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Prominent visual treatment of high quality text in an advertisement

ABSTRACT

Online advertisements typically get only a limited amount of time when a user views the ad alongside other content. Consequently, visual format of the ad is important in attracting the user's attention to ad content that will help the user make an informed decision. Visual cues in an ad, such as color, font size, etc. help advertisers highlight the most relevant information such as special discounts and offers. Techniques described here automatically extract the most relevant content from an advertiser-provided ad creative. The ad is formatted such that the extracted content is displayed in a prominent manner, thus improving the likelihood that the user clicks through.

KEYWORDS

online advertising; ad creative; click-through rate; ad format

BACKGROUND

A typical user spends a limited amount of time to view advertisements, e.g., ads on a search page. The user's decision on whether to click on the ad or not is based on the information absorbed within this short time frame. In a short span of time, it is likely that the information that a user grasps includes only the distinctly visible components of the ad, e.g., components of the ad that attract user's attention.

Buy Shoes at Company ABC Official Site - all sizes, all colors!
www.companyabc...../Shoes/
Great summer selection on shoes. 50% off all items sitewide. Hurry, Sale Ends Sunday. Get them today!

Fig. 1: Example online advertisement

Fig. 1 illustrates an example advertisement. As illustrated in Fig. 1, headlines (“Buy Shoes at...”), visible URLs (“www.companyabc...”), seller ratings, etc. are often more prominent to the eye than other parts of the ad, e.g., the third through sixth lines of the advertisement illustrated in Fig. 1 above. This is due to aspects such as larger font size used for headlines, colors used to display URLs, and symbols, e.g., stars, associated with ratings.

These components of an ad visually dominate other components such as description, callouts, sitelinks, etc. However, the less visible components often contain important details such as special promotional offers, shipping information, return policies, etc. Such details can be useful to attract user attention and can nudge a user to click on the ad. However, due to lower visibility of such details, a user may not notice the details and therefore, ends up making a less informed choice.

DESCRIPTION

To address some of the existing limitations of online ads, the present disclosure implements techniques to structure the content of an online ad to increase visibility of important creative sentences. The important or useful information is placed at a prominent location in the ad and is also highlighted visually. High quality, useful information from an advertiser provided creative is extracted and formatted in a visually prominent manner when included in online ads.

For example, the ad creative in Fig. 1 includes a headline “Buy Shoes at Company ABC Official Site - all sizes, all colors!” and other lines of text that state “Great Summer Selection on Shoes,” “50% Off All Items Sitewide,” “Hurry, Sale Ends Sunday” and “Get them today!” The ad creative is analyzed, e.g., using machine-learning, regex (regular expression) based classifiers, human labeling, or other techniques that can identify valuable information. The ad is then

formatted such that the extract is then displayed so that a user is more likely to notice the information when the ad is displayed.

[Buy Shoes at Company ABC Official Site - all sizes, all colors!](#)
[www.companyabc...../Shoes/](#)
Great summer selection on shoes. Hurry, Sale Ends Sunday. Get them today!
[Deal: 50% Off All Items Sitewide](#)

Fig. 2: Example online advertisement, after formatting to highlight extracted data

For example, the text “Deal: 50% Off All Items Sitewide” has been extracted from the ad illustrated in Fig. 1. Fig. 2 illustrates an example of the ad, after formatting to highlight extracted data. As seen in Fig. 2, the extract “50% Off All Items Sitewide” is displayed prominently, along with the text “Company ABC Official Site”. The key message from the creative: “50% Off All Items Sitewide,” is shown here in blue color, appended to the creative for enhanced visibility.

Alternatively, after the ad is analyzed, a portion of the description that is determined to be of higher quality than the headline message may be swapped with a portion of the headline while ensuring the swapped configuration conforms to the online ad headline length limit).

[Buy Shoes at Company ABC Official Site - 50% off all items sitewide!](#)
[www.companyabc...../Shoes/](#)
Great summer selection on shoes.
All sizes, all colors
Hurry, Sale Ends Sunday
Get them today!

Fig. 3: Example online advertisement, after swapping description and headline text

For example, the text “50% off all items sitewide” from the description may be determined to be valuable to the user’s decision-making on whether to click on the ad. Figure 3 illustrates the revised ad with “50% off all items sitewide” from the description swapped with

“all sizes, all colors” in the headline. This ensures that the “sale” is included in the ad prominently.

The ads shown in Fig. 2 and Fig. 3 provide visual cues and present information that is relevant to the user’s decision making in a more distinctly visible manner, e.g., compared to the ad shown in Fig. 1. This provides a user benefit, as information that the user is likely to consider important is presented in a prominent manner. This provides as advertiser benefit since the most relevant content of the advertisement is automatically highlighted, improving the likelihood that a user notices and clicks on the ad. Since the high quality, useful and relevant information is extracted from the originally supplied advertiser creative, no extra effort is needed from the advertiser to provide additional content. Also, the technique is automated and scalable since the high-quality text with valuable messaging can be identified automatically.

CONCLUSION

The techniques described herein extract high quality, useful data from an ad creative supplied by an advertiser. Further, the techniques format the advertisement to present such data prominently, such that it is distinctly visible to a user. A user is provided the most relevant content of an ad in a manner that enables the user can grasp it quickly. The improved visibility may help the user in consuming more important information. The use of such techniques can also improve click through rate.