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United States Patent [19]

Hoyle

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[54] **COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING**

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[51] **Int. Cl.**^{7} **G06F 3/00**
[52] **U.S. Cl.** **345/356**; 345/348; 345/357; 707/501
[58] **Field of Search** 707/501, 514; 345/339, 340, 341, 348, 349, 356, 357

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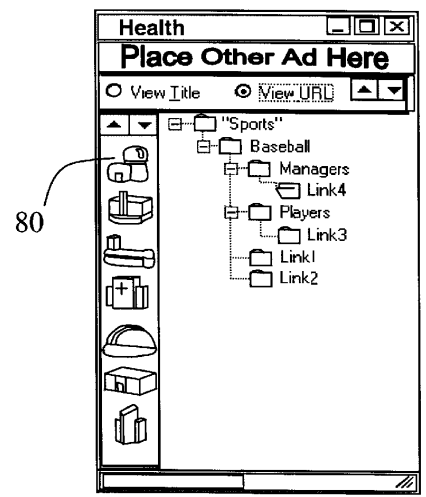
[57] **ABSTRACT**

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as an advertisement for a stock brokerage). This provides two-tiered, real-time targeting of advertising—both demographically and reactively. The software application includes programming that accesses the server on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.
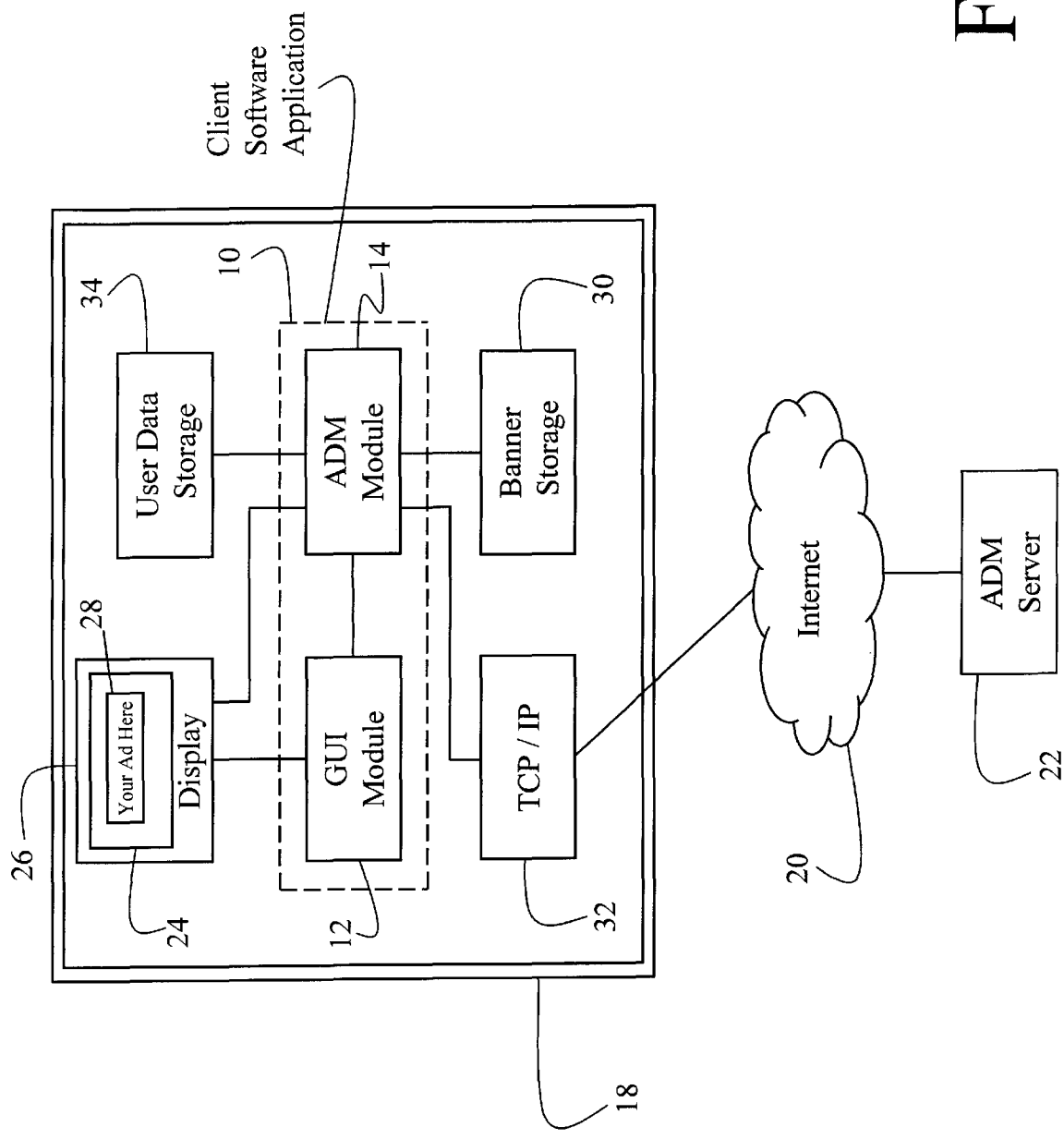
22 Claims, 14 Drawing Sheets
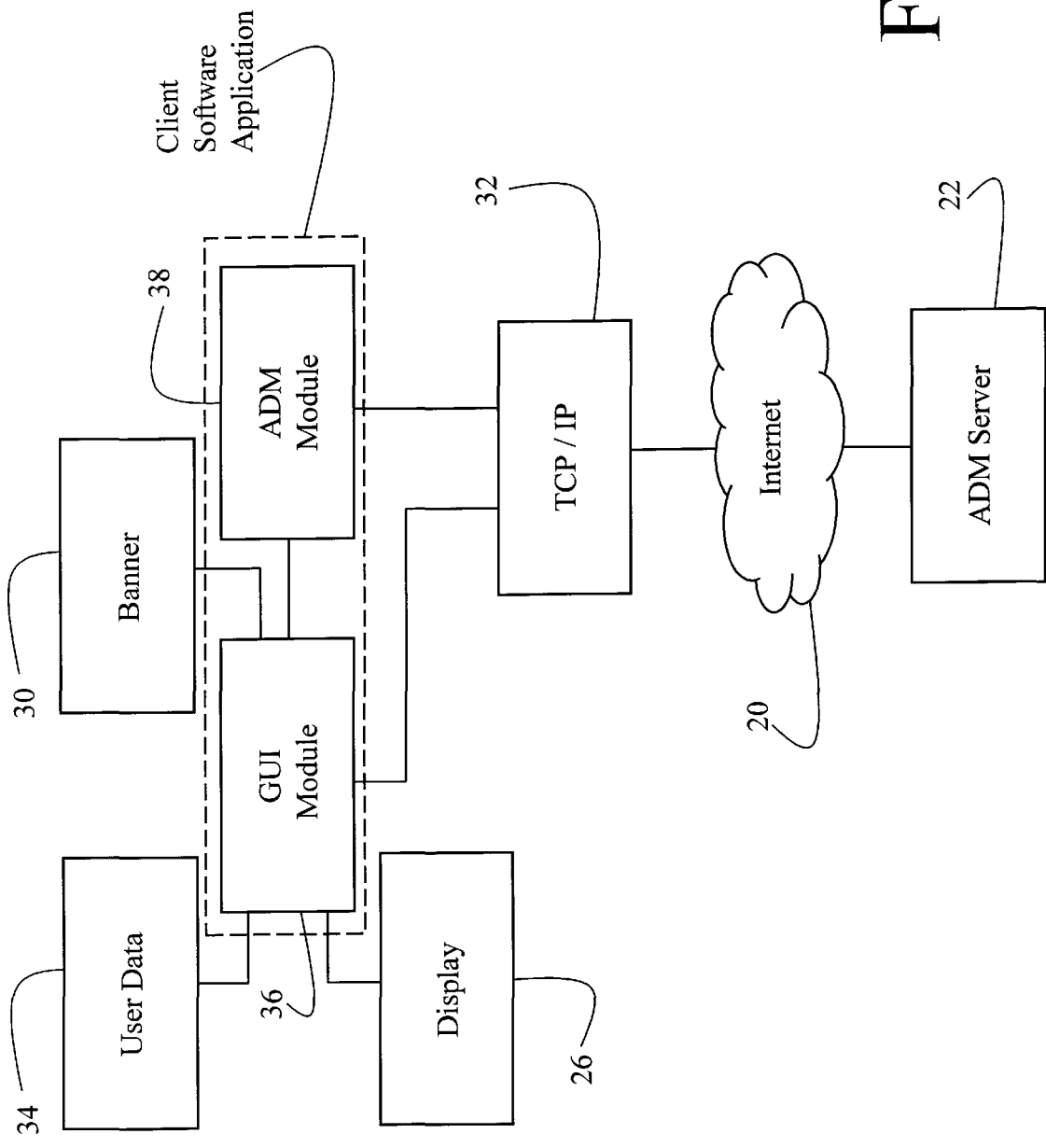
FI

Client
Software
Application

Client Software Application labels:

34 — User Data Storage

10

14

ADM Module

30 — Banner Storage

28

26

Your Ad Here
Display

24

GUI Module

12

TCP / IP

32

18

Internet

20

ADM
Server

22

Client
Software
Application

ADM
Module

38

30

Banner

34

User Data

GUI
Module

36

Display

26

32

TCP / IP

Internet

20

22

ADM Server

F

FIG. 3

Client 40

Internet 20

Client 40

Client 40

Client 40

Client 40

Client 40

42

Ad Database 44

AD

Banner Storage

58

I/O Module

User Data Storage

34

ADM Module

54

PDA Module

62

Notes Module

56

GUI Module

52

Login Module

60

Builder Module

64

Auxiliary Module

66

Interfaces with all other modules
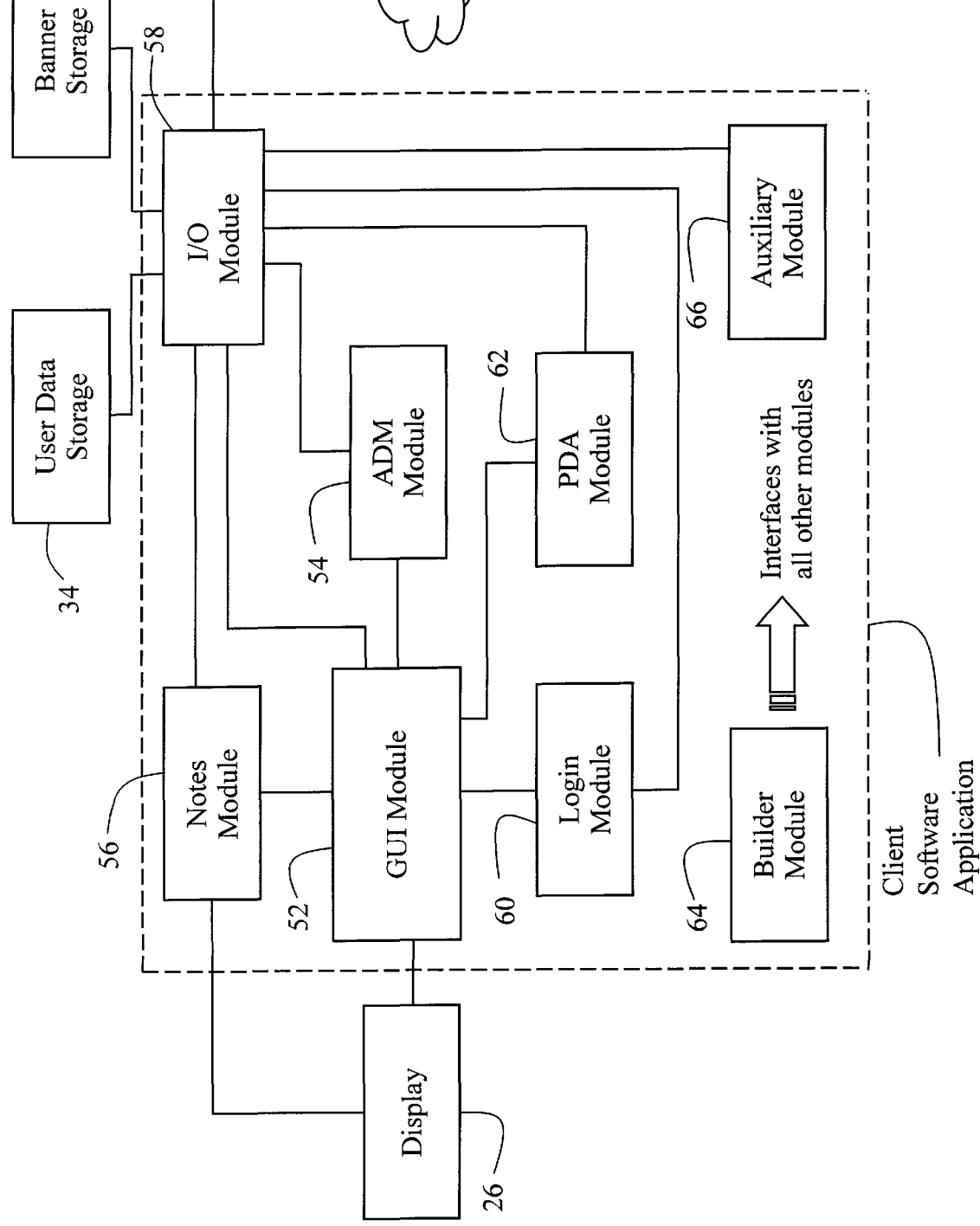
Client Software Application

Display

26

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