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August 04, 2016

# SYSTEMS AND METHODS FOR SHARING ADS WITH FRIENDS

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### Recommended Citation

Fu, Ping; Li, Jinqing; and O'Herlihy, Michael, "SYSTEMS AND METHODS FOR SHARING ADS WITH FRIENDS", Technical Disclosure Commons, (August 04, 2016)  
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## SYSTEMS AND METHODS FOR SHARING ADS WITH FRIENDS

At present, there is no easy way for a user to share ads with friends. For instance, when a user sees an ad that may be relevant to his contacts and wants to share it, the process of sharing the ad with their friend is manual and requires a lot of extra work. For example, to share HTML ads, the user will have to copy the link, find a medium on which to share the link and then paste the copied link in the medium.

For the limited number of video or native ads that are labeled as sharable, the user can only share it through the specified social platforms, such as Facebook, Twitter, Google+, among others. As a result, ad sharing is often troublesome and generalized. For instance, video ads displayed in a video content platform may have a clickable “share” button that allows users to share the video ad on social platforms. However, to do so, the user is required to sign in to each of the other platforms on which to share the ad. Moreover, the ad may simply be shared as a general post in the other platforms. With respect to native ads displayed on social networking platforms, a user of the social networking platform can share a native ad by sharing the ad on the user’s wall and tagging friends. However, native ads are typically not extensible and therefore, a user of the social networking platform can only share the ads within the social networking platform and target other users on the social networking platform. Moreover, some ads provide a link that users can manually copy and share. However, the manual copying and pasting is not an efficient process as the user will then need to find another medium on which to share this link.

To address at least the problems described above, including others, this paper discusses methods and systems for sharing ads with friends or contacts across multiple platforms. The solution described in this paper provides a straightforward way for users to share ads without relying on other social networking platforms or communication platform mediums (such as email, text messaging apps, among others). The solution also makes ad sharing more personalized as it enables users to choose one or more specific contacts with which to share ads.

From a user’s point of view, this solution makes ad sharing easy and instant. For ads (such as display ads provided for display on web pages of third-party content publishers) that

refresh every few seconds or auction based ads generally, it is very difficult for users to find the ad again. With this feature, however, the user will be able to share the ad instantly without having to open new windows or tabs and without having to leave the webpage on which the ad was shown.

Furthermore, many users may be annoyed by irrelevant ads, or conversely, may feel their privacy is violated when relevant ads are selected based on browsing history and personal account information. Via this solution, users are shown personalized ads from people they know. Not only is the targeting better than any algorithm can ever figure out, but users are also more likely to interact with ads their contacts recommend. In addition, the system can identify ad shared with the contacts and use information about the ad to target or otherwise send ads similar to the shared ad with the contacts. In this way, the system can serve more relevant ads to the contacts.

The solution generally relates to methods and systems for sharing ads with friends or contacts across multiple platforms. The system can be configured to insert or otherwise embed an actuable object (for instance, a share object) on the ad. Responsive to a user taking an action on the actuable object, an address bar along with a share button will be provided for display on or near the ad. The user can enter identifying information of one or more contacts with which to share the ad. Examples of identifying information can include email addresses, names, phone numbers, and account names, among others of one or more users with which to share the ad.

Responsive to the user actuating the share button, the system can assign the ad to the one or more contacts. The system can then send the ad to or otherwise provide the ad for display on a computing device associated with the contacts with which the user shared the ad. In some implementations, the ad is transmitted to the computing device of the contact based on the type of identifying information of the contact. For instance, if the user entered a contact's email address, the system can transmit the ad to the user via email. If the contact's email address is associated with one or more other accounts, the ad can be shared with the contact via one or more accounts of the contact that are registered with the email address. In some implementations, if the user is signed into an account of the medium on which the ad is displayed, the user can access a list of contacts of the user associated with the medium.

In some implementations, the system can retarget the ad to the contacts via the contact information provided by the user. The system can be configured to provide the ad to the contacts through text, email or through the medium on which the user shared the ad. In some implementations, if the contact is registered with the medium on which the user shared the ad, the ad can be displayed with an endorsement from the user that shared the ad. In some implementations, the ad can be displayed with an endorsement from the user that first shared the ad, or a user that shared the ad the most number or times or to the most number of people.

The solution can be applied to mobile computing devices, such as smartphones and tablets, as well as other computing devices. In some implementations, advertising platforms may encourage application developers to utilize sharable ads. Furthermore, users that share these sharable ads can be rewarded for sharing ads.

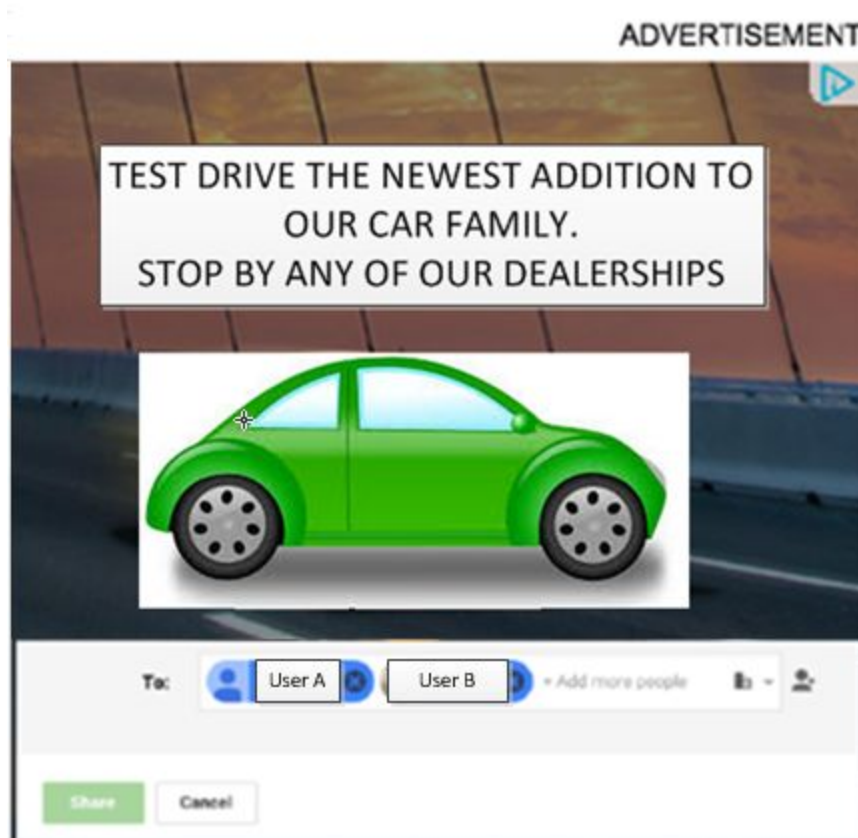


**Fig. 1**

Fig. 1 shows an advertisement including a share object for sharing the advertisement with

one or more contacts of a user. The ad can be displayed on a computing device. The share object can be clicked on, tapped on, or otherwise actuated. Responsive to a user taking an action on the share object, the computing device on which the advertisement is served can present an interface through which the user can identify one or more contacts with which to share the ad.

Fig. 2 shows the advertisement and an interface through which the user can add one or more contacts with which the user wants to share the advertisement responsive to selecting the share button shown in FIG. 1. As shown in FIG. 2, the user can add contacts with which to share the ad by adding email addresses, names, phone numbers or other identifying information. If the user is signed into an account of the medium on which the ad is shown, the user can access one or more contacts of the user that are also registered with the medium.



**Fig. 2**

Referring now to Fig. 3, FIG. 3 shows the advertisement displayed on a computing device of one of the contacts with which the user shared the content. The advertisement includes

an object identifying one or more users that shared the ad or otherwise endorsed the ad. In some implementations, the object can include an image of the user that shared the content with the contact on whose computing device the advertisement is shown.



**Fig. 3**

Fig. 3 shows the advertisement displayed on a computing device of one of the contacts with which the user shared the content. The advertisement includes an object identifying one or more users that expressed an interest in the ad. In some implementations, the object can include an image of the user that shared the content with the contact on whose computing device the advertisement is shown.

## **ABSTRACT**

This paper describes methods and systems for sharing ads with friends or contacts across multiple platforms. The solution described in this paper provides a straightforward way for users to share ads without relying on other social networking platforms or communication platform mediums (such as email, text messaging apps, among others). The solution also makes ad sharing more personalized as it enables users to choose one or more specific contacts with which to share ads. The system can be configured to insert or otherwise embed an actuable object (for instance, a share object) on the ad. Responsive to a user taking an action on the actuable object, an address bar along with a share button will be provided for display on or near the ad. The user can enter identifying information of one or more contacts with which to share the ad. Examples of identifying information can include email addresses, names, phone numbers, and account names, among others of one or more users with which to share the ad. The ad is then provided for display at computing devices of the contacts with which the ad was shared. The ad can include a share object or an object identifying the user that shared the ad with the contact.