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PARTIAL CLICK PROTECTIONS FOR ADS

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PARTIAL CLICK PROTECTIONS FOR ADS

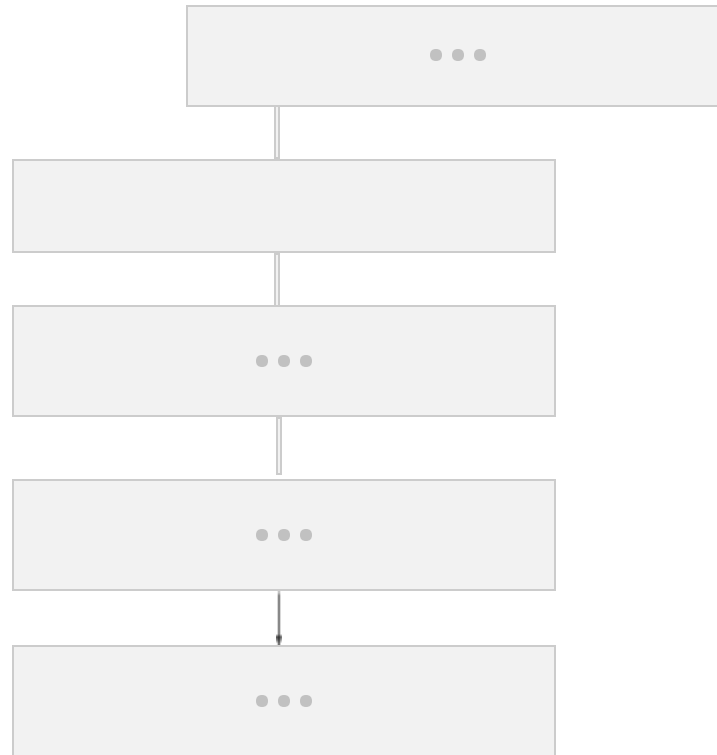
In web, application, and other electronic ads, there can be significant issues with the quality of the clicks or taps on the ad units. Clicks that are unlikely to be associated with further interaction with users can stem from accidental contact with ad units. For example, accidental contact with an ad on a mobile phone near the bottom of the phone and associated buttons, accidental contact with ads in close proximity to other elements on the page or application itself, or accidental contact with ads incorporated into a page where the publication intentionally tries to drive clicks through trickery (e.g., ads that appear and disappear where the slot can be clicked regardless of whether an ad is visible, or ads with arrows on slideshow pages with arrows).

To reduce accidental contact with ads (e.g., accidentally clicking, tapping, or otherwise activating billable events in ads), protections can be added to ad units in multiple ways. Conventional protections include click delay and necessitating multiple clicks, such as, for example, requiring a confirmed click and preventing a user from clicking on an ad for some period of time after loading the ad or after the ad becoming visible. However, in some instances, these conventional measures may lead to a loss of desired clicks that are likely to lead to further interactions with users (e.g., conversions) and ultimately lead to a decrease of network value and sales issues with advertisers.

In order to overcome this issue, partial click protections for ads may be applied to specific portions of an ad unit or buttons. The specific portions of an ad unit or buttons are determined through differentiating between different portions of the ad. For instance, when an ad that either locates in a fixed position of the page or "floats" over the page appears near navigation buttons, protections may be added to the portion of the ad or the "button" in the ad that is closest to the navigation buttons.

Compared to the conventional click protections which apply protections to the entire ads or entire buttons in an ad unit, the partial click protections scheme may preserve user intended clicks or taps, increase revenue for the publishers, and provide additional traffic to advertisers. Ultimately, the partial click protections may lead to a better balance between the intended clicks and accidental clicks and a better balance between click quality for advertisers and revenue for the publishers.

One implementation of the partial click protections for ads is illustrated in the flowchart below:



An offline analysis module may be used to analyze a click quality of an ad unit. The offline analysis module is configured to differentiate different portions of the ad unit based on click quality. The offline analysis module is configured to evaluate click quality for each portion of the ad unit. The evaluated click quality may be compared with a threshold value that represents, for example, a lowest click quality of the ad unit that is acceptable to publishers or advertisers. The threshold value may be determined by publishers, advertisers, or the offline analysis module. The threshold value may be selected based on content of the webpage, type of the ad unit, types of the devices, locations of the ad unit on user's screen. The offline analysis module is further configured to compare each evaluated click quality with the threshold value. In some implementations, if the click quality of a portion of the ad unit is less than the threshold

value, the offline analysis module is configured to apply a click protection to the corresponding portion of the ad unit. In some implementations, if the click quality of a portion of the ad unit is equal or more than the threshold value, the offline analysis module is configured to not apply any click protection to the corresponding portion of the ad unit.

In some implementations, the click protections applied to each of the selected portions of the ad unit are same. For example, a 1.5 click or a double click may be applied to all the selected portions of the ad unit, so that the protected portions of the ad unit require an extra click for the user to confirm an intended click on the selected portions of the ad unit. In some implementations, the click protections applied to each of the selected portions of the ad unit are different. For example, a 1.5 click or double click protection may be applied to a first selected portion of the ad unit which requires an extra click for the user to confirm an intended click when the user clicks on the first selected portion of the ad unit, and a click delay protection may be applied to a second selected portion of the ad unit which prevents the user from clicking on the second selected portion of the ad unit for a period of time after the second selected portion of the ad unit loading or becoming visible to the user.

In some implementations, an offline analysis module is configured to differentiate different portions of an ad unit based on the locations of different portions of the ad unit. For example, an application anchor ad unit is displayed on a mobile device and located in a fixed position on the user's screen, for example, at the bottom of a user's screen. The application anchor ad unit has an upper boundary close to a floating content of a webpage, a lower boundary close to buttons of the mobile device, and a right boundary close to a scroll button, in some implementations. The offline analysis module may be configured to select one or more portions that are close to each boundary of the ad unit. The offline analysis module may be further configured to automatically apply click protections to the selected portions of the ad unit. In another example, an anchor ad unit may include a button which might be confusing to the user, such as an arrow button which looks similar to a navigation arrow button on the bottom of the mobile screen. The button has a lower boundary close to the navigation button at the bottom of the mobile screen. The offline analysis module may be configured to select a portion of the

button of the application anchor ad unit, and apply the click protection to the selected portion of the button instead of the whole button.

In some implementations, an offline analysis module is configured to differentiate different portions of an ad unit based on content of different portions of the ad unit. For example, some portions of the ad unit may include content that similar to the background or surrounding content of a webpage loading on the user's screen (e.g., similar text, similar color, similar figures). The offline analysis module may be configured to select these portions of the ad that contains similar contents to the background webpage and apply click protections to the selected portions of the ad unit.

In some implementations, protections may be added until a certain amount of time after a page is loaded. For example, protections may be added for up to a threshold amount of time (e.g., five seconds) after loading of the page has begun or has been completed. Adding protections during or shortly after loading may help prevent registration of accidental clicks resulting, for example, from items on the page shifting due to late loading of an image or other component of the page above a position of the page on which a click occurs (e.g., resulting in registration of a click on a portion of the page the user did not intend to click).

The offline analysis module may be adapted in any type of computing systems, such as systems in mobile devices, desktop computers, laptop computers, server systems, etc. In some implementations, various other advertising modules may be used to apply the partial click protection for ads. Various schemes may be used to differentiate different portions of an ad unit.

Abstract

Partial click protections for ads are introduced in this publication. The partial click protections for ads include applying one or more click protections to one or more specific portions of an ad unit instead of the entire ad unit. The one or more specific portions of the ad are differentiated from other portions of the ad based on various criteria. The one or more specific portions of the ad unit include specific portions of a button in the ad unit.