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Enabling poll surveys via in-app advertisements

Tuna Toksoz

John Dukellis

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Enabling poll surveys via in-app advertisements

ABSTRACT

Pollsters often seek to cost-effectively obtain data on issues of immediate relevance. App developers have available ad inventory that can allow pollsters to reach users of their apps. Advertising networks benefit from being able to uniquely identify users to serve more relevant ads. The techniques of this disclosure expand the scope of typical ad experience to include polls. A pollster creates a poll, e.g., using automated template tools provided by an ad network. The poll is served to app users in formats such as banner, native, interstitial, rewarded ads, etc. Users are provided with rewards for responding to the poll.

KEYWORDS

Polls; poll surveys; surveys; in-app advertising; ad network; market research; advertisement relevance;

BACKGROUND

Pollsters often seek to cost-effectively obtain data on issues of immediate relevance. App developers have available ad inventory that can allow pollsters to reach users of their apps. Advertising networks benefit from being able to uniquely identify users to serve more relevant ads. For example, users may get bored by seeing the same advertisements repeatedly, which can be eliminated by identifying ads that have been previously shown to users. App developers benefit from monetizing available in-app ad inventory.

DESCRIPTION

Software applications, e.g., mobile apps on smartphones, tablets, etc. are an important avenue to reach users. Data indicates that many users spend more than an hour daily in apps. The

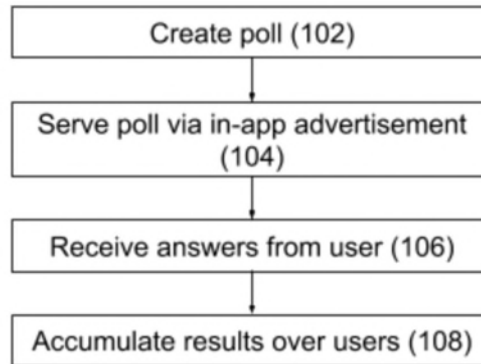techniques of this disclosure expand the scope of in-app advertisement experience to include poll surveys.

```
┌─────────────────────────────────────┐
│         Create poll (102)           │
└─────────────────────────────────────┘
                  │
                  ▼
┌─────────────────────────────────────┐
│  Serve poll via in-app advertisement│
│                (104)                │
└─────────────────────────────────────┘
                  │
                  ▼
┌─────────────────────────────────────┐
│    Receive answers from user (106)  │
└─────────────────────────────────────┘
                  │
                  ▼
┌─────────────────────────────────────┐
│   Accumulate results over users (108)│
└─────────────────────────────────────┘
```

Fig. 1: Providing polls via advertisements

Fig. 1 illustrates the utilization of ad slots within apps to provide poll surveys, per techniques of this disclosure. A pollster creates a poll (102) using, e.g., automated template tools provided by an ad network. The poll questionnaire typically includes a certain number of questions, and for each question, a list of potential answers. Some questions may also admit write-in answers. The pollster determines the amount of money they are willing to spend on the poll, and accordingly sets the bid price for the poll to be provided to users via in-app advertisements.

The pollster bids for ad space within an app similar to bids for a conventional ad. When the poll is selected for an available advertisement slot, the poll is served to the user (104). With user permission, demographic factors are utilized to enable targeting of polls to relevant users and to achieve suitable sample sizes for various subgroups.

When a user selects the poll, a login interface is provided, e.g., if the user is not already logged in. User login ensures that a user does not see a poll more than once. To enable user login at the time of poll completion, e.g., triggered by the selection of an ad, the app developer

includes an authentication library as part of the app. The polls-as-ads can be served to users in any suitable advertisement format, e.g., banner, native, interstitial, rewarded, etc.

The user's answers to poll questions are received (106). Optionally, a user is provided with the current results of the poll, e.g., as a percentage. Responses across multiple users are accumulated and provided to the pollster (108). Results provided to the pollster may optionally include demographic data, if permitted by users.

A user may optionally receive questions around background and demographics either as part of the poll-as-ad, or as part of a different poll-as-ad. If the user responds with such data and consent, this enables the pollster, the ad network, and other stakeholders to build a profile for the user. Further, a user may optionally be shown a link that enables them to fill out more data, e.g., by continuing to a second polling page, linking out to another site, etc. If the ad is served in rewarded format, the link can include an offer to increase, e.g., double, the reward. The reward is paid out to the user in their app-account, thereby improving user engagement with the app.

In this manner, the techniques of this disclosure enable real-time poll surveys that address immediately relevant issues. The poll can be tailored to the user based on various factors, e.g., known user profile, previously answered questions, etc.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can

be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

Pollsters often seek to cost-effectively obtain data on issues of immediate relevance. App developers have available ad inventory that can allow pollsters to reach users of their apps. Advertising networks benefit from being able to uniquely identify users to serve more relevant ads. The techniques of this disclosure expand the scope of typical ad experience to include polls. A pollster creates a poll, e.g., using automated template tools provided by an ad network. The poll is served to app users in formats such as banner, native, interstitial, rewarded ads, etc. Users are provided with rewards for responding to the poll.