

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

1. (Previously Presented) A method of online advertising, comprising:
 - providing an advertisement associated with a first party for display in a network communication delivered to a computing device of a recipient during a browsing session, wherein the advertisement contains an interactive element displayed within the advertisement, and wherein the network communication is associated with a second party different than the first party;
 - receiving an indication that the recipient activated the interactive element displayed within the advertisement;
 - determining, in response to the receiving the indication, whether an identifier containing unique identifying information about the recipient is present on the computing device;
 - if the identifier containing unique identifying information about the recipient is not present on the computing device:
 - causing a text field to be displayed in at least a portion of the advertisement;
 - receiving contact information inputted into the text field by the recipient;
 - generating a user profile associated with the recipient based on the contact information;
 - and
 - causing an identifier associated with the user profile to be stored on the computing device of the recipient; and
 - if the identifier containing unique identifying information about the recipient is present on the computing device:
 - retrieving a user profile associated with the recipient from a visitor information database using at least a portion of the identifier, wherein the user profile comprises at least delivery method preferences and demographic information;
 - retrieving additional information associated with the advertisement based on at least a portion of the user profile associated with the recipient;

delivering the additional information to the recipient based on the delivery method preferences, the delivering being performed without interrupting the browsing session of the recipient; and

recording the activation by the recipient of the interactive element as recipient tracking data in an analytics server, the recipient tracking data being associated with the unique identifying information about the recipient.

2. (Previously Presented) The method of claim 1, further including:

causing an interface option to be displayed in at least a portion of the advertisement, wherein the interface option includes a plurality of delivery methods selectable by the recipient; receiving an indication of at least one delivery method selected by the recipient; and updating the delivery method preferences in the user profile of the recipient to reflect the at least one delivery method selected by the recipient.

3. (Previously Presented) The method of claim 1, further including:

causing a plurality of selectable delivery preference options to be displayed in at least a portion of the advertisement, the plurality of selectable delivery preference options including types of additional information available for delivery to the recipient; receiving an indication of at least one delivery preference selected by the recipient; and updating the user profile of the recipient to reflect the at least one delivery preference selected by the recipient.

4. (Previously Presented) The method of claim 1, further including:

providing a further advertisement associated with a third party for display in a further network communication delivered to the computing device of the recipient, wherein the further advertisement contains a further interactive element displayed within the further advertisement, and wherein the further network communication is associated with a fourth party different than the third party;

receiving an indication that the recipient activated the further interactive element displayed within the further advertisement;

if the identifier containing unique identifying information about the recipient is present on the computing device:

retrieving the user profile associated with the recipient from the visitor information database using at least a portion of the identifier;

retrieving further additional information associated with the further advertisement based on at least a portion of the user profile associated with the recipient;

delivering the further additional information to the recipient based on the delivery method preferences, the delivering being performed without interrupting the browsing session of the recipient; and

recording the activation by the recipient of the further interactive element as recipient tracking data in the analytics server.

5. (New) A method of online advertising performed by at least one processor using a display having a graphical user interface, wherein the at least one processor is configured to:
provide an advertisement associated with a first party for display in a network communication delivered to a computing device of a recipient during a browsing session,
wherein the advertisement contains an interactive element displayed within the advertisement, and wherein the network communication is associated with a second party different than the first party;
receive an indication that the recipient activated the interactive element displayed within the advertisement;
determine, in response to the receiving the indication, whether an identifier containing unique identifying information about the recipient is present on the computing device;
if the identifier containing unique identifying information about the recipient is not present on the computing device:
cause a text field to be displayed in at least a portion of the advertisement;
receive contact information inputted into the text field by the recipient;
generate a user profile associated with the recipient based on the contact information;
and
cause an identifier associated with the user profile to be stored on the computing device

of the recipient; and
if the identifier containing unique identifying information about the recipient is present
on the computing device:
retrieving a user profile associated with the recipient from a visitor information database
using at least a portion of the identifier, wherein the user profile comprises at least delivery
method preferences and demographic information;
retrieve additional information associated with the advertisement based on at least a
portion of the user profile associated with the recipient;
deliver the additional information to the recipient based on the delivery method
preferences, the delivering being performed without interrupting the browsing session of
the recipient; and
record the activation by the recipient of the interactive element as recipient tracking data
in an analytics server, the recipient tracking data being associated with the unique
identifying information about the recipient, the method comprising:
providing the advertisement associated with the first party for display in the network
communication delivered to the computing device of the recipient during the browsing
session,
wherein the advertisement contains the interactive element displayed within the
advertisement, and wherein the network communication is associated with the second
party different than the first party;
receiving the indication that the recipient activated the interactive element displayed
within the advertisement;
determining, in response to the receiving the indication, whether an identifier containing
unique identifying information about the recipient is present on the computing device;
if the identifier containing unique identifying information about the recipient is not
present on the computing device:
causing the text field to be displayed in the at least a portion of the advertisement;
receiving contact information inputted into the text field by the recipient;
generating the user profile associated with the recipient based on the contact
information; and

causing the identifier associated with the user profile to be stored on the computing device of the recipient; and

if the identifier containing unique identifying information about the recipient is present on the computing device:

retrieving the user profile associated with the recipient from the visitor information database

using at least the portion of the identifier, wherein the user profile comprises at least delivery method preferences and demographic information;

retrieving additional information associated with the advertisement based on the at least a portion of the user profile associated with the recipient;

delivering the additional information to the recipient based on the delivery method preferences, the delivering being performed without interrupting the browsing session of the recipient; and

recording the activation by the recipient of the interactive element as recipient tracking data in the analytics server, the recipient tracking data being associated with the unique identifying information about the recipient.

6. (New) The method of claim 5, wherein the at least one processor is configured to: cause an interface option to be displayed in at least a portion of the advertisement, wherein the interface option includes a plurality of delivery methods selectable by the recipient;

receive an indication of at least one delivery method selected by the recipient; and update the delivery method preferences in the user profile of the recipient to reflect the at least one delivery method selected by the recipient, the method further including:

causing the interface option to be displayed in the at least a portion of the advertisement, wherein the interface option includes the plurality of delivery methods selectable by the recipient;

receiving the indication of the at least one delivery method selected by the recipient; and updating the delivery method preferences in the user profile of the recipient to reflect the at least one delivery method selected by the recipient.

7. (New) The method of claim 5, wherein the at least one processor is configured to cause a plurality of selectable delivery preference options to be displayed in at least a portion of the advertisement, the plurality of selectable delivery preference options including types of additional information available for delivery to the recipient;

receive an indication of at least one delivery preference selected by the recipient; and
update the user profile of the recipient to reflect the at least one delivery preference selected by the recipient, the method further including:

causing the plurality of selectable delivery preference options to be displayed in the at least a portion of the advertisement, the plurality of selectable delivery preference options including types of additional information available for delivery to the recipient;

receiving the indication of the at least one delivery preference selected by the recipient;
and

updating the user profile of the recipient to reflect the at least one delivery preference selected by the recipient.

8. (New) The method of claim 5, wherein the at least one processor is configured to provide a further advertisement associated with a third party for display in a further network communication delivered to the computing device of the recipient, wherein the further advertisement contains a further interactive element displayed within the further advertisement, and wherein the further network communication is associated with a fourth party different than the third party;

receive an indication that the recipient activated the further interactive element displayed within the further advertisement;
if the identifier containing unique identifying information about the recipient is present on the computing device:

retrieve the user profile associated with the recipient from the visitor information database using at least a portion of the identifier;

retrieve further additional information associated with the further advertisement based on at least a portion of the user profile associated with the recipient;

deliver the further additional information to the recipient based on the delivery method preferences, the delivering being performed without interrupting the browsing session of the recipient; and

record the activation by the recipient of the further interactive element as recipient tracking data in the analytics server, the method further including:

providing the further advertisement associated with the third party for display in the further network communication delivered to the computing device of the recipient, wherein the further advertisement contains the further interactive element displayed within the further advertisement, and wherein the further network communication is associated with the fourth party different than the third party;

receiving the indication that the recipient activated the further interactive element displayed within the further advertisement;

if the identifier containing unique identifying information about the recipient is present on the computing device:

retrieving the user profile associated with the recipient from the visitor information database using the at least a portion of the identifier;

retrieving further additional information associated with the further advertisement based on the at least a portion of the user profile associated with the recipient;

delivering the further additional information to the recipient based on the delivery method preferences, the delivering being performed without interrupting the browsing session of the recipient; and

recording the activation by the recipient of the further interactive element as the recipient tracking data in the analytics server.