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(72) Inventors: BEDARD, Scott; 2019 White Oak Way, San Carlos, CA 94070 (US). BROADY, Vince; 205 19th Street, Santa Monica, CA 90402 (US). LARA, Ankarino; 1632 Kaweah Drive, Pasadena, CA 91105 (US).

(74) Agent: LIM, Kang, S.; 2491 San Ramon Valley Blvd., #1-229, San Ramon, CA 94583 (US).


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(54) Title: SYSTEMS AND METHODS FOR INTERACTIVE ADVERTISEMENTS WITH DISTRIBUTED ENGAGEMENT CHANNELS

(57) Abstract: The present invention relates to systems and methods for generating interactive advertisements which include an interactive bridge control. The interactive bridge control may include live statistics that are collected from other distribution channels. The content is optimized for each distribution channel and each advertisement network that the advertiser wishes to interact with. Distribution channels may include any of social networks, blogs, media sources, news outlets, and retailers, for example. The optimized content is published on each distribution channel and each advertisement network. When published on an advertisement network, the ad includes the interactive bridge control. The system then monitors user interaction with the interactive bridge control. When user interaction is detected with the interactive bridge control, a distributed engagement channel may be displayed. These user interactions may also be tracked.

FIG. 1
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