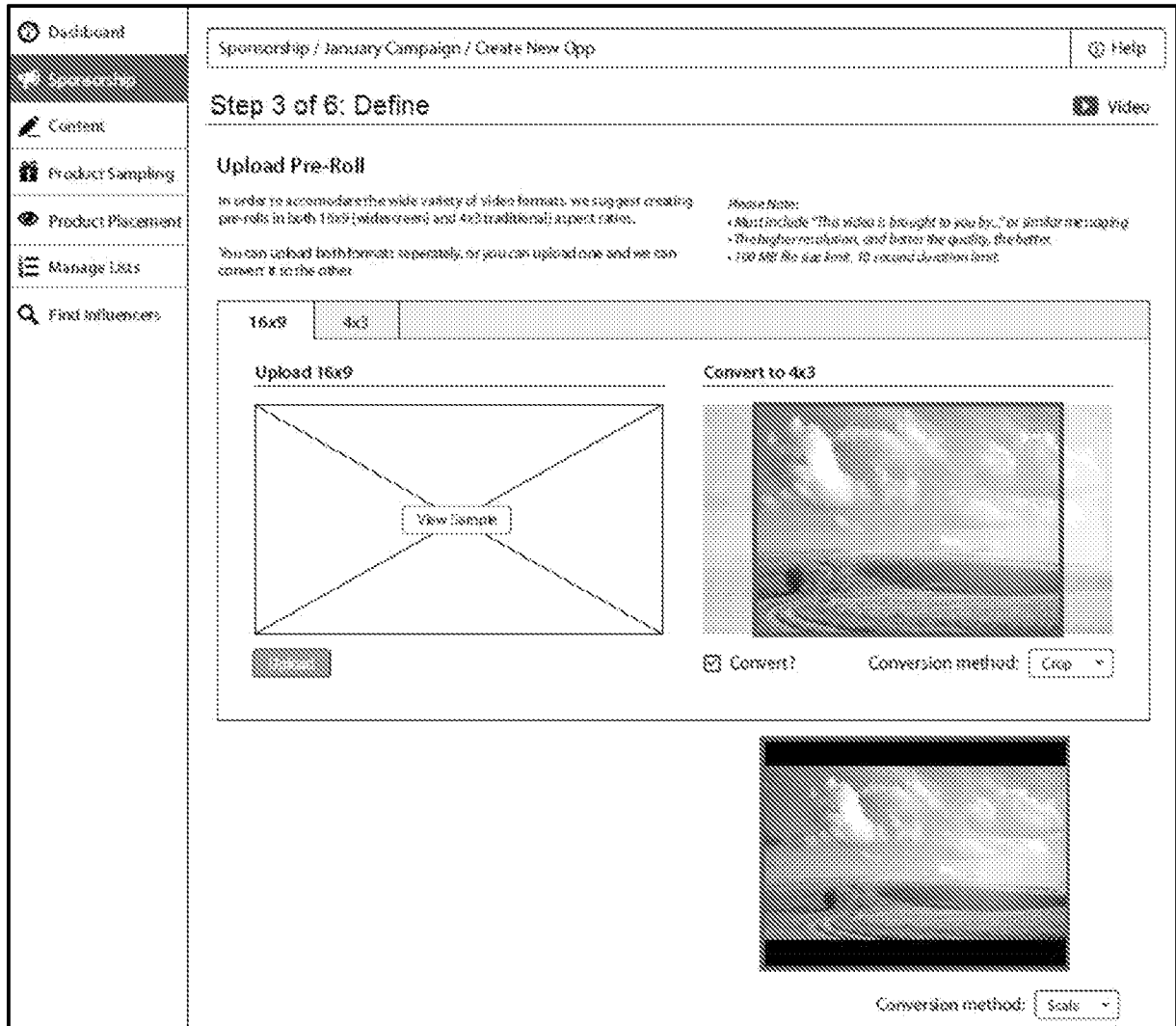


FIG. 78A

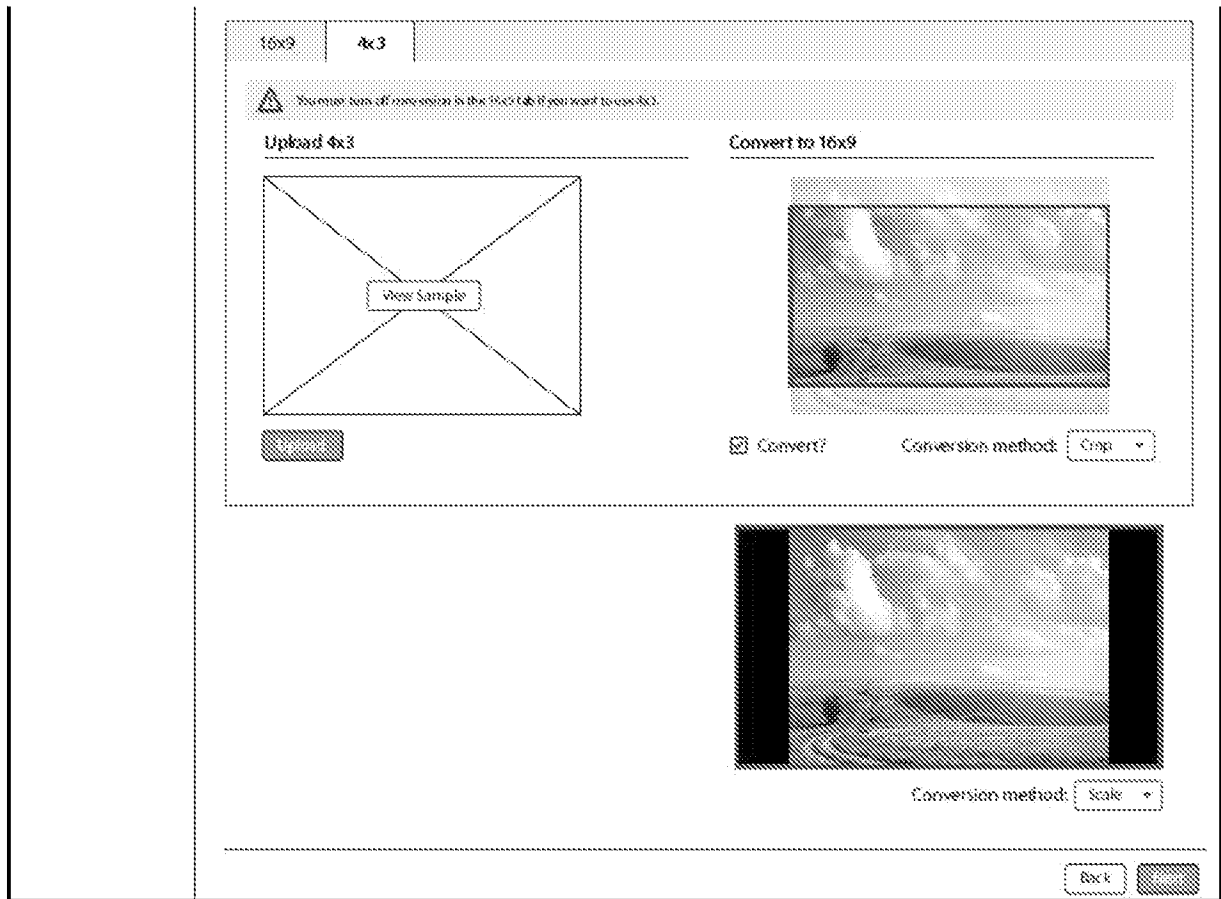


FIG. 78B

izea

Balance: \$5000.00 Account

Sponsorship / January Campaign / Create New Opp Help

### Step 4 of 6: Targeting

Connections that match this Opportunity: 25,000+

#### Target the Creator Advanced Options

**Gender**

- Male
- Female

**Language**

- Arabic
- Chinese
- English
- French
- German
- Hindi
- Japanese
- Portuguese
- Russian
- Spanish

**Age Range**

- 17 and under
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 +

**Location**

Zip Code:  Radius (in miles):

**Life Stage**

- Self in College
- Single Adult
- Married Adult
- Kids in Elementary
- Kids in High School
- Kids in College

**Income**

- \$20 - \$40k
- \$40 - \$50k
- \$50 - \$75k
- \$75 - \$100k
- \$100 - \$120k
- \$150k+

**Ethnicity**

- White
- Black / African American
- Hispanic / Latino
- Native American / Alaska Native
- Asian
- Hawaiian Native
- Other

**Relationship Status**

- Single
- In a Relationship
- Newlywed
- Married
- Divorced
- Widowed

**Education Level**

- Some High School
- High School Diploma / GED
- In College
- Associates Degree
- Bachelor's Degree
- Master's or Higher

**Family**

- Baby/Toddler/Preschool
- Kids in Elementary
- Kids in Middle/High School
- Kids in College
- Grandchildren
- Pets

FIG. 79A

### Target the Connection

Statistics Select the statistics of each

Varies per Opp type

Verticals

<input checked="" type="checkbox"/> Advertising	<input checked="" type="checkbox"/> Family	<input checked="" type="checkbox"/> Pop Culture
<input type="checkbox"/> Beauty	<input type="checkbox"/> Fashion	<input type="checkbox"/> Social Media
<input checked="" type="checkbox"/> Business	<input checked="" type="checkbox"/> General	<input checked="" type="checkbox"/> Technology
<input type="checkbox"/> Celebrity	<input type="checkbox"/> Health	<input type="checkbox"/> Travel
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Lifestyle	<input type="checkbox"/> Video Games

Tags

### Target the Connection's Audience

Advanced Options

Gender

<input checked="" type="checkbox"/> Mostly Male
<input type="checkbox"/> Mostly Female
<input type="checkbox"/> Don't Ask

Language

<input checked="" type="checkbox"/> Arabic	<input checked="" type="checkbox"/> German	<input type="checkbox"/> Russian
<input type="checkbox"/> Chinese	<input type="checkbox"/> Hindi	<input type="checkbox"/> Spanish
<input checked="" type="checkbox"/> English	<input checked="" type="checkbox"/> Japanese	
<input type="checkbox"/> French	<input type="checkbox"/> Portuguese	

Age Range

<input checked="" type="checkbox"/> 17 and under	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 65+
<input type="checkbox"/> 18 - 24	<input type="checkbox"/> 45 - 54	
<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> 55 - 64	

Income

<input checked="" type="checkbox"/> \$20 - \$30k	<input checked="" type="checkbox"/> \$50 - \$75k	<input type="checkbox"/> \$100 - \$150k
<input type="checkbox"/> \$40 - \$50k	<input type="checkbox"/> \$75 - \$100k	<input type="checkbox"/> \$150k+

Ethnicity

<input checked="" type="checkbox"/> White	<input checked="" type="checkbox"/> Asian
<input type="checkbox"/> Black / African American	<input type="checkbox"/> Hawaiian Native
<input checked="" type="checkbox"/> Hispanic / Latino	<input checked="" type="checkbox"/> Other
<input type="checkbox"/> Native American / Alaska Native	

FIG. 79B



FIG. 80

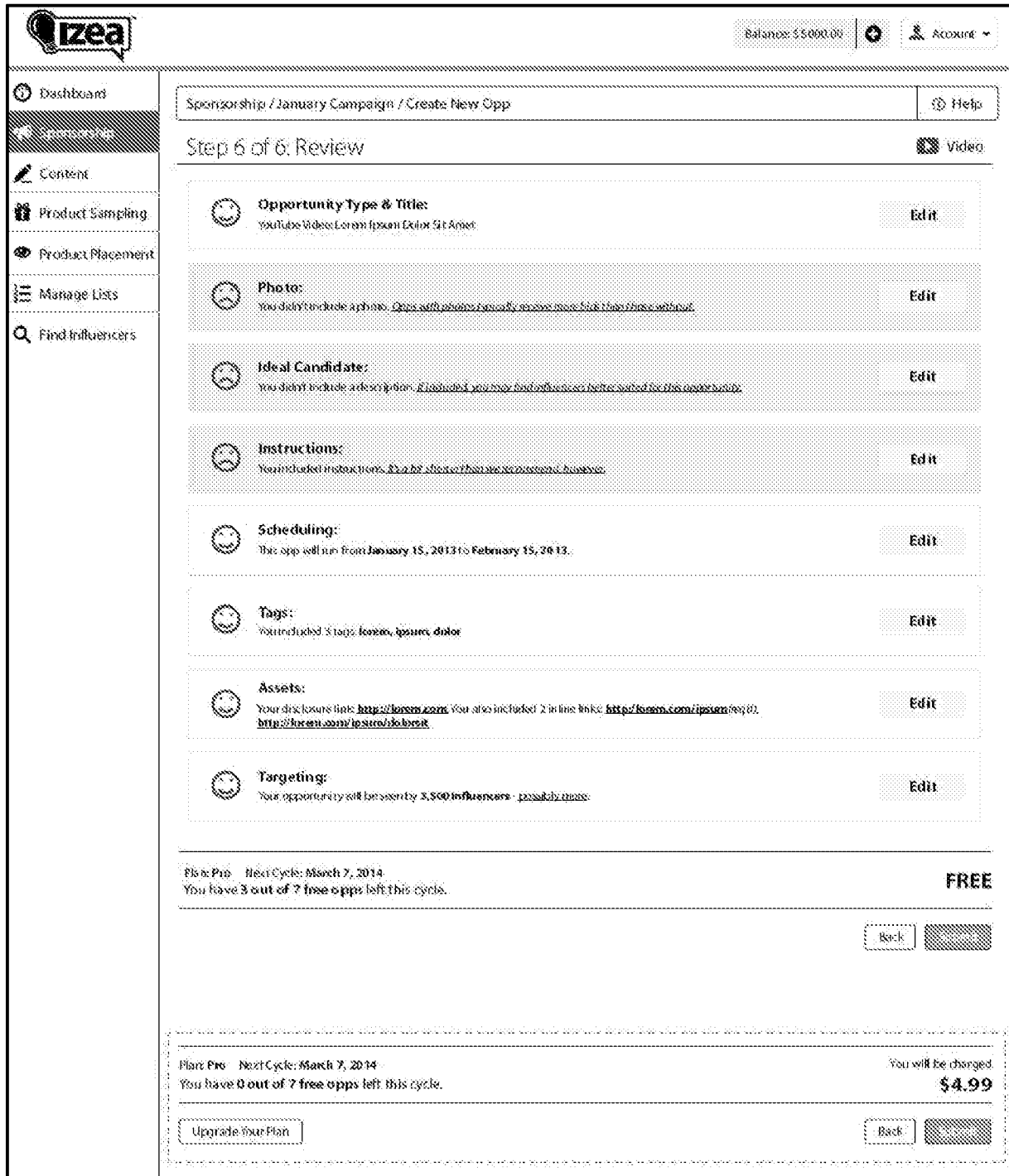


FIG. 81

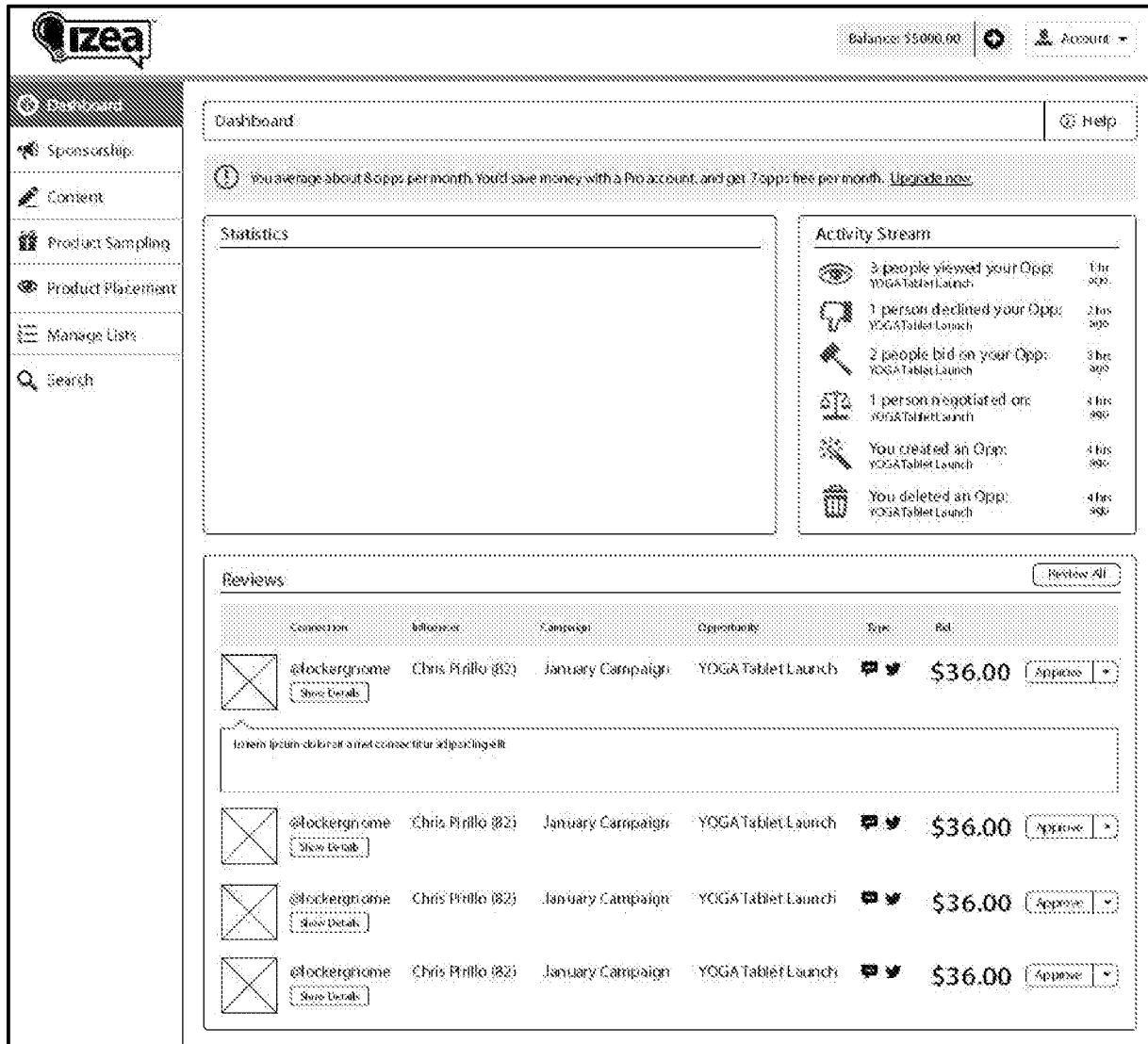


FIG. 82

**izea** Balance: \$5000.00 Account

Sponsorship / January / Lenovo YOGA Tablet Launch / Reviews Help







### Opp: Lenovo YOGA Tablet Launch Review

Open 13 Regs/Pending Pending Quick Review

Display Bulk Actions Filter

General Platform

Avatar  Content Quality  Pitch  Content  Followers  Following  Avg Posts/Day  Avg Likes/Post  Avg Comments/Post  Avg Clicks  Avg CTR

Name	Quality	Followers	Avg Clicks	Avg CTR	Bid
All 28 bids on this page are selected. Select all 28 bids for this opp.					
<input checked="" type="checkbox"/>  <b>atmospherox</b> by Joe Carabelli	★★★★☆	6,822	1,153	1,153	\$12.50
Pitch		Content			
<i>Phasellus risus mi, convallis ac aliquet ac, luctus a peneis. Cras ullamcorper rhoncus eros sit amet pellentesque. Fusce eu interdum blandit.</i>		 ACME Widgets are the best! # ad bit.ly/105IA			
<input checked="" type="checkbox"/>  <b>tedmurphy</b> by Ted Murphy	★★★★☆	6,822	1,153	1,153	\$9.50
Pitch		Content			
<i>Phasellus risus mi, convallis ac aliquet ac, luctus a peneis. Cras ullamcorper rhoncus eros sit amet pellentesque. Fusce eu interdum blandit.</i>		 ACME Widgets are the best! # ad bit.ly/105IA			
Negotiate / Revise Decline Add to List Ban User Flag Inappropriate					
<input checked="" type="checkbox"/>  <b>crystalinduncan</b> by Crystal Duncan	N/A	6,822	1,153	1,153	\$8.00
Pitch		Content			
<i>Phasellus risus mi, convallis ac aliquet ac, luctus a peneis. Cras ullamcorper rhoncus eros sit amet pellentesque. Fusce eu interdum blandit.</i>		 ACME Widgets are the best! # ad bit.ly/105IA			

1 2 3 4 5 ...

Show 10 • 25 • 50 • 100 per page

FIG. 83

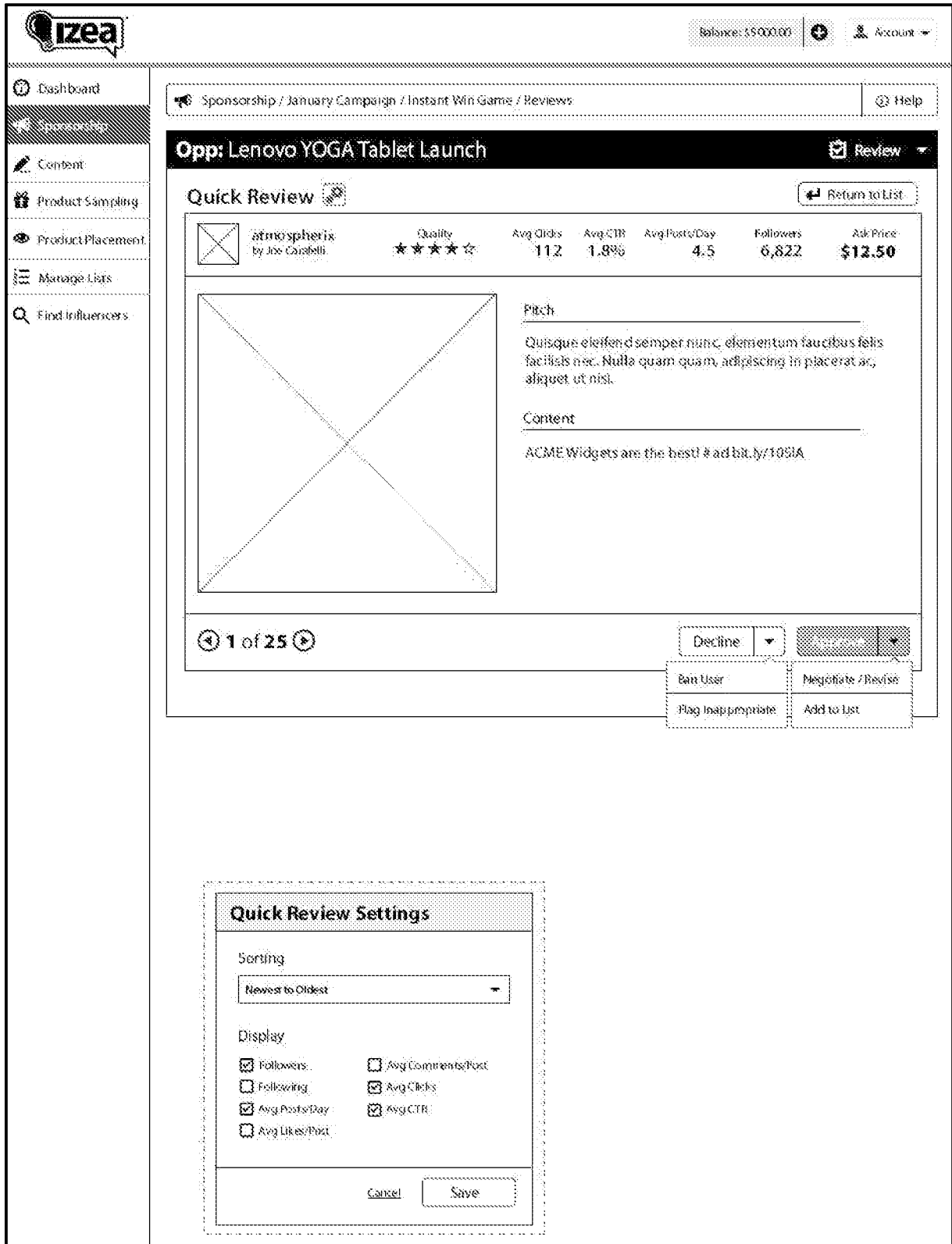


FIG. 84

**Approve**

Post Immediately

Post at a Future Date & Time Requires Date and Time to be set

April 2 2014 9:30 AM

Tuesday, April 22, 2014 at 9:30 AM

Make this the default for this Opp

---

Rate the content: ★★★★★

**FIG. 85A**

**Negotiate / Revise**

The influencer has entered a bid with content. It's not necessary to change both.

---

**Negotiate Bid**  
Suggest a new bid amount to the influencer:

\$

---

**Revise Content**  
Suggest revisions to the influencer's content:

**FIG. 85B**

**Decline Content**

Please specify a reason:

Additional feedback: (optional)

---

Rate the content: ★☆☆☆☆

**FIG. 85C**

**Add to List**

Existing  New

Lorem ipsum dolor sit amet  
**Consectetur adipiscing elit**  
 Praesent nisl tortor  
 Pulvinar eget fermentum nec.  
 Feugiat eu urna

To select multiple, hold down CTRL (PC) or COMMAND (Mac)

**FIG. 85D**

**Flag Inappropriate**

Notify our support team that this person has included inappropriate content. Their bid/content will also be declined.

**FIG. 85E**

**Add to List**

Existing  New

People  Platform

List name:

**FIG. 85G**

**Ban User**

If you ban this person, they will no longer show up in search results, your lists, or be allowed to bid on your Opportunities. Their bid/content will also be declined.

**FIG. 85F**

The screenshot shows the Izea dashboard interface. At the top left is the Izea logo. The top right corner displays a balance of \$50,000.00 and an account menu. A left sidebar contains navigation options: Dashboard, Sponsorship, Content, Product Sampling, Product Placement, Manage Lists, and Find Influencers. The main content area is titled 'Opp: Lenovo YOGA Tablet Launch' and shows a breadcrumb trail: Sponsorship / January / Lenovo YOGA Tablet Launch / Results. Below the title, there are tabs for 'Approved' (13) and 'Declined'. A filter section allows users to search for 'Offers that match Any of the following' with criteria: Approved, after January 1, 2014. A table below lists campaign results with columns for Name, Approved, Published, Reach, CPAs, Quality, Rewards, Conversions, and Mentions. The table includes entries for Geekzone, Gadget Review, OhGizmo!, Tech Mania, and The Gadgeteer. A pagination bar at the bottom shows page 1 of 5, and a 'Reporting' button is located at the bottom left of the main content area.

Name	Approved	Published	Reach	CPAs	Quality	Rewards	Conversions	Mentions
Geekzone	1/15/14	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Gadget Review by Joe Cardelli (9)	1/15/14	1/15/14	107	4	26	36	26	
OhGizmo! by Brian Fisher (2)	1/12/14	1/12/14	263	15	12	12	12	
Tech Mania by Ben Hand (3)	1/11/14	1/11/14	837	19	34	34	34	
The Gadgeteer	1/9/14	1/9/14	107	4	26	36	26	

FIG. 86

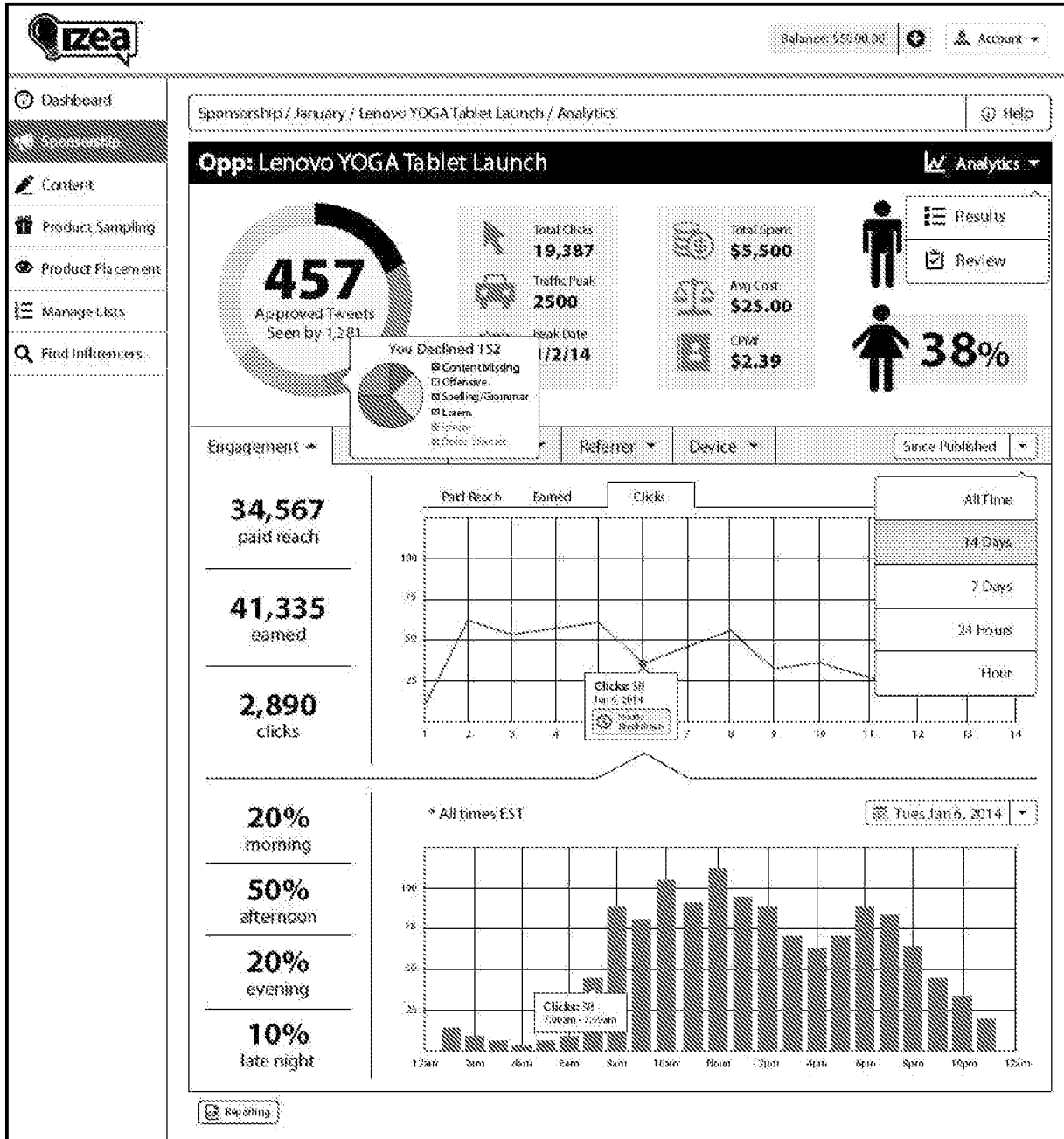


FIG. 87

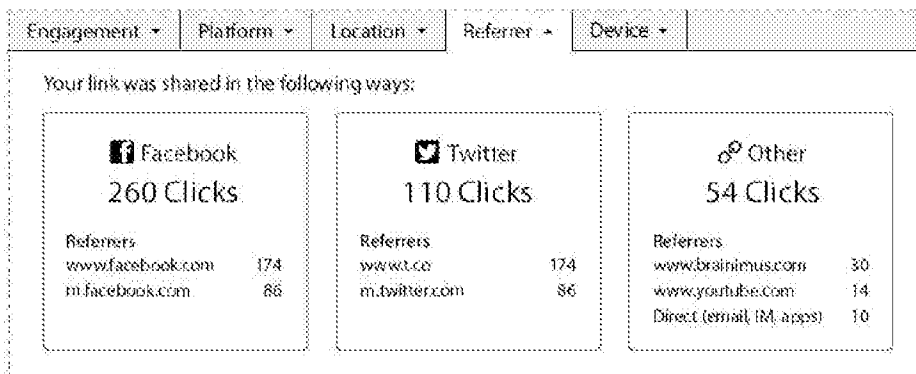
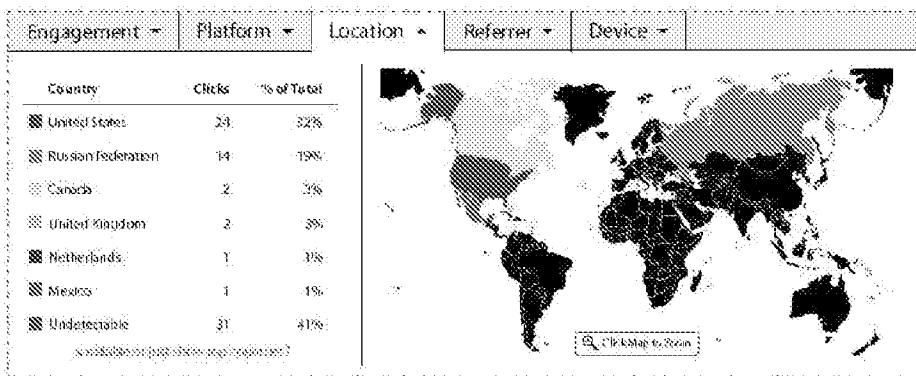
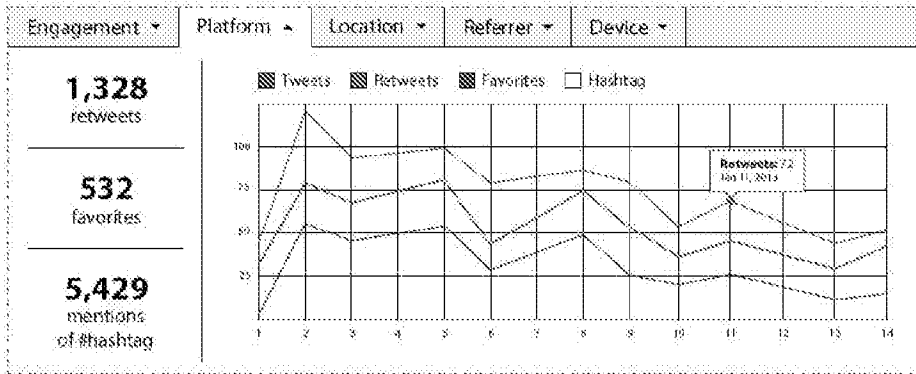
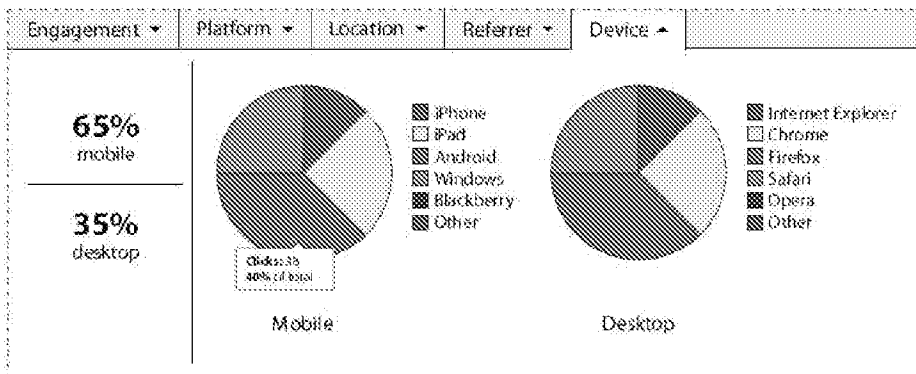


FIG. 88



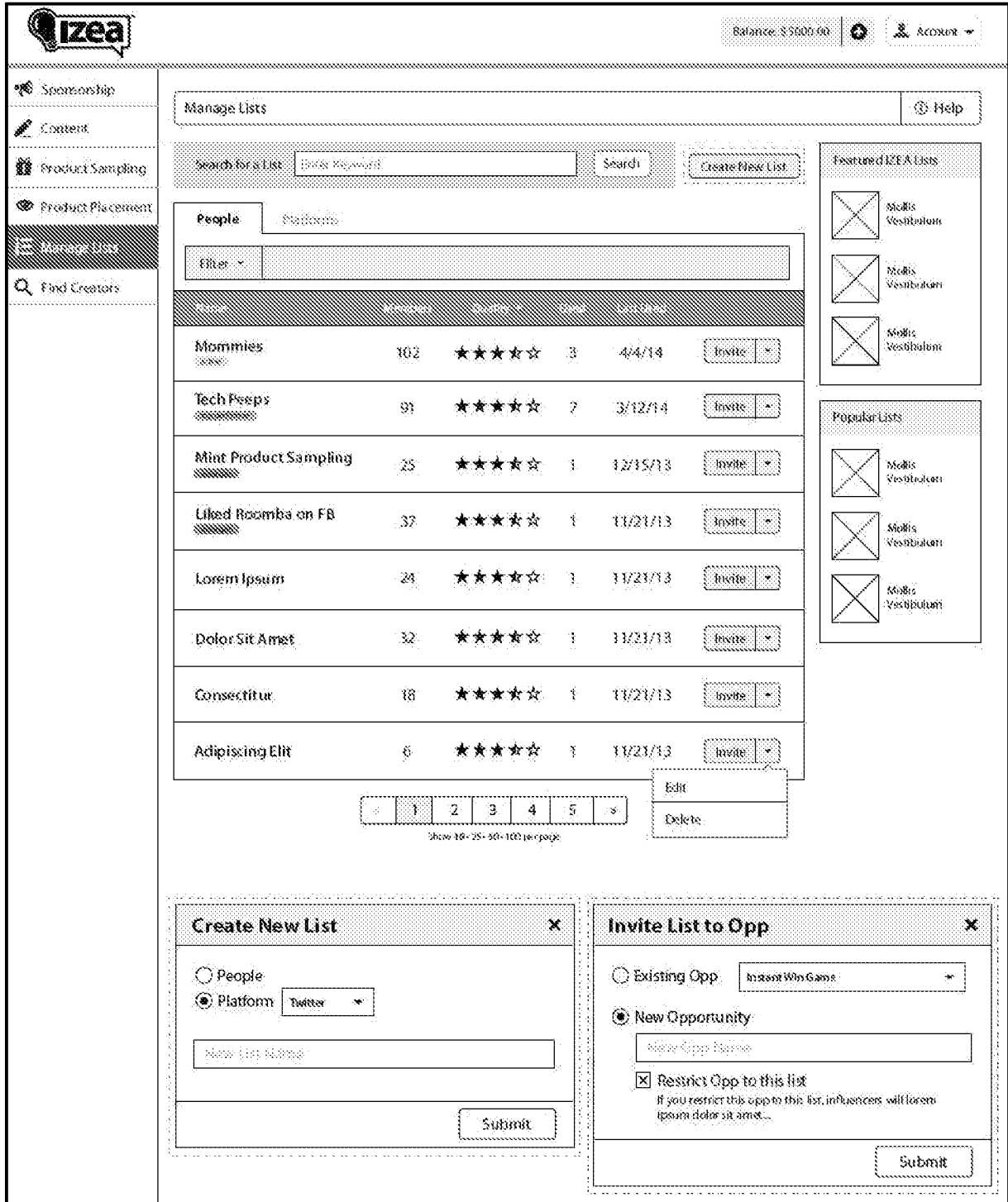


FIG. 89

The screenshot displays the Izea website interface for managing a list titled "Tech Peeps". At the top left is the Izea logo. The top right shows a balance of \$5,000.00 and an account menu. A navigation sidebar on the left includes options for Sponsorship, Content, Product Sampling, Product Placement, Manage Lists (highlighted), and Find Creators. The main header area contains "Manage Lists / Tech Peeps" and a "Help" button. Below this, the "Tech Peeps" list is shown, created on 3/14/14 with 91 members. A referral URL is provided: <http://izea.in/b/2HG6>, with "share URL" and "tweet URL" buttons. A note explains that the URL is for people who aren't members of the Exchange. A filter section allows users to refine the list by location (e.g., Colorado, FL) and transaction dates. Below the filter is a table of members with columns for Name, Avatar, Rating, and Platform. The table lists members like Ted Murphy, Joe Carafelli, Marty Smith, Veronique Conus, Ben Hanzl, and Brian Fisher, each with a profile picture, date joined, star rating, and social media icons. A "Remove" button is present for each member. At the bottom, a pagination control shows "1 2 3 4 5" and "Show 10 - 25 - 50 - 100 per page". On the right side, there are sections for "Featured IZEA Lists" and "Popular Lists", each containing placeholder images and the text "Mollis Vestibulum".

FIG. 90

**Copy Members to List (12)** [X]

Existing List

New People List

New Platform List

FIG. 91A

**Invite Members to Opp (12)** [X]

Existing Opp

New Opportunity

Restrict Opp to this list  
If you restrict this opp to this list, influencers will lorem ipsum dolor sit amet..

FIG. 91B

**Remove from List (12)** [X]

Are you sure you want to remove these list members from **Tech Peeps**?

Ted Murphy  
Marty Smith  
Veronique Conus  
Crystal Duncan  
Ryan Schram

FIG. 91C

**izea** Balance: \$5,000.00 Account

Sponsorship Content Product Sampling Product Placement Manage Lists **Find Creators**

Find Creators / Groups / Detail Help

### Pet Lovers

Placeholder image for group profile picture

Placeholder text for group description

Placeholder text for group bio

321 members 74K reach \$5,500 total ask price

Gender distribution: Male (37.8%), Female (62.2%)

Filter Display

Name	Follower Count	Rating	Audience	Ask Price	Action
<input checked="" type="checkbox"/> @tedmurphy Ted Murphy	90	★★★★★	47,022	\$12.50	View
<input type="checkbox"/> @cduncan Crystal Duncan	36	★★★★★	1,156	\$7.25	View
<input checked="" type="checkbox"/> @marty@izea Mary Smith	55	★★★★★	12,248	\$6.50	View
<input checked="" type="checkbox"/> @juaaaaaaaaaan Juan Pardo	42	★★★★★	5,420	\$5.00	View

Featured Groups: Placeholder images and names for featured groups.

Similar Groups: Placeholder images and names for similar groups.

Page 1 of 5 | Show 10 | 25 | 50 | 100 per page

Group created by IZEA, Inc. Member need approval to join.

FIG. 92

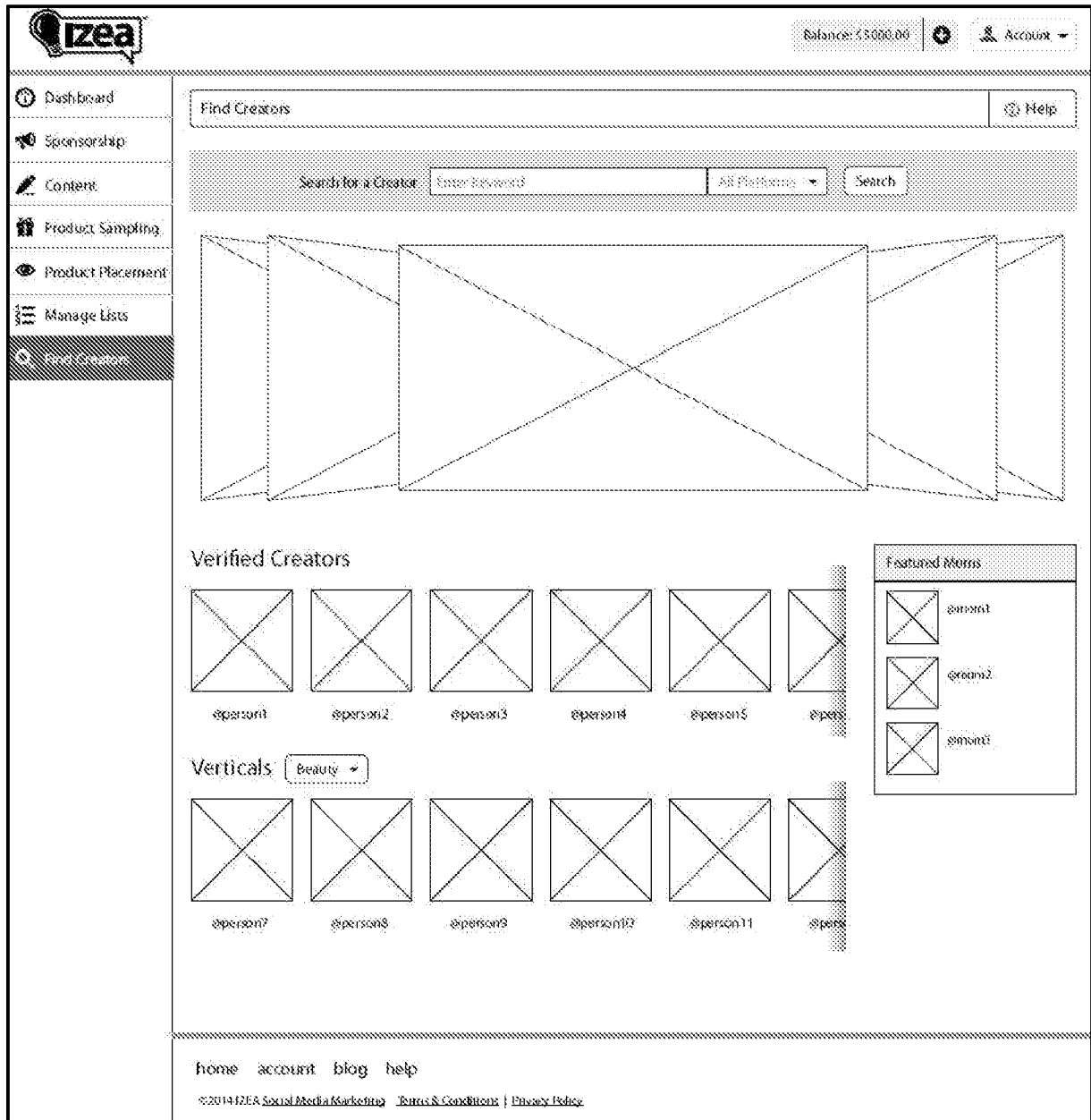


FIG. 93

**izea** Balance: \$5000.00 Account

Find Creators / Search Results : murphy Help

Search for a Creator:  All Posters Search

People (39) Groups (4)

Filter Bulk Actions Display

Add Users to Opp (+) Add Users to List (+) Report Users

Instant Win Game Submit Tech Peeps Submit Ban Users Flag as Inappropriate

<input type="checkbox"/>	Name	Profile	Quality	Rating	Audience	Cost Per Day	
<input checked="" type="checkbox"/>	@tedmurphy by Ted Murphy	<input checked="" type="checkbox"/>	★★★★★	E	47,022	\$12.50	View
<input type="checkbox"/>	@meatzel by Ted Murphy	<input checked="" type="checkbox"/>	★★★★★	E	1,196	\$7.25	View
<input checked="" type="checkbox"/>	@darealmurphy by Murphy Boxer	<input checked="" type="checkbox"/>	★★★★★	E	12,348	\$6.50	View
<input checked="" type="checkbox"/>	@zaneaward by Zane Murphy	<input checked="" type="checkbox"/>	★★★★★	E	5,420	\$5.00	View
<input checked="" type="checkbox"/>	@taramurphy by Tea Murphy	<input checked="" type="checkbox"/>	★★★★★	E	5,420	\$5.00	View
<input checked="" type="checkbox"/>	@borzomurphy by Borzo Murphy	<input checked="" type="checkbox"/>	★★★★★	E	5,420	\$5.00	View
<input checked="" type="checkbox"/>	@ryanimurphy by Ryan Murphy	<input checked="" type="checkbox"/>	★★★★★	E	5,420	\$5.00	View

1 2 3 4 5 »

Show 10 - 25 - 50 - 100 per page

Add to List  
Add to Opp  
Flag Inappropriate

FIG. 94

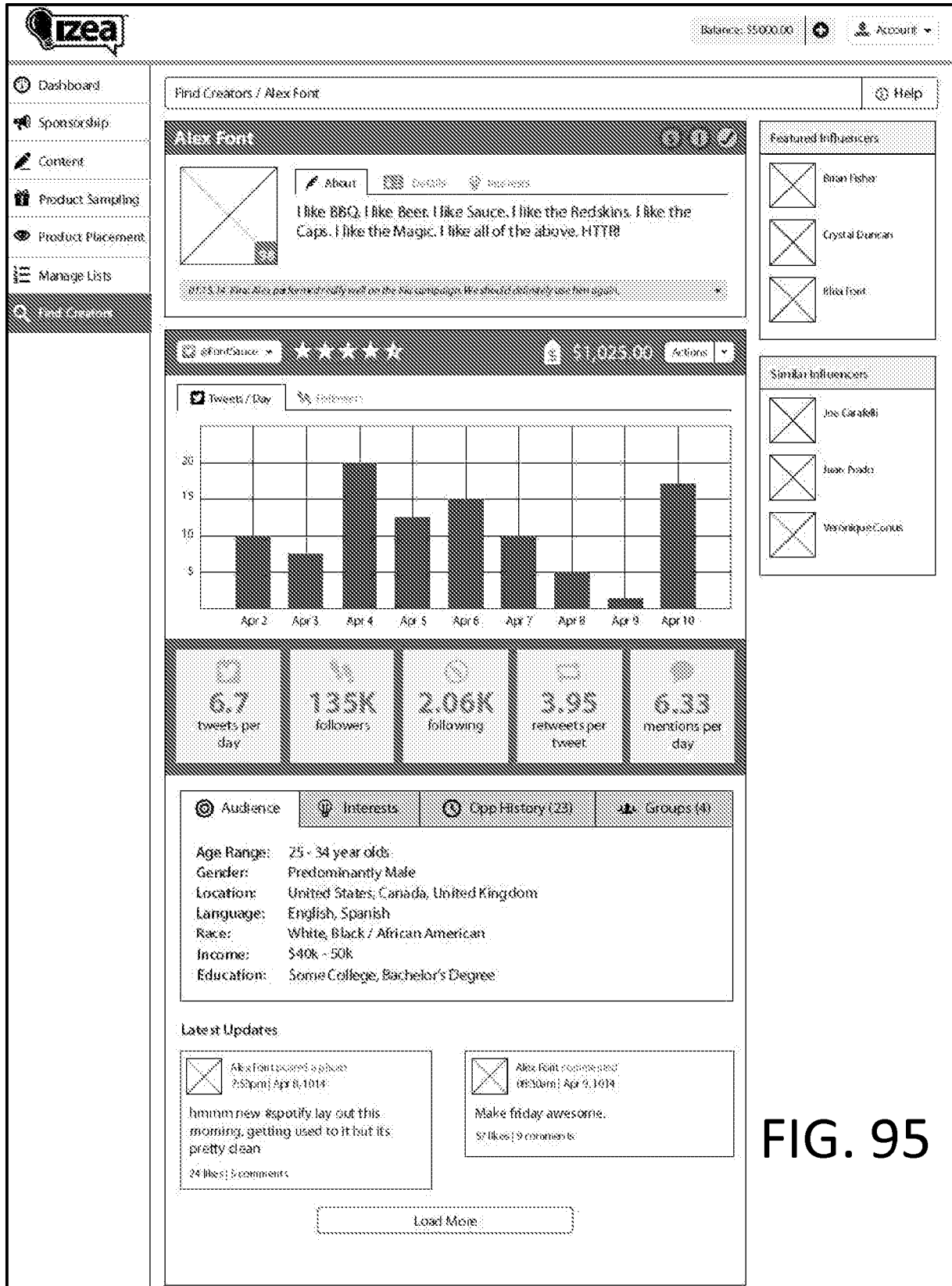


FIG. 95

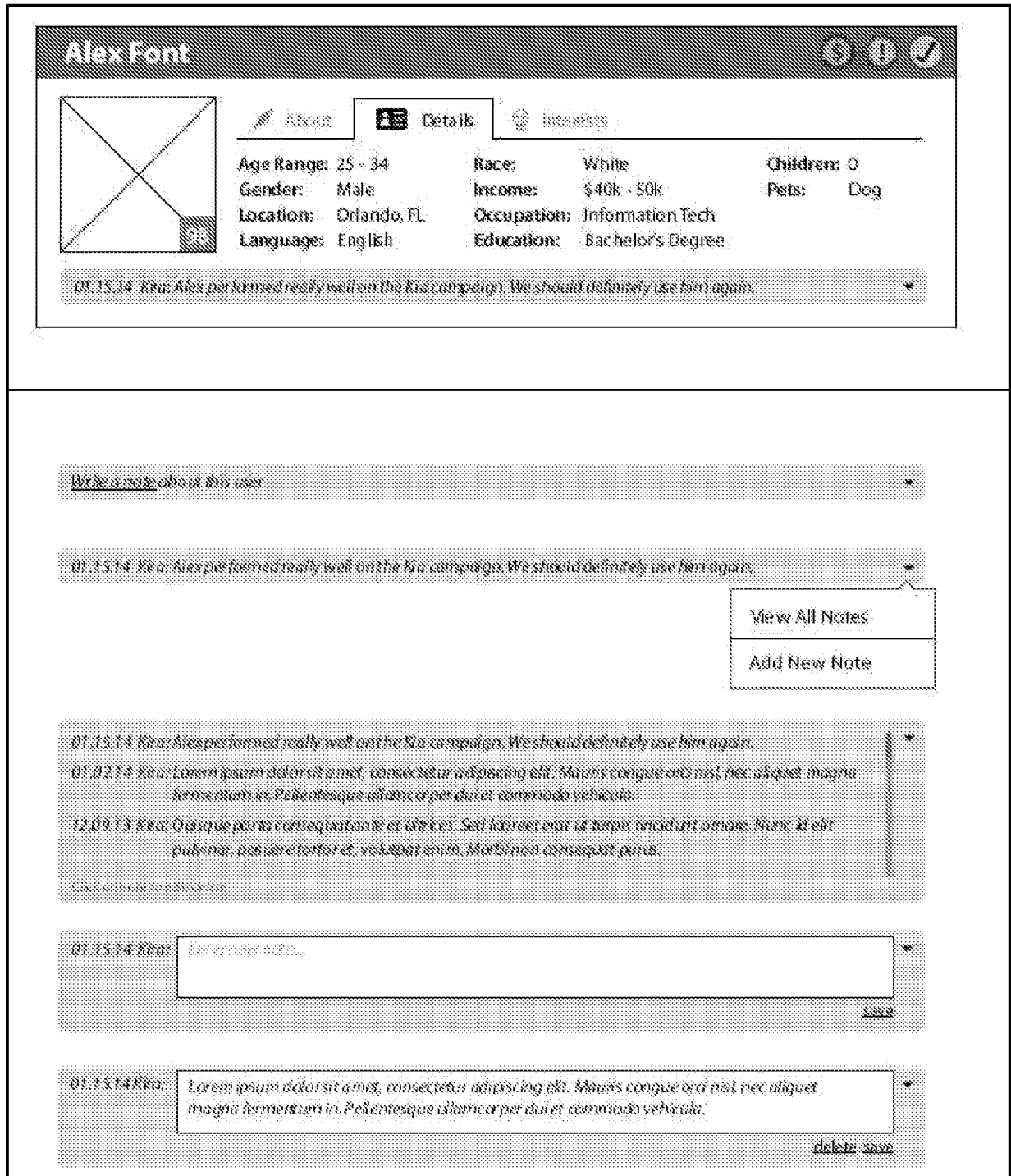
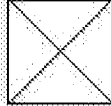


FIG. 96A

⚠ Direct Offer amount must be less than or equal to \$713.98

### Make a Direct Offer ×

This will reserve funds from your account.

 Extending to:  
atmospherix  
by Joe Carafelli

Enter Direct Offer Amount:

\$

*Must be less than or equal to \$713.98*

Choose an Existing Opportunity:

FIG. 96B

**Izea** Balance: \$5,000.00 Account

Dashboard Help

*Your opp qualification is lower than average. Make sure all your connections have demographics set correctly. [Learn more](#)*

### Overview

- \$21k+** Total Earned (no. Date)   
 72 Opps / 58 Advertisers
- \$2,599** Lost Potential Earnings   
 18 Missed Opps
- \$3,051** Referral Earnings   
 1464 Ref / 1,217 Advertisers

Opp Freq.

### Activity Stream

- You qualified for an Opp: YOGA Tablet Launch 1 hr ago
- You missed an Opp: YOGA Tablet Launch 2 hrs ago
- You declined an Opp: YOGA Tablet Launch 3 hrs ago
- Advertiser bid negotiation: YOGA Tablet Launch 4 hrs ago
- You bid on an Opp: YOGA Tablet Launch 4 hrs ago
- Your bid was approved: YOGA Tablet Launch 4 hrs ago

### Featured Opportunities

[View All](#)

- Purina Halloween Instant Win Game
- Purina Halloween Instant Win Game
- Purina Halloween Instant Win Game
- Purina Halloween Instant Win Game
- Purina Halloween Instant Win Game
- Purina Halloween Instant Win Game

### Recent Opportunities

[Refresh All](#)

Opportunity	For	Type	Platform	Deadline	Bid	
YOGA Tablet Launch <a href="#">Hide Details</a>	@bonzo			4.15.14 11:50pm EST	<b>\$36.00</b> average	Bid
<div data-bbox="406 1344 1380 1489"> <p><b>Instructions</b> Write a post promoting Purina Treat INSTANT win game. Include the link and hashtag #WinFreePurinaProduct.</p> <p><b>Ideal Candidate</b> The ideal candidate for this opportunity is person1,bingillo,phaethal,bacus,ut,dagibus,Pyran,phocetus,abines,magna,in,siquam,Nam,mobus,nibh,teugiat,at,blande,ac,ut,urces,et... <a href="#">read more</a></p> <p><b>Destination Link</b> <a href="http://purinahalloween.com">http://purinahalloween.com</a></p> </div>						
YOGA Tablet Launch <a href="#">Show Details</a>	@bonzo			4.15.14 11:59pm EST	<b>\$36.00</b> your bid	Write
YOGA Tablet Launch <a href="#">Show Details</a>	@bonzo			4.15.14 11:59pm EST	<b>\$36.00</b> your bid	Write

home account blog help

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FIG. 97

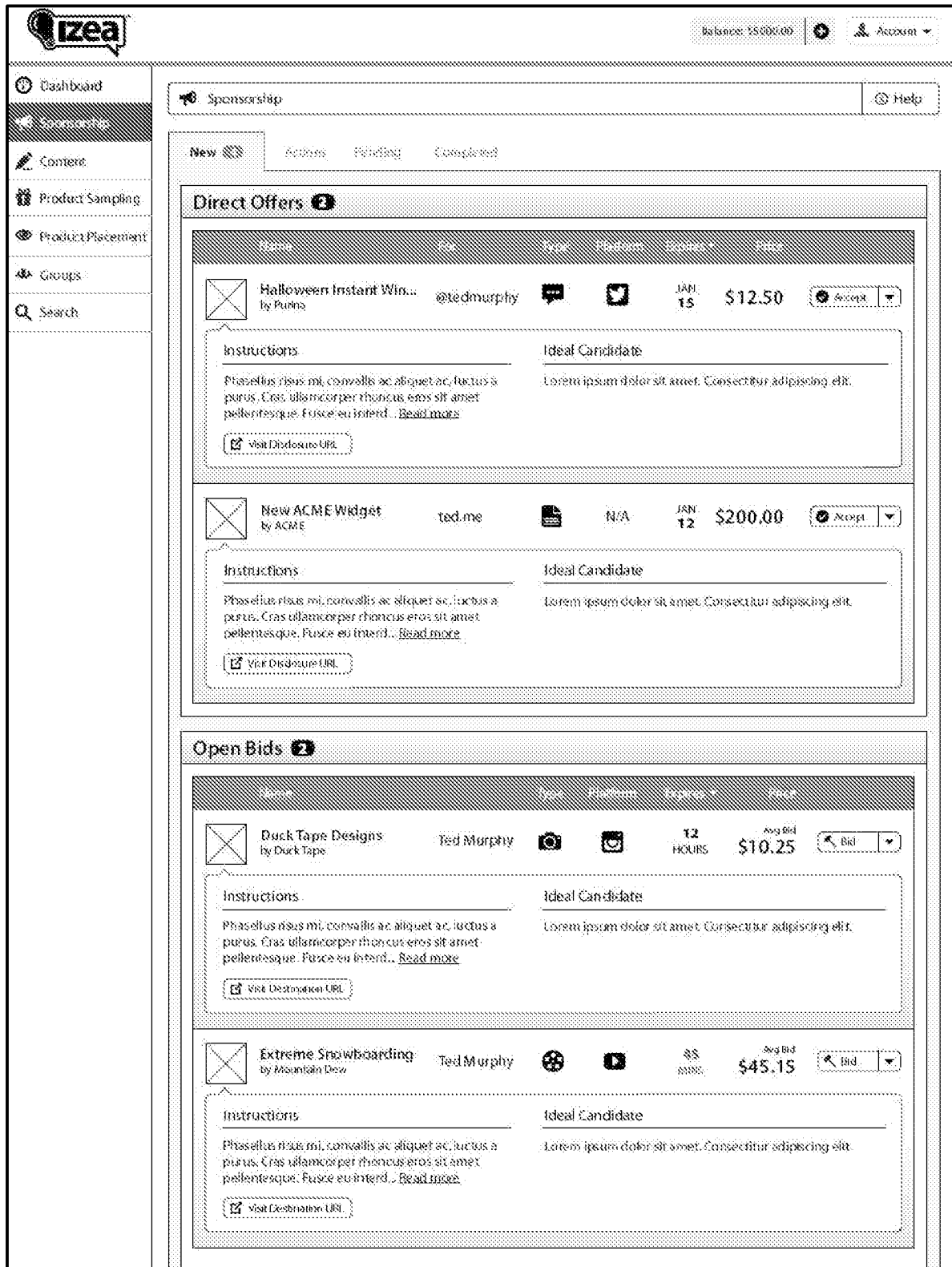


FIG. 98

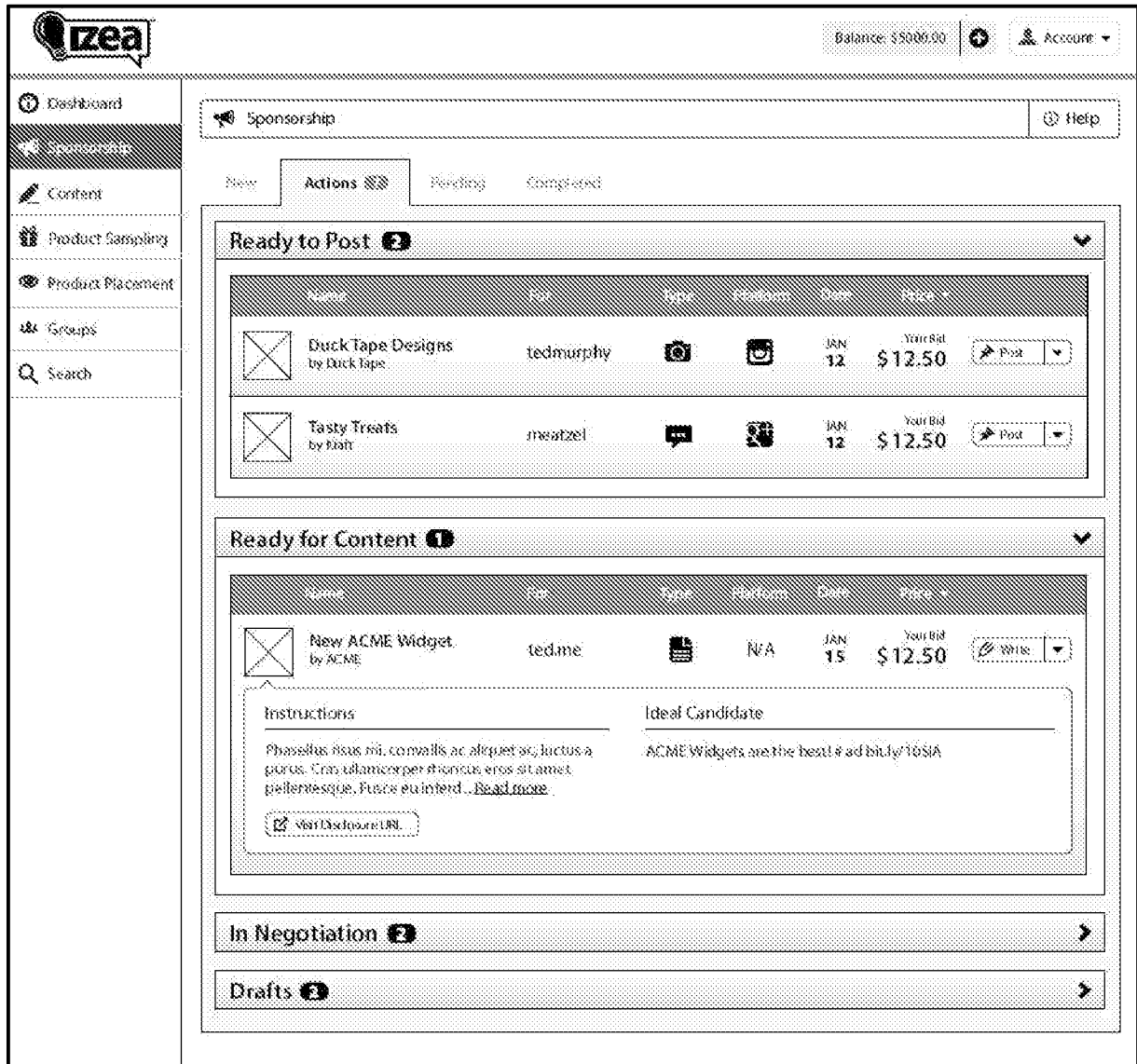


FIG. 99

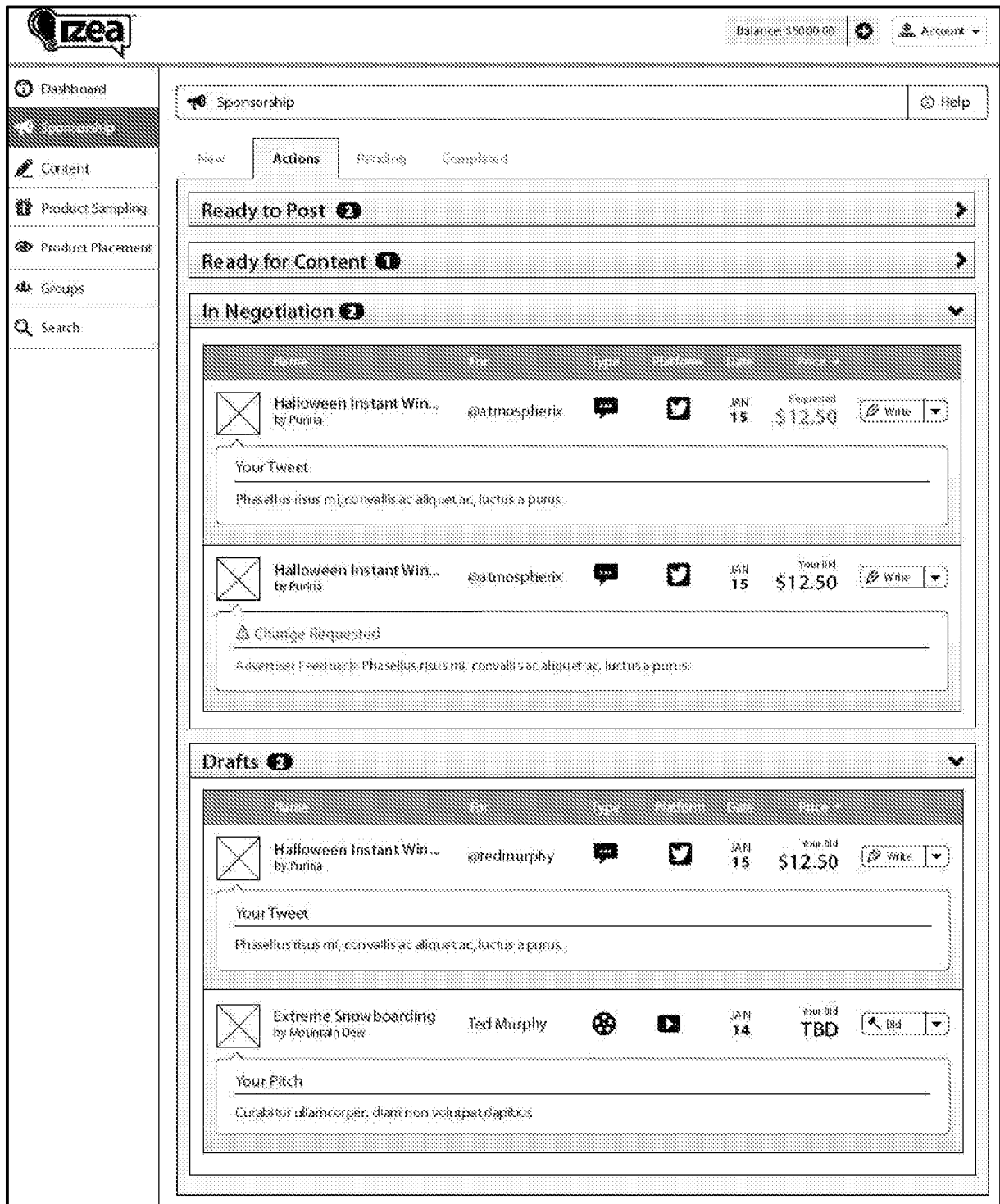


FIG. 100

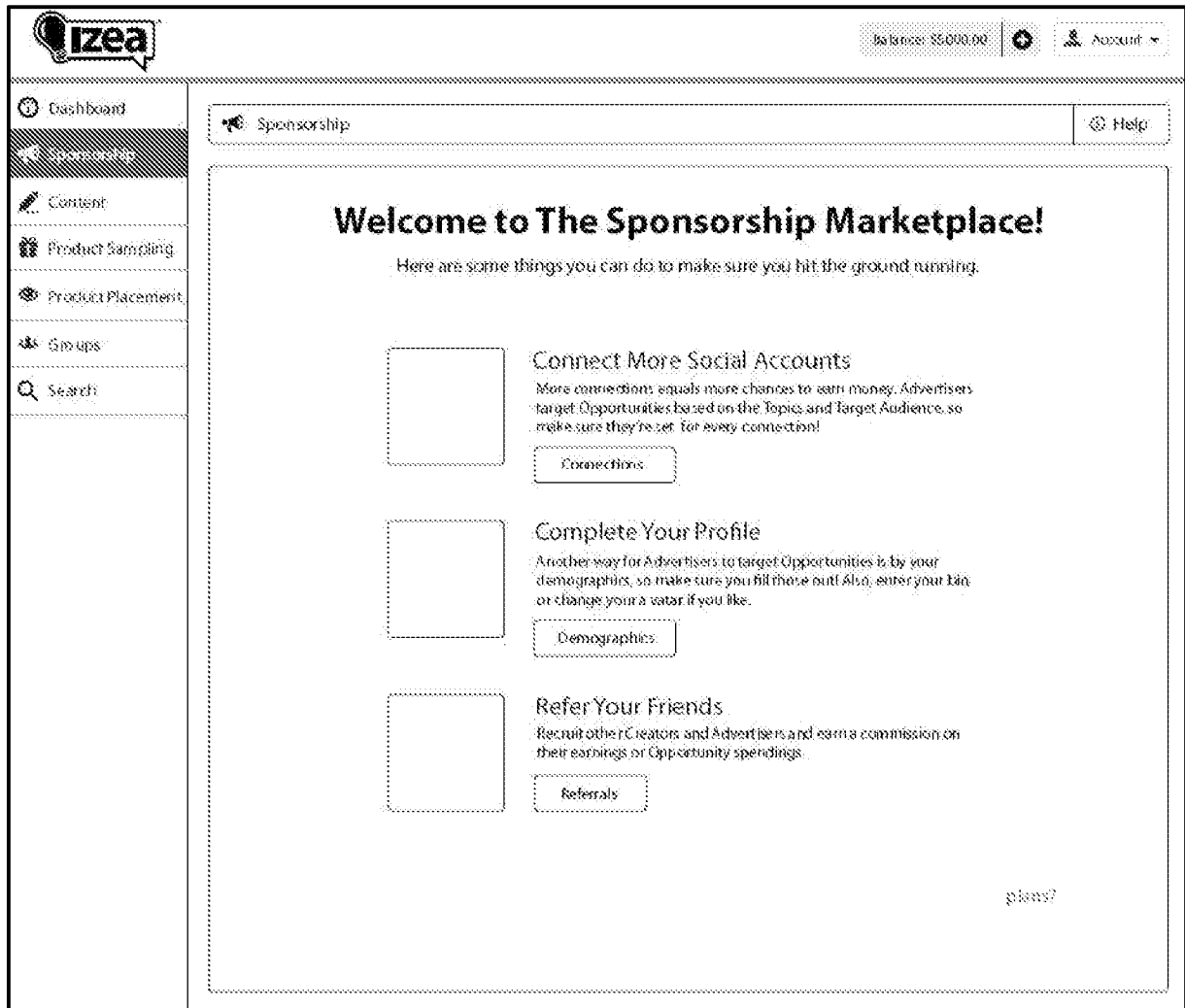


FIG. 101

**izea** Balance: \$500.00 Account

Dashboard Sponsorships / Bid Help

### Enter Your Bid

**Buy 2 Get 1 Free Promotion**  
 tedmurphy

**Deadline**  
 Friday, February 15<sup>th</sup>  
 11:59pm EST

**Instructions**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tristique, augue eu eleifend mattis, justo sapien vulputate eros, at posuere dui diam nec mauris. In nec porta velit. Sit amet gravida ante.

**Ideal Candidate**  
 Phasellus blandit velit. Sed dolor quis, a posuere velit hendrerit. Nam dapibus cursus turpis, quis bibendum ligula ornare. Quisque vitae lectus lorem.

**Disclosure URL**  
 This link will be shortened and included in your photo description automatically.  
[View Page](#)

**Your Bid**  
 \$ **999.99** Average: \$282.99 Minimum: \$1.00 Bid Distribution

**Your Extras**  
 To make your bid more appealing, you can post this status update to multiple platforms.  
 Twitter  Flickr

**Your Pitch**  
 Give reasons why the advertiser should choose your bid over others.  
 Integer adipiscing sapien vitae sem elementum placerat praedum nith taculi. Maecenas adipiscing massa nec risus eleifend et faucibus lorem sollicitudin.

Plan: Free Next Cycle: March 7, 2014 You have 2 out of 3 free bids left this cycle. [Back](#)

Plan: Free Next Cycle: March 7, 2014 You have 0 out of 3 free bids left this cycle. [Back](#)

**Bid Submitted**  
[Return to Cpps](#)

**Ideal Bid Range**  
 Instagram Followers vs Bid Amounts  
 Legend:  Award  Accepted

FIG. 102

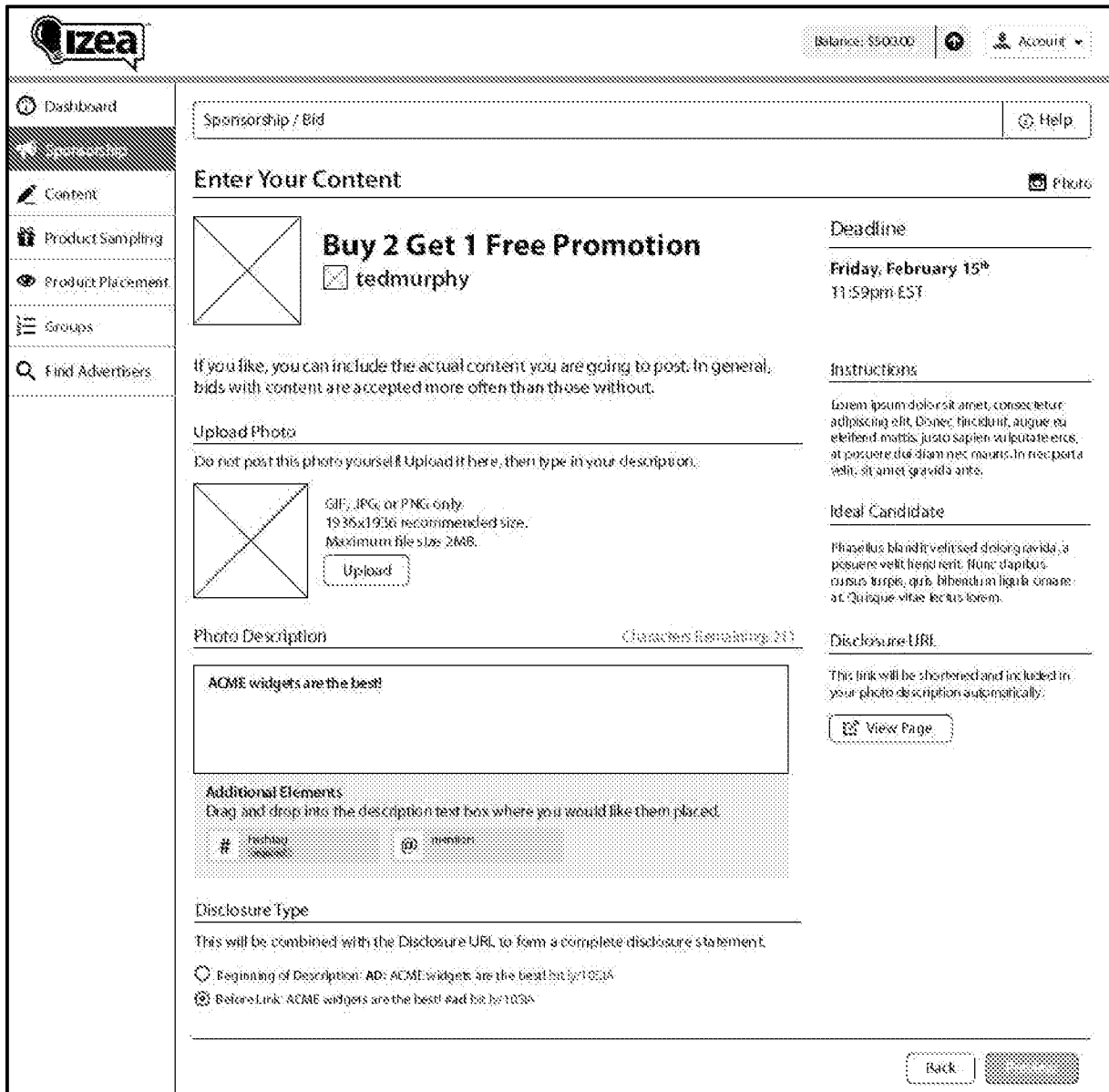


FIG. 103

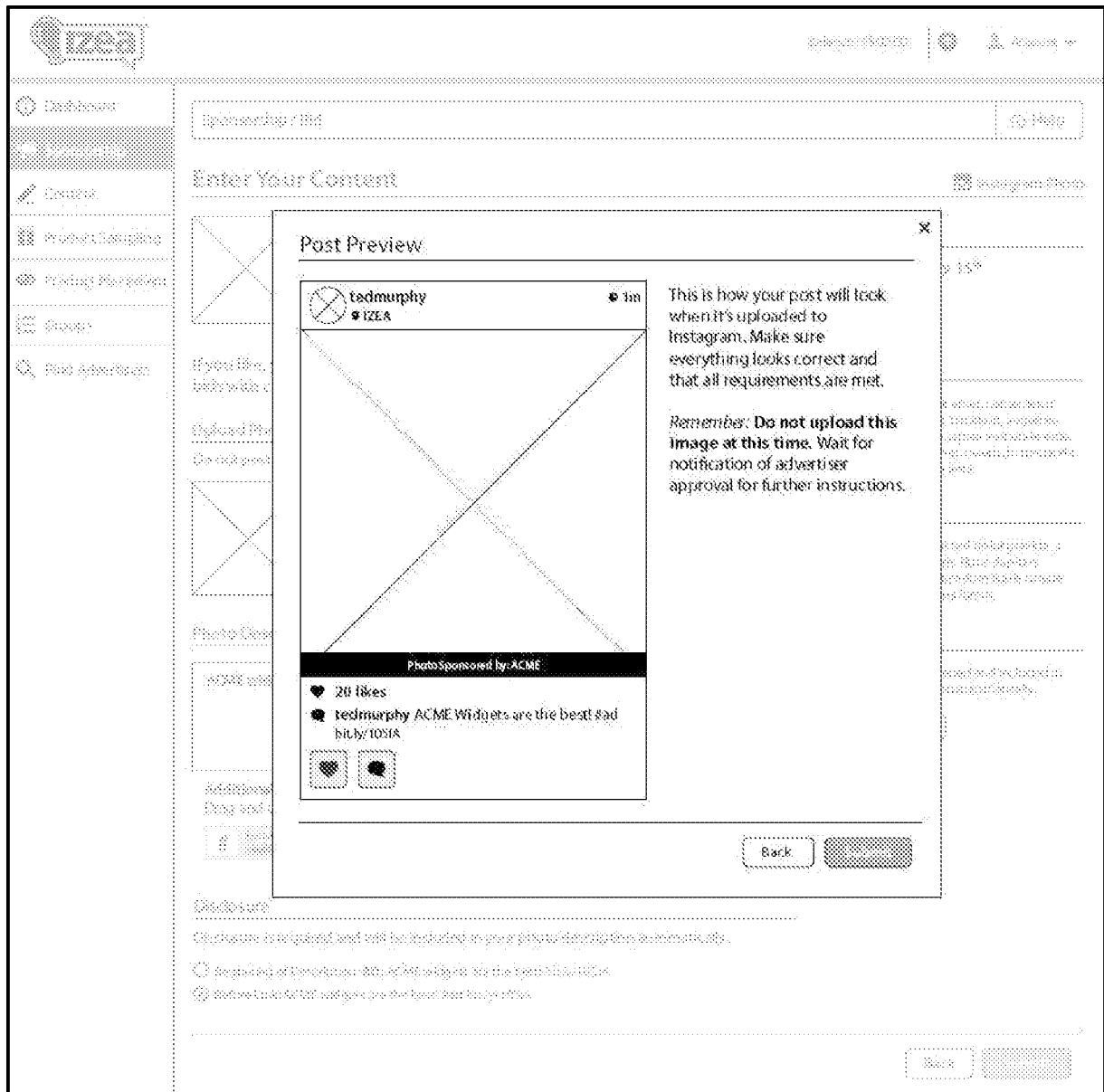


FIG. 104

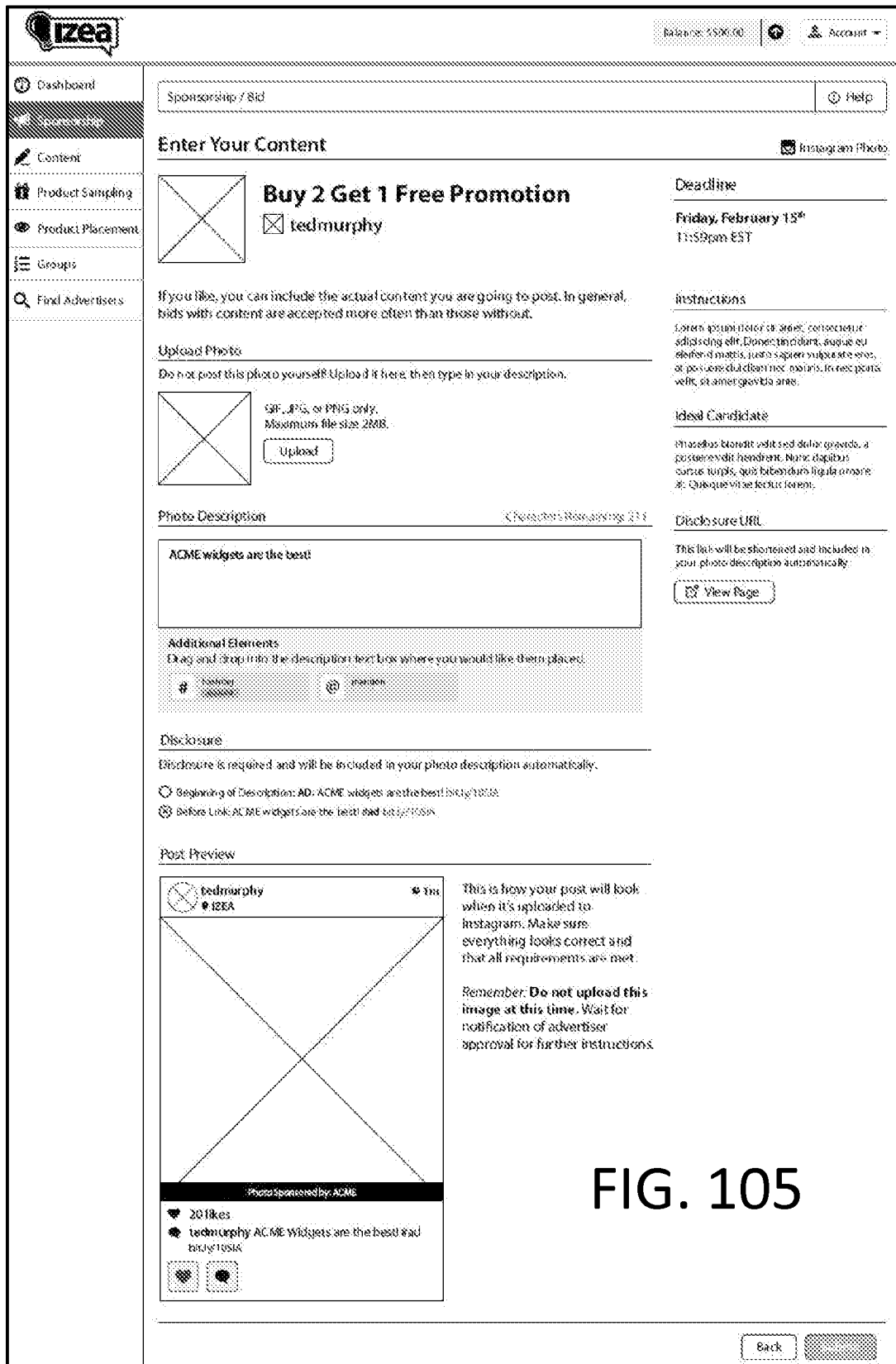


FIG. 105

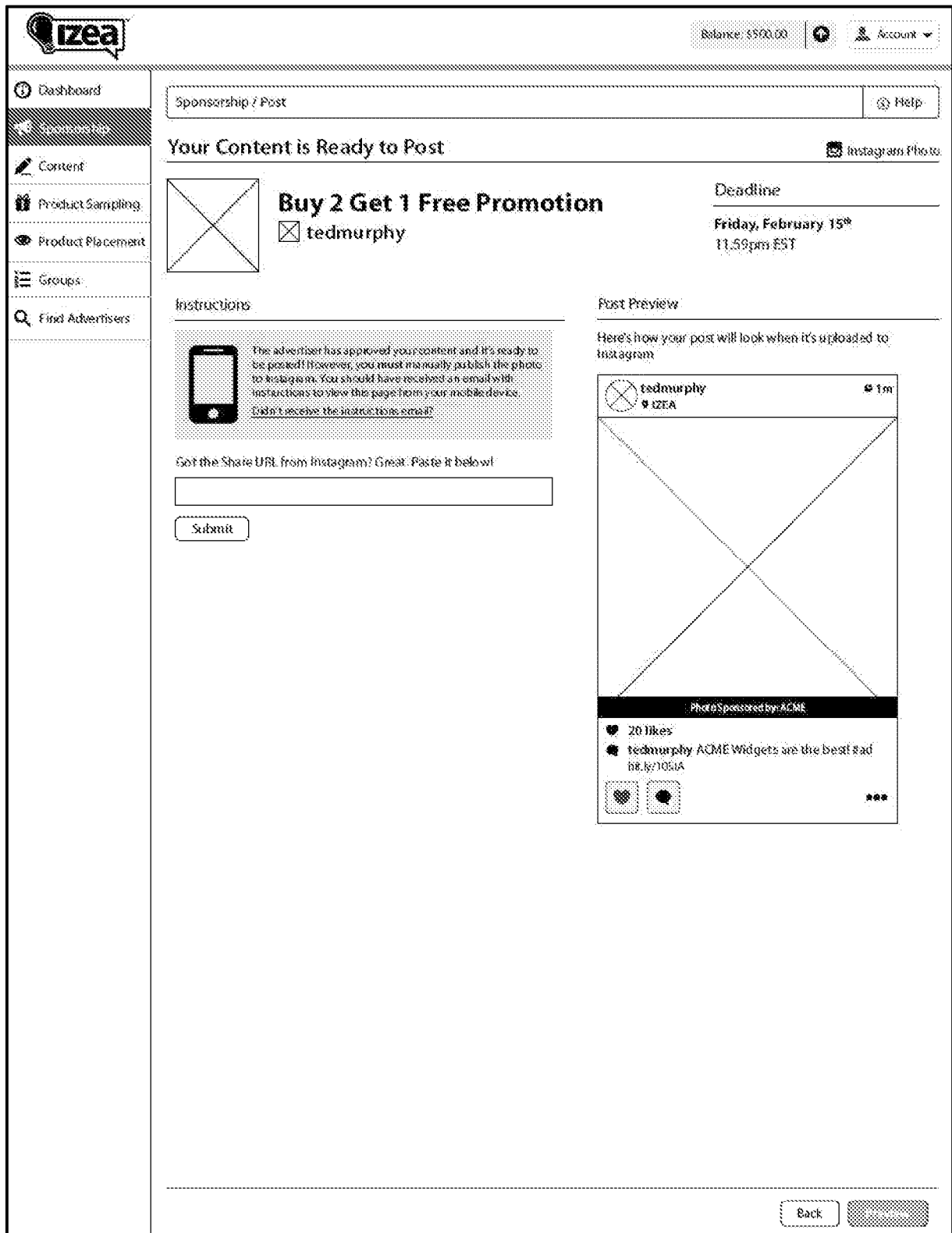
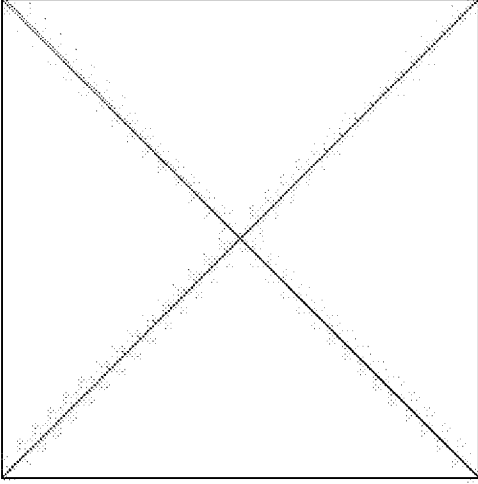


FIG. 106

**Step 1: Download the Image**

---

Long-press on the image below and choose to save it to your phone.



**Step 2: Copy the Description**

---

Long-press on the text field below. Select all of the text and copy it to your phone's memory.

Lorem ipsum dolor sit amet. Consectetur adipiscing elit.

**Step 3: Post to Instagram**

---

Launch Instagram and upload the photo from your gallery. Paste the text from above as the photo's caption.

**Step 4: Paste the Share URL**

---

Once your photo is posted to Instagram, click the "..." icon under your photo and select "Copy Share URL". Then, paste that URL below:

---

**That's it!**  
You're All Done!

FIG. 107

The screenshot shows the Izea website interface for entering a bid. At the top, the Izea logo is on the left, and 'Balance: \$3,000' and 'Account' are on the right. A navigation menu on the left includes 'Sponsorship / Bid', 'Content', 'Product Sampling', 'Product Placement', 'Groups', and 'Search'. The main content area is titled 'Enter Your Bid' and features a 'Halloween Instant Win Game' by 'tedmurphy'. The bid amount is set to \$999.99, with an average of \$999.99 and a minimum of \$1.00. A 'Bid Distribution' dropdown is visible. Below the bid amount, there are sections for 'Your Extras' (with Facebook and LinkedIn sharing options), 'Your Pitch' (with a text box containing placeholder text), and 'Instructions'. A 'Deadline' of Friday, February 15th at 11:59pm EST is shown. A 'View Page' button is also present. At the bottom, there are two rows of bid status information, each showing 'Plan: Free', 'Next Cycle: March 7, 2014', and the number of free bids left. A 'Bid Submitted' notification box is visible in the bottom right corner. A scatter plot titled 'Visual Bid Report' is located at the bottom left, showing 'Twitter Followers' on the y-axis (0 to 2000) and 'Bid Amounts' on the x-axis (\$0 to \$70). The plot includes a 'Visual Bid Report' legend, a 'New Follower Count' line, and a legend for 'Bid Amounts' (Selected and Accepted).

FIG. 108

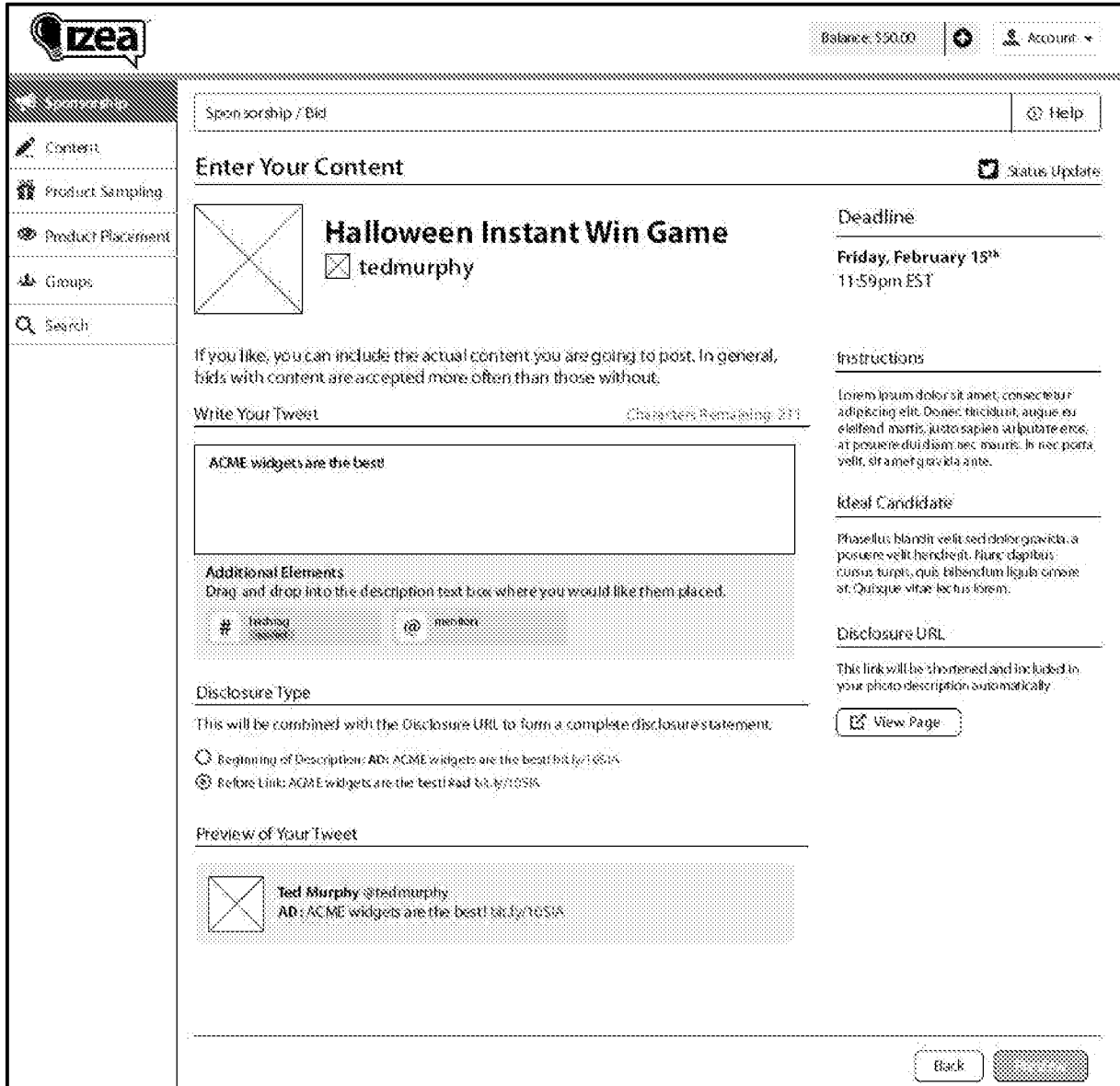


FIG. 109

The screenshot displays the Izea website interface. At the top, the Izea logo is on the left, and the account balance '\$500.00' and 'Account' dropdown are on the right. A navigation sidebar on the left includes 'Dashboard', 'Sponsorships / Bid', 'Content', 'Product Sampling', 'Product Placement', 'Groups', and 'Find Advertisers'. The main content area is titled 'Enter Your Bid' and features a 'Buy 2 Get 1 Free Promotion' by 'tedmurphy'. A 'Deadline' of 'Friday, February 15th 11:59pm EST' is shown. The 'Your Bid' section includes a bid amount of '\$999.99', an average of '\$999.99', and a minimum of '\$1.00'. Below this, the 'Your Extras' section offers social media sharing options for Facebook and Instagram. The 'Your Pitch' section contains a text box with placeholder text. A 'Bid Submitted' modal window is open, showing 'Amount Offered' and 'Return to Opps' buttons. At the bottom, a 'Bid Distribution' chart plots 'YouTube Followers' (0 to 2000) against 'Bid Amounts' (\$0 to \$100). The chart shows a shaded 'Ideal Bid Range' from approximately \$225 to \$425. A 'Your Release Count' of 1150 is indicated on the y-axis. A legend at the bottom right of the chart distinguishes between 'Rejected' (open circles) and 'Accepted' (filled circles) bids.

FIG. 110

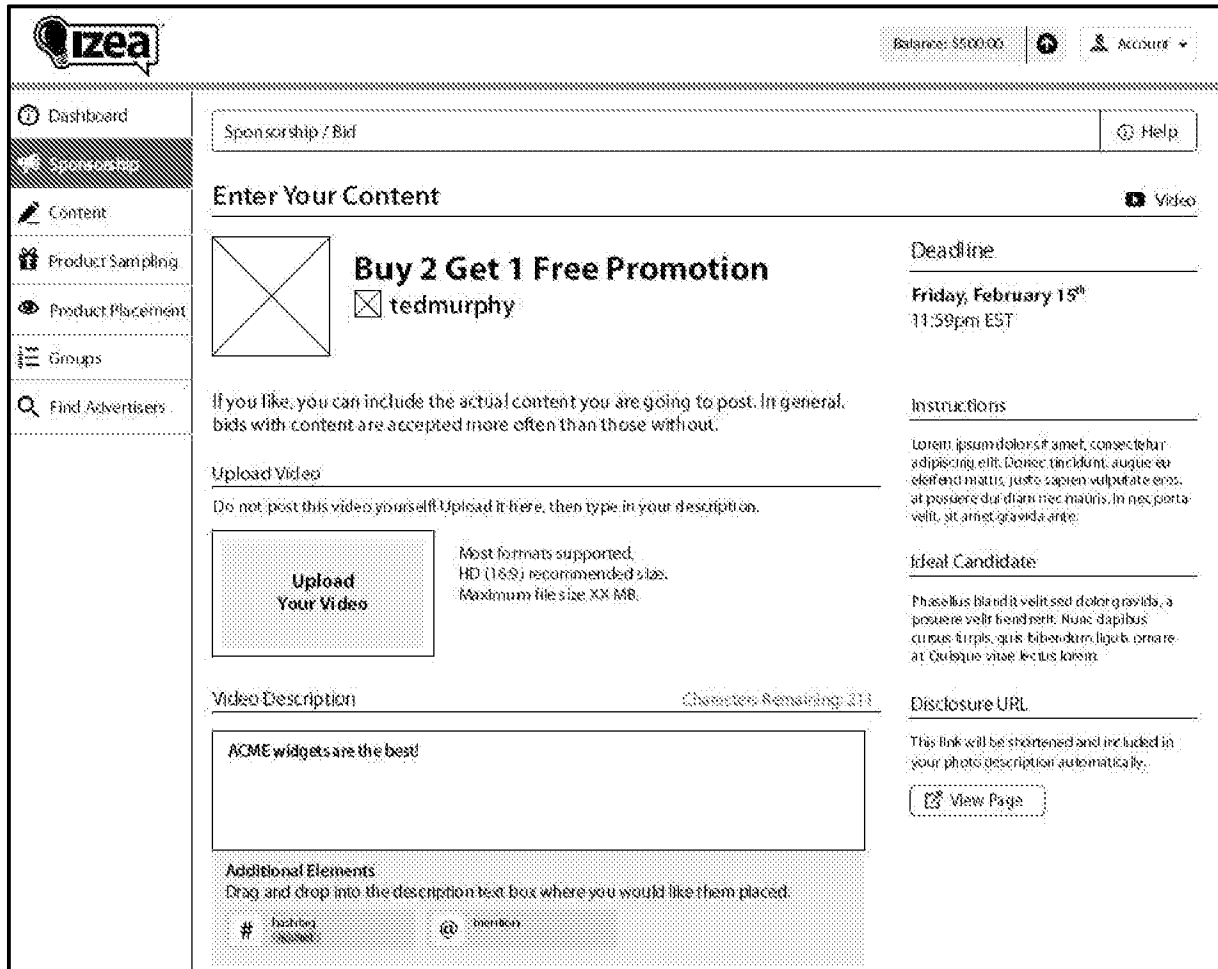


FIG. 111A

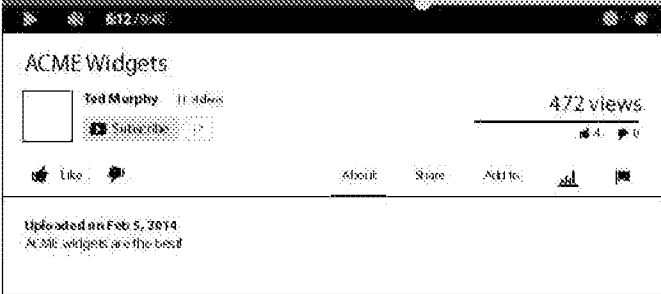
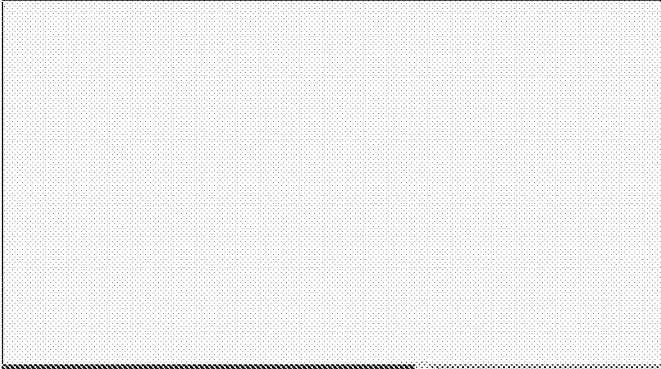
**Disclosure Type**

This will be combined with the Disclosure URL to form a complete disclosure statement.

Beginning of Description: AD: ACME widgets are the best! b4 501253A

Before Link: ACME widgets are the best! b4 501253A

**Post Preview**



Back

FIG. 111B

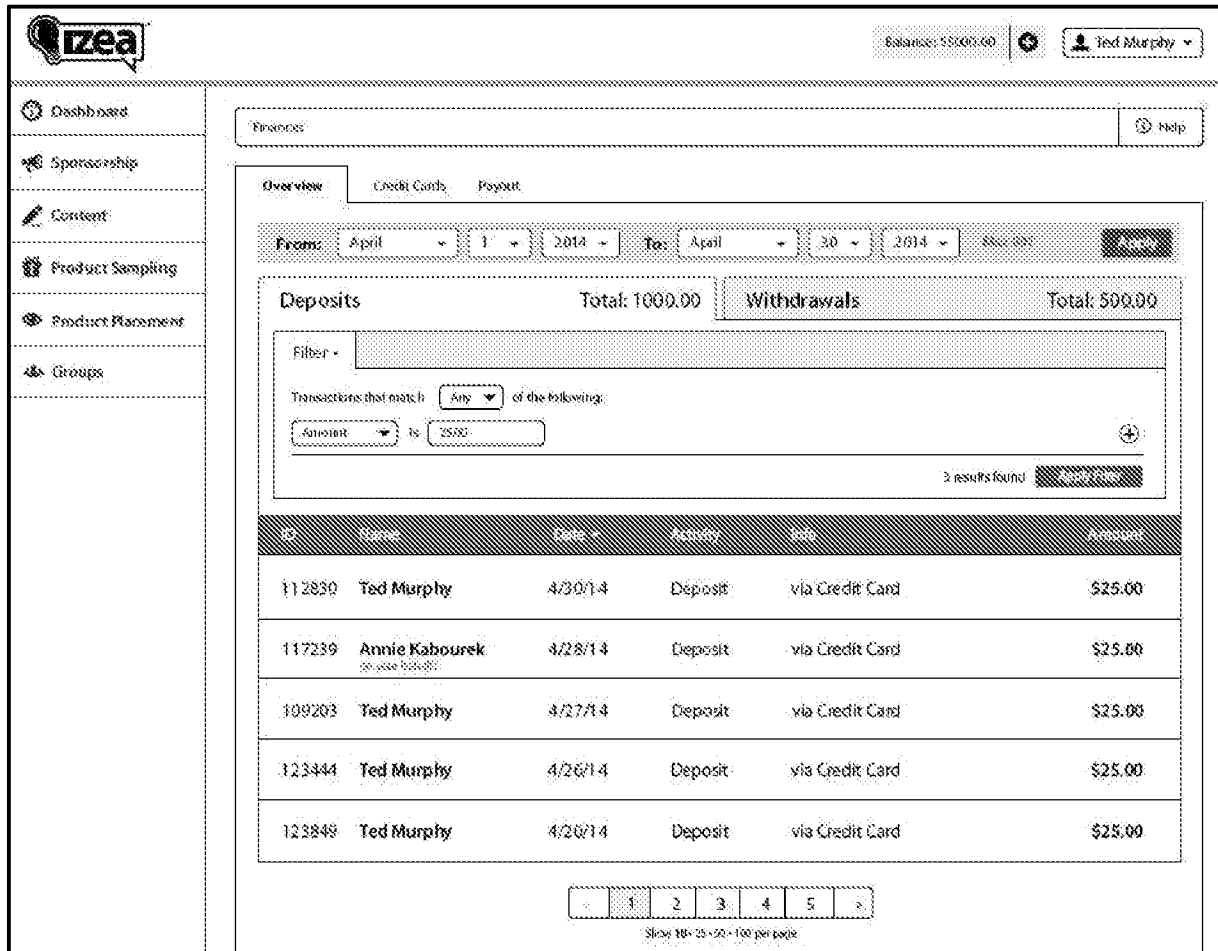


FIG. 112

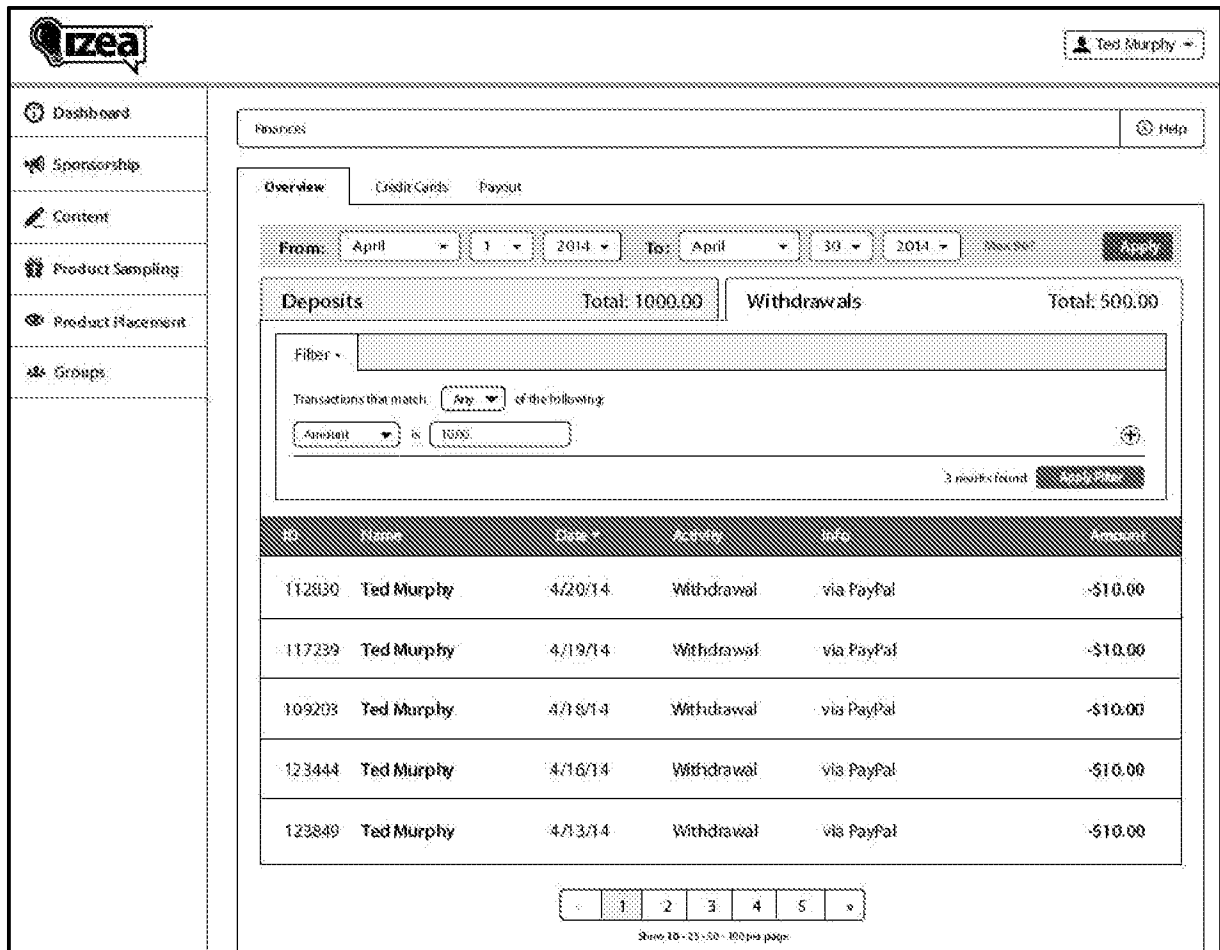


FIG. 113

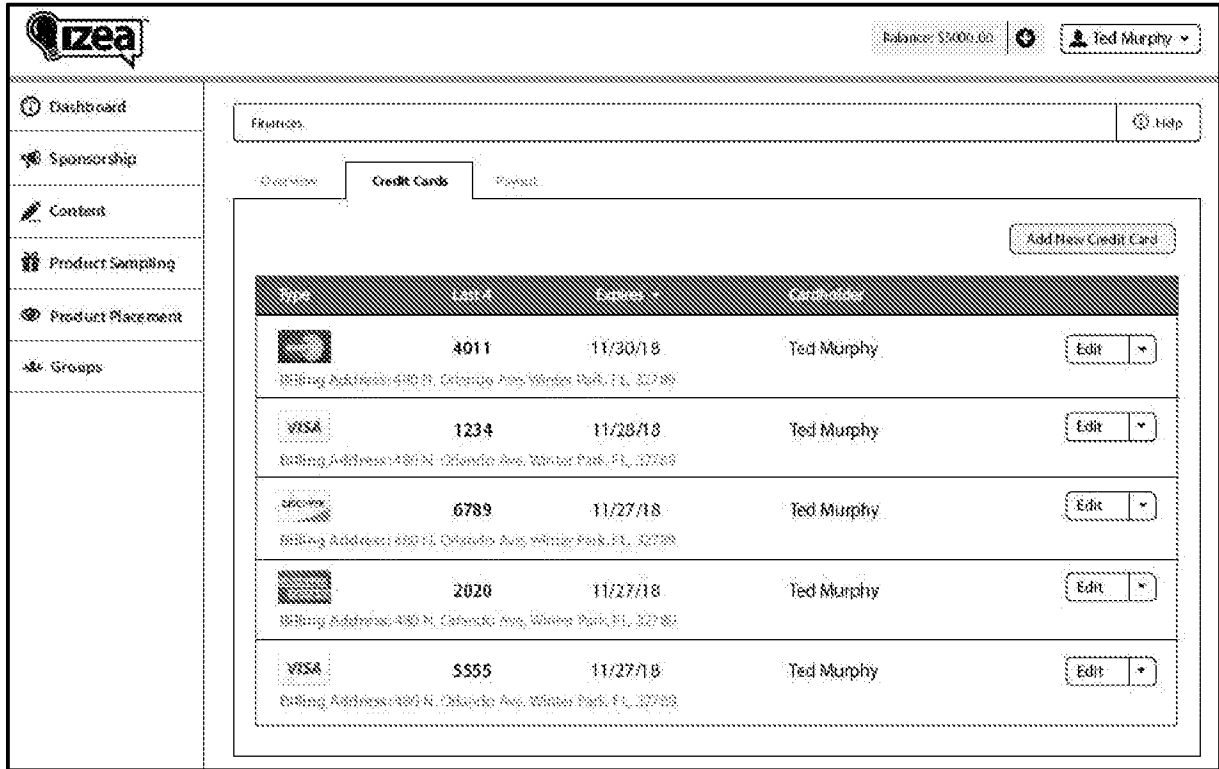


FIG. 114

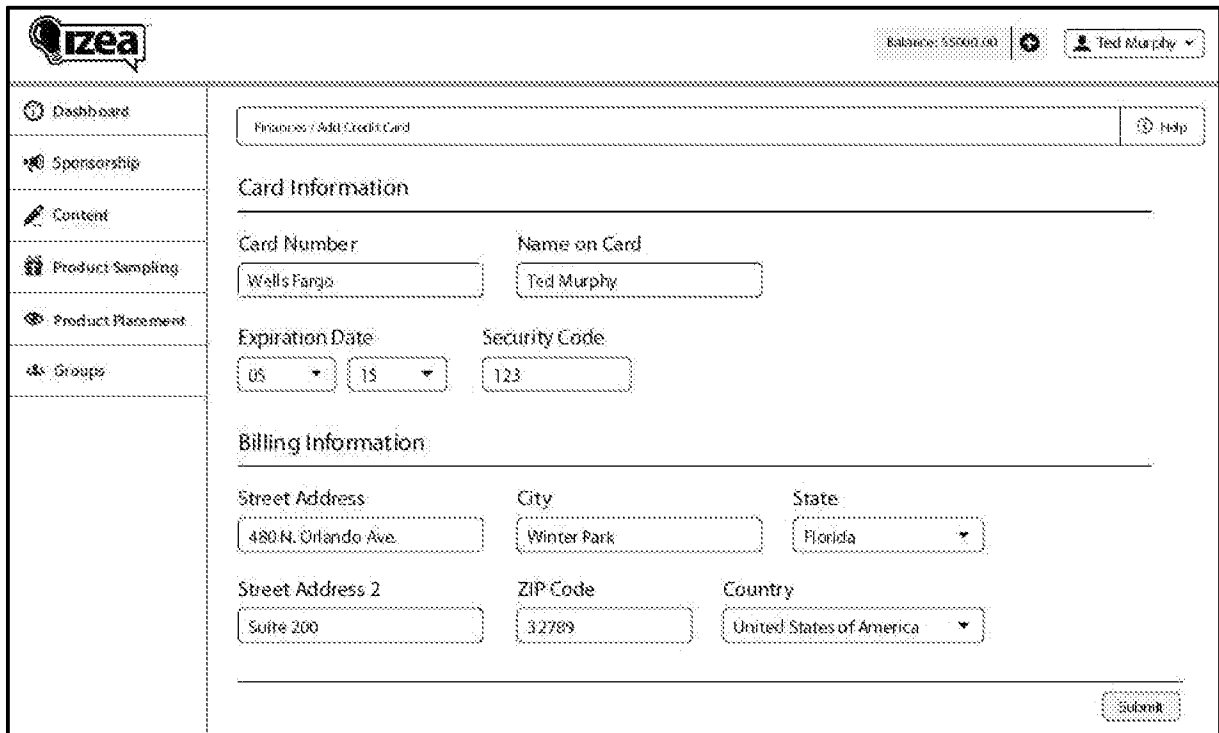


FIG. 115

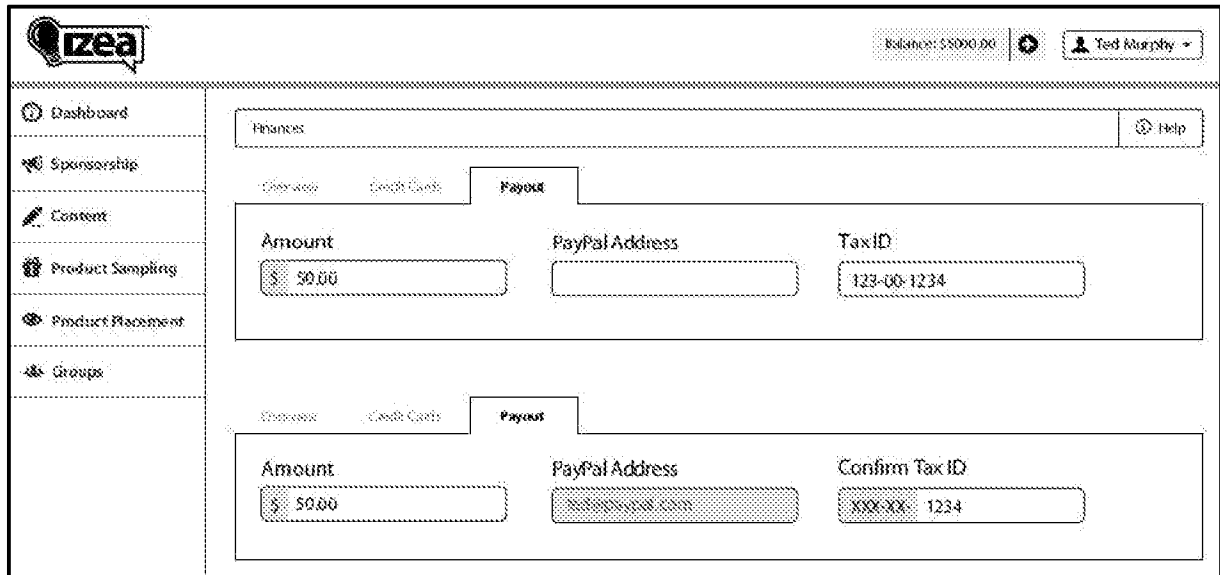


FIG. 116

# The Sponsorship Marketplace™

We connect social media content creators with the world's biggest brands.  
Now in Public Beta! Looking for our corporate site? [Click here.](#)

Sign up as an Advertiser or Creator by connecting:



Or fill out the fields below:

Email Address

Password

Confirm Password

Sign Up

By clicking Sign Up, you agree to our [Terms & Conditions](#),  
and that you've read our [Privacy Policy](#).

Advertiser Helpline: 1.877.525.1234 ext. 3

FIG. 117

## Select Your Account Type

Easier than picking out what you wore today. You look nice, though.

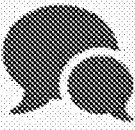


 <b>Creator</b> <p>If you have a substantial social media following and you'd like to earn money by creating content about products and services, you're a Creator.</p> <p><a href="#">Learn more</a></p>	 <b>Advertiser</b> <p>If you represent a business that wants to generate buzz about your products and services via social media, you're an Advertiser.</p> <p><a href="#">Learn more</a></p>
--	---

FIG. 118

## Tell Us More About You

None of that "long walks on the beach" stuff...and the basics.

Connected as:  @tedmurphy

Name:   This is a brand. [More info](#)

Email:  ZIP / Postal Code:

Password:  Confirm Password:

Sex:  Male  Female

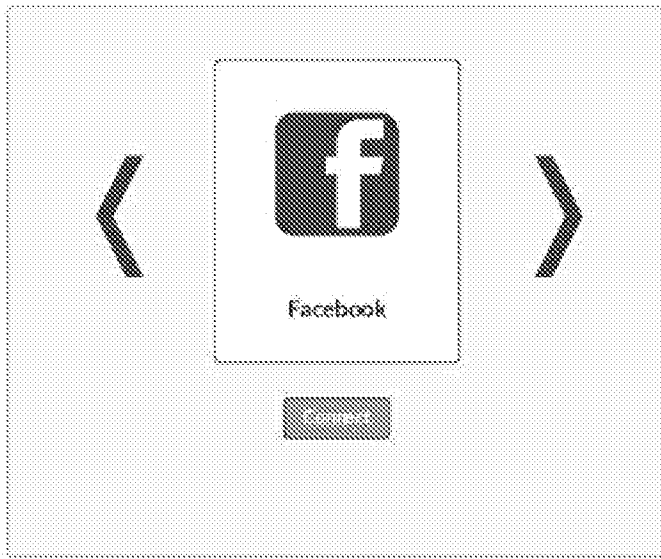
Birthday:

[Learn more](#)

FIG. 119

## Let's Get Started!

Maximize your potential for offers by connecting more social media accounts.



Doesn't exist account of  
[facebook]

FIG. 120

## Manually verify your blog

We have to verify that you have access to the blog you're trying to add.



Cancel

FIG. 121

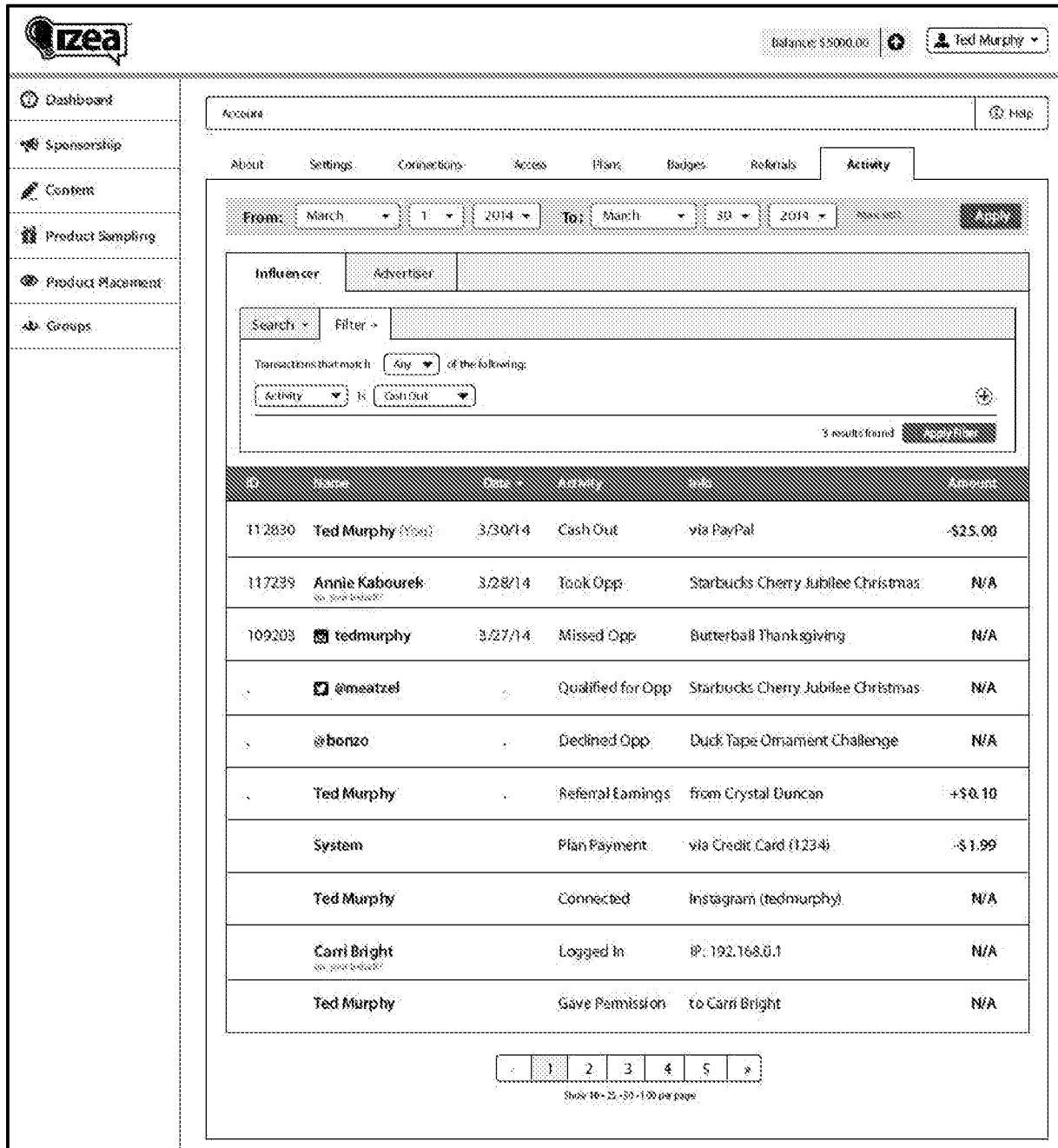


FIG. 122

The screenshot displays the Izea user interface for a user named Ted Murphy. The top right corner shows a balance of 25600.00 and the user's name. The left sidebar contains navigation links: Dashboard, Sponsorship, Content, Product Sampling, Product Placement, and Groups. The main content area is titled 'Account' and includes tabs for About, Settings, Connections, Access, Plans, Badges, Referrals, and Activity. The Activity tab is selected, showing a search filter for 'Deposited Funds' and a table of transactions.

ID	Name	Date	Activity	Title	Amount
112830	Ted Murphy	3/30/14	Created an Opp	Bacon for Christmas	-\$4.99
117239	Ted Murphy	3/28/14	10,000 Clicks	Meatzel's Newest Flavor	N/A
109203	Ted Murphy	3/27/14	1000 Participants	Meatzel's Newest Flavor	N/A
	Ted Murphy	.	Deposited Funds	via Credit Card (1234)	+500.00
	Ted Murphy	.	Logged In	IP: 192.168.0.1	N/A
	Ted Murphy	.	Opp Views	Meatzel's Newest Flavor (200)	N/A

At the bottom of the table, there is a pagination control showing '1 2 3 4 5 6' and a note 'Show 19 - 25 - 36 - 100 per page'.

FIG. 123

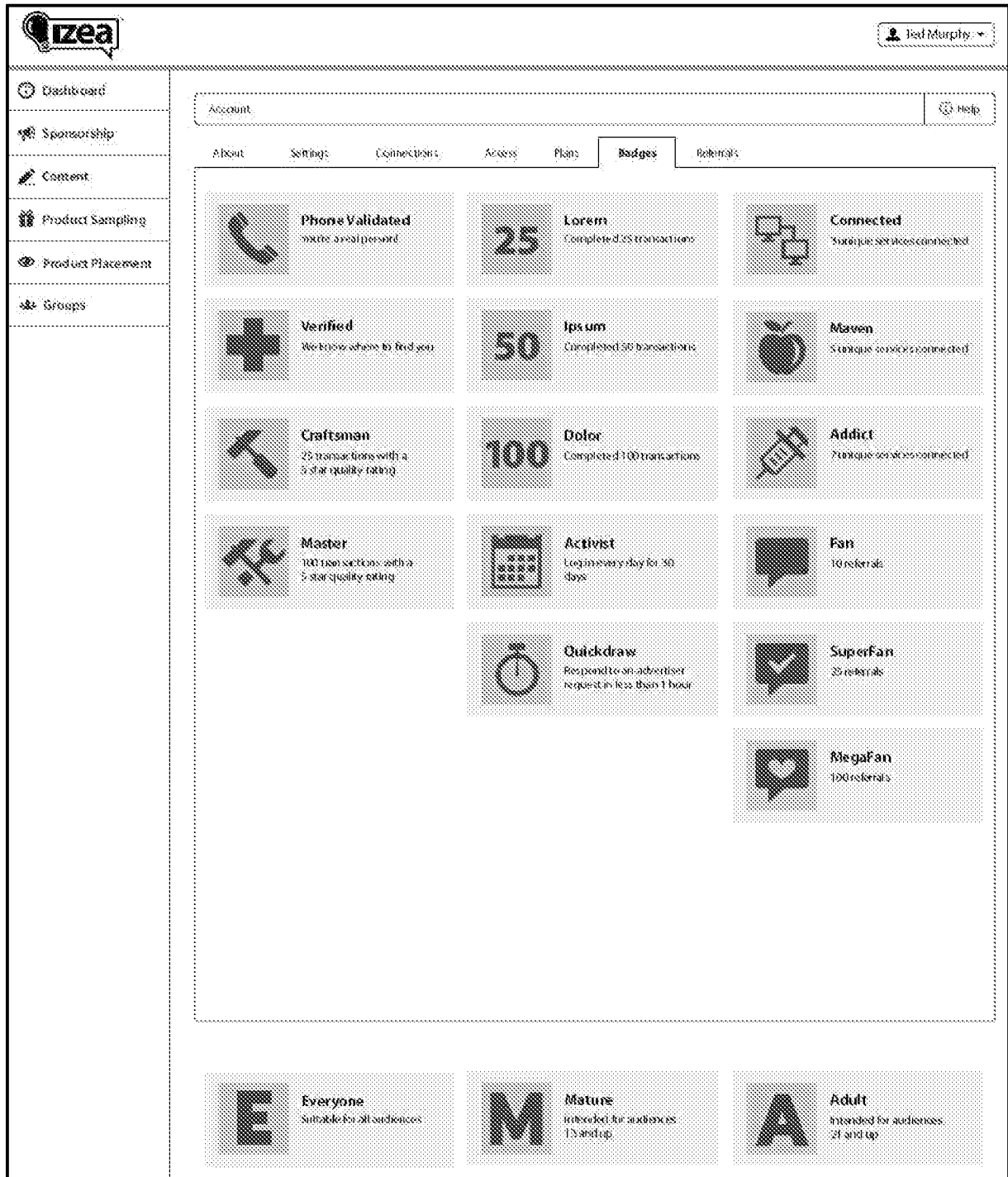


FIG. 124

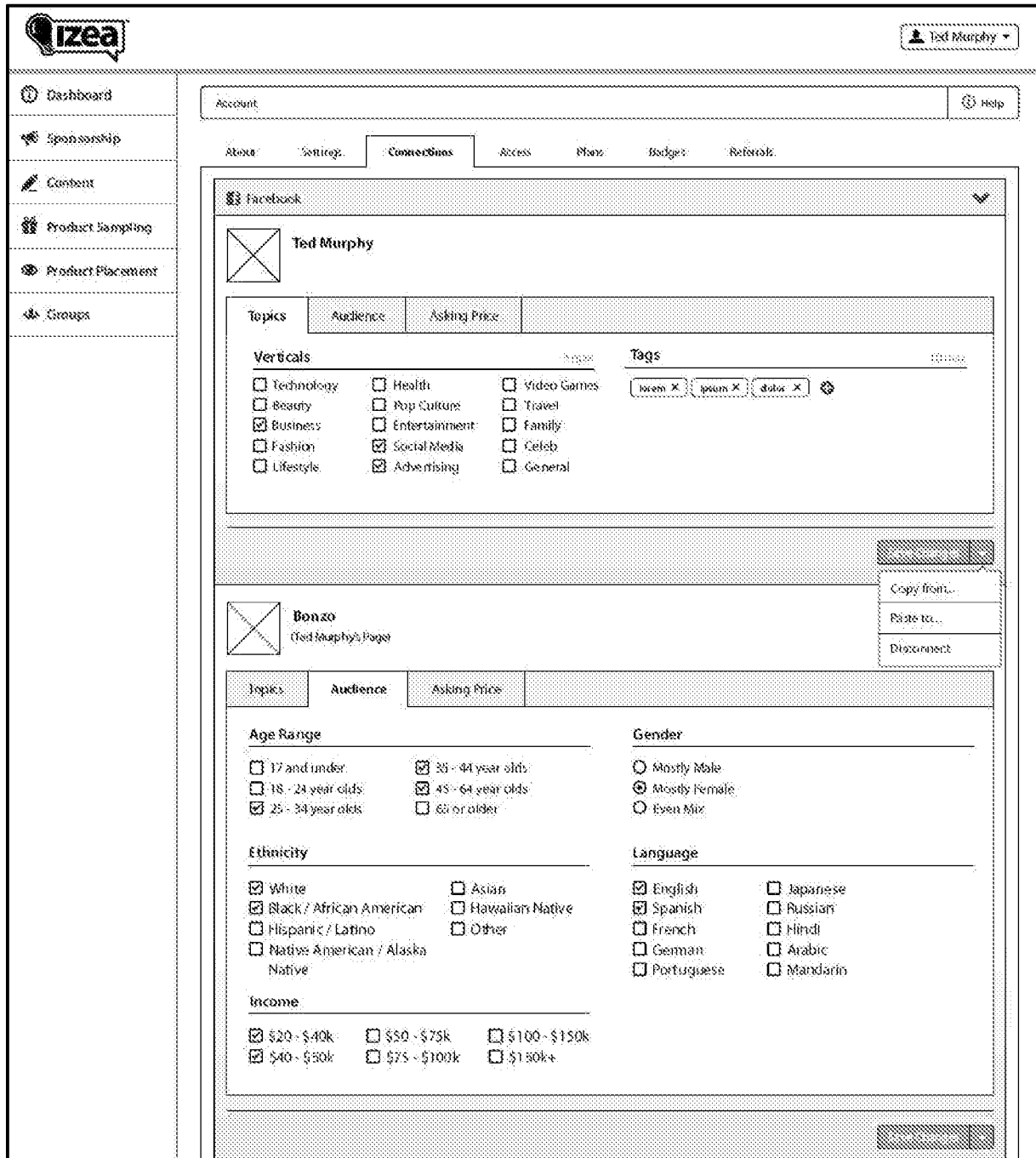


FIG. 125A

IZEA  
(of Murphy's Page)

Topics Audience Asking Price

Direct Offer Asking Price:  
150.00

Connect Another Facebook Account

Twitter  
Connect a Twitter Account

Tumblr

FIG. 125B

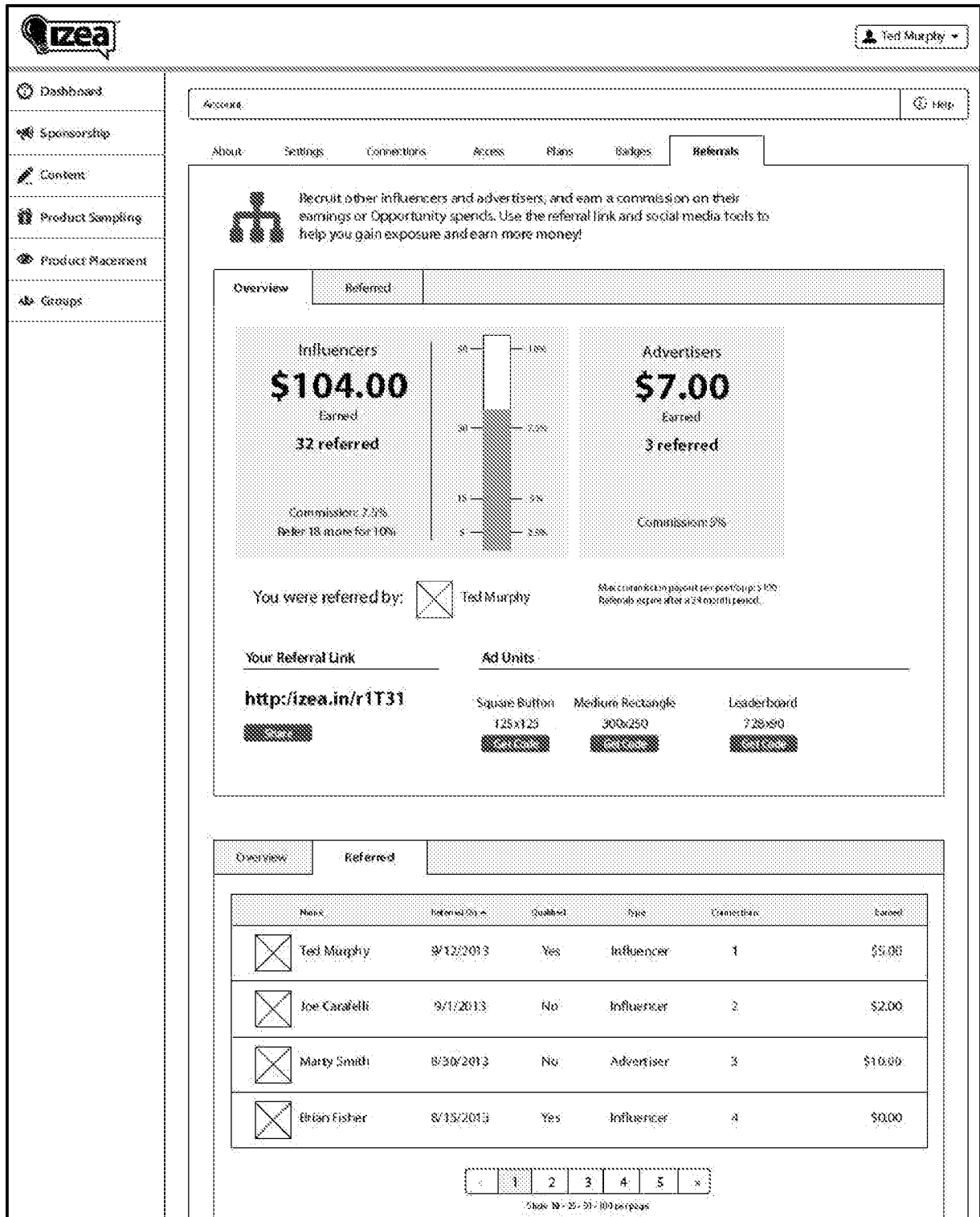


FIG. 126