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DETECTION OF POSITION FIXED CONTENT ITEM SLOTS AND CONTROL OF CONTENT DISPLAYED THEREIN

Abstract

Implementations described herein relate to detection of fixed position content item slots and control of interactions based on determining a content item slot is a fixed position content item slot, such as click protections, policy enforcement mechanism, and/or auction corrections.

Detailed Description

In a networked environment, such as the Internet or other networks, first-party content providers can provide information for public presentation on resources, for example webpages, documents, applications, and/or other resources, such as website publishers or other publishers of first-party content. The first-party content can include text, video, and/or audio information provided by the first-party content providers via, for example, a resource server for presentation on a client device over the Internet. The first-party content may be a webpage requested by the client device or a stand-alone application (e.g., a video game, a chat program, etc.) running on the client device. Additional third-party content, such as an advertisement, can also be provided by third-party content providers, such as an advertiser, for presentation on the client device together with the first-party content provided by the first-party content providers. For example, the third-party content may be a public service announcement or advertisement that appears in conjunction with a requested resource, such as a webpage (e.g., a search result webpage from a search engine, a webpage that includes an online article, a webpage of a social networking service, etc.) or with an application (e.g., an advertisement within a game). Thus, a person viewing a resource can access the first-party

content that is the subject of the resource as well as the third-party content that may or may not be related to the subject matter of the resource.

In some instances, a publisher of the first-party content may include third-party content that maintains a fixed position and/or moves at a different rate than the first-party content. Such third-party content items may be called floating third-party content, position fixed third-party content, anchor third-party content, etc. While these third-party content items can provide improved performance, the third-party content items may also result in increased accidental clicks, taps, or other interactions due to the increased time on screen and/or the fixed placement of the third-party content, such as near a side or bottom edge of the viewable content. Such interactions accidental interactions can lower the average value for a third-party content provider relative to interactions intending to select the third-party content item and/or third-party content items provided in a fixed slot. The lowering of the average value can result in a decrease in network value and/or sales.

In some implementations, the first-party content may include a portion of code with a third-party content item request script that detects whether a content item slot is a position fixed content item slot and/or scrolls at a different rate than the rest of the content of the resource. To do so, the portion of code traverses up the content item slot container element hierarchy to examine each parent container element to determine whether the parent container element is position "fixed" relative to the first-party content. A content item request URL parameter, pfx, is added to the content item request URL, and will have a value of 1 if any of the parent container elements is position fixed or will have a value of 0 if no parent container is position fixed.

If the ad slot is position fixed and/or scrolls at a different rate than the rest of the content of the resource, then the content item serving system can use the information in a

variety of ways, such as automatically enabling click protections (e.g., 1.5 clicks to select) to prevent low intentioned, accidental, or misled clicks; to price position fixed content item slots differently than other content item slots (e.g., to account for accidental clicks); to allow third-party content item providers to deferentially select or select against their inventory via bid multipliers and or exclusions based on the fixed position of the content item slot; for analytics to quantify the prevalence of position fixed content items on a network; for policy enforcement to find leads for policy actions; and/or to generate a leads list for sales follow-ups.

In some implementations, where the position fixed parameter has a value of 1, indicating that the content item slot is position-fixed, then click protections can be automatically enabled to prevent low intentioned, accidental, or misled clicks. For instance, the click protections may include a feature for confirmation of a click through a user interface or a delay in post page load before the displayed content item can be clicked. In some implementations, where the position fixed parameter has a value of 1, the parameter can be passed to an auction so that interactions with position fixed content items can be priced differently than other content item interactions. For example, such fixed position content item slots can be priced lower that normal content item slots to account for accidental clicks if a content item is selected for the content item slot on a cost per click basis. However, if the content item is selected for the fixed position content item slot on a cost per impression basis, then the content item slot can be priced higher as the content item will be viewable for a longer period of time. In some implementations, when the parameter is passed to an auction, third-party content item providers may filter out eligible content items to deferentially select or select against the inventory via bid multipliers and or exclusions when the content item slot is fixed. In some implementations, when the position fixed parameter is transmitted to the

content item selection system to quantify the prevalence of position fixed content item slots on a web page, web site, and/or network. In some implementations, when the position fixed parameter is transmitted to the content item selection system, an alert or other detection system can be triggered for policy enforcement. In still further implementations, when the position fixed parameter is transmitted to the content item selection system, the content item slot can be identified (e.g., based on a content item slot identifier) and used to generate a leads list for sales follow-ups. In some further implementations, the code for a web page, web site, etc. can be accessed and the scripts can be run offline to render a web page. A script can be executed to detect floating or position fixed content item slots. The content item slot identifier, other attributes of the content item slot, and/or the web page can be used to determine which protections, policy enforcement mechanism, and/or auction corrections can be triggered upon identifying a content item slot as a position fixed content item slot.

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