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# Leveraging High Quality Information To Generate New Ad Content

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# **LEVERAGING HIGH QUALITY INFORMATION TO GENERATE NEW AD CONTENT**

## **ABSTRACT**

A system and method are disclosed that leverages high quality information present in ads of a particular advertiser to provide content for ads that may appear during a search. The system includes a server which stores ads under a particular category to determine and extract relevant high quality information from a group of ads provided by an advertiser. When a user presents a commercial query, the system collects high quality information from stored ads for formatting into a new ad. The ad is then displayed to the user. This system thus automatically generates high quality data for ad content.

## **BACKGROUND**

Content that appears alongside the ads during a search query allows advertisers to deliver important information to the users. However, many advertisers may not have enough ad content for their entire group of ads. This may lead to lower click-through rate for their ads which may affect both the advertiser and the ad service provider.

## **DESCRIPTION**

A system and method are disclosed that leverages high quality information present in ads of a particular advertiser to provide content for ads that may appear during a search. The system includes a server which stores ads under a particular category to determine and extract relevant high quality information from a group of ads provided by an advertiser. The method works as shown in FIG. 1. When a user presents a commercial query, the system collects high quality information for formatting into ad content. The ad is then displayed to the user. This system thus automatically generates high quality data for ad content.

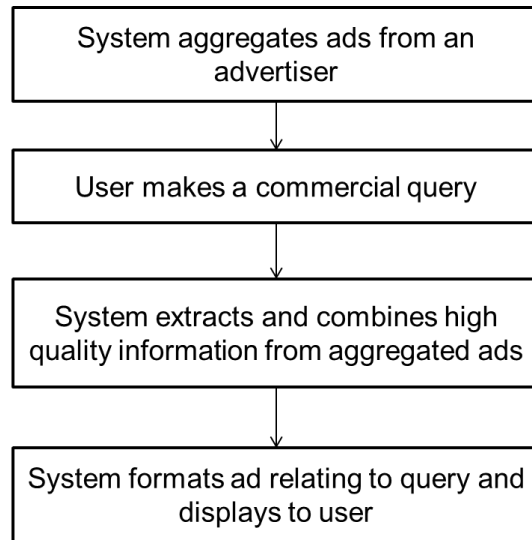


FIG. 1: Method of extracting high quality information to generate new ad content

For example:

**Ad 1:**

X Official Site – Check out our new collection today 50% off all items site wide. Shoes start from \$40. Just do it.

**Ad 2:**

X Official Site - Great summer selection on sport shoes free shipping For Members. Free 30 day returns.”

From this ad, the system may extract the following pieces of information: 1. 50% off all items site wide. 2. Shoes start from \$40. 3. Free shipping for members. 4. Free 30 day returns.

These may be fed into suitable advertising formats. Hence, the system generated ads may be:

X shoes official site - Check out our new collection today 50% off all items site wide. Shoes start from \$40. Just do it. Free shipping for members. Free 30-day returns.

X shoes official site - Great summer selection on sport shoes, free shipping for members. Free 30 day returns. Deal: 50% off all items site wide.

The disclosed method is scalable as the system may automatically extract pieces of information and provide enhanced ad content that appears during a search query. The information generated may have high quality as it is extracted from ads provided by the same advertiser.