in response to processor **320** executing software instructions included in a computer-readable medium, such as memory **330**. A computer-readable medium is defined as a non-transitory memory device. A memory device includes memory space within a single physical storage device or memory space spread across multiple physical storage devices.

[0030] Software instructions may be read into memory **330** from another computer-readable medium or from another device via communication interface **360**. When executed, software instructions stored in memory **330** may cause processor **320** to perform one or more processes described herein. Additionally, or alternatively, hardwired circuitry may be used in place of or in combination with software instructions to perform one or more processes described herein. Thus, implementations described herein are not limited to any specific combination of hardware circuitry and software.

[0031] The number of components shown in FIG. **3** is provided as an example. In practice, device **300** may include additional components, fewer components, different components, or differently arranged components than those shown in FIG. **3**. Additionally, or alternatively, one or more components of device **300** may perform one or more functions described as being performed by another one or more components of device **300**.

[0032] FIG. **4** is a flow chart of an example process **400** for creating and configuring a data usage sponsorship campaign for a sponsor. In some implementations, one or more process blocks of FIG. **4** may be performed by identity server **230**. In some implementations, one or more process blocks of FIG. **4** may be performed by another device or a group of devices separate from or including identity server **230**.

[0033] As shown in FIG. **4**, process **400** may include receiving a request to create a data usage sponsorship campaign from a sponsor server (block **410**). For example, a sponsor (e.g., a company, a hotel, etc.) may cause sponsor server **240** to provide a request to create a data usage sponsorship campaign to identity server **230**, and identity server **230** may receive the request to create the data usage sponsorship campaign. In some implementations, the data usage sponsorship campaign may include a campaign where the sponsor pays for data usage by user device **210** based on a relationship between the sponsor and the user of user device. For example, the sponsor may pay for data usage when user device **210** accesses all content provided by content server **220**, particular content provided by content server **220**, any content, other content provided by other content providers, etc.

[0034] In some implementations, the sponsor may cause sponsor server **240** to access identity server **230** via, for example, a user interface (such as a browser) or in another manner. The sponsor may then select, using sponsor server **240**, information regarding the data usage sponsorship campaign from the user interface to cause content server **220** to provide the request to create the data usage sponsorship campaign to identity server **230**. In some implementations, identity server **230** may offer information for creating the data usage sponsorship campaign to sponsor server **240** without sponsor server **240** providing the request.

[0035] As further shown in FIG. **4**, process **400** may include providing a user interface requesting campaign preferences to the sponsor server (block **420**). For example, identity server **230** may provide a user interface, requesting data usage sponsorship campaign preferences, to sponsor server **240** based on the request. In some implementations, the user interface may request a variety of information associated with the campaign preferences. For example, the user interface may request a name of the sponsor, contact information for the sponsor, an address of the sponsor, a telephone number for the sponsor, account information of the sponsor (e.g., billing information for the sponsor, a tax identification of the sponsor, etc.), etc. In some implementations, identity server **230** may previously obtain the aforementioned information if the sponsor establishes an account with identity server **230**.

[0036] In some implementations, the user interface may request identifiers of user devices **210** to associate with the campaign. For example, if the sponsor is an employer creating a campaign for the employer's employees (e.g., sponsoring all data usage by the employees), the employer may provide identifiers of user devices **210** associated with the employees via the user interface. In some implementations, the user interface may request a date range for the campaign. For example, if the sponsor is a hotel creating a campaign for a hotel guest (e.g., sponsoring data usage by the hotel guest), the hotel may provide a date range associated with when the hotel guest is staying at the hotel (e.g., from Dec. 1, 2013 to Dec. 4, 2013) via the user interface.

[0037] In some implementations, the user interface may request content to associate with the campaign. For example, if the sponsor is an employer creating a campaign for an employee of the employer, the employer may indicate, via the user interface, that the employer is sponsoring all data usage of the employee, data usage of particular content by the employee, data usage of only the employer's content, etc. In some implementations, the user interface may request a location range for the campaign. For example, if the sponsor is a bank creating a campaign for fans attending a football game at a stadium, the bank may indicate, via the user interface, that the bank is sponsoring data usage for the fans that are physically or geographically located within the stadium during the football game.

[0038] In some implementations, the user interface may request a time range for the campaign. For example, if the sponsor is a restaurant creating a campaign for the patrons of the restaurant when the restaurant is open, the restaurant may indicate, via the user interface, that the restaurant is sponsoring data usage for the patrons that are physically or geographically located within the restaurant between the hours of 9:00 AM and 3:00 PM (e.g., when the restaurant is open). In some implementations, the user interface may request a data usage threshold for the campaign. For example, if the sponsor is an employer creating a campaign for an employee of the employer, the employer may indicate, via the user interface, that the employer is sponsoring all data usage of the employee up to a particular data usage threshold (e.g., less than or equal to a particular number of bits, gigabits (Gbits), etc.).

[0039] In some implementations, a type of the account, of the sponsor, may determine the quantity of campaign preferences that the sponsor is able to identify via the user interface. For example, the user interface may enable the content provider to identify only a portion of the above preferences or identify additional preferences based on the type of the account with which the sponsor is associated.

[0040] As further shown in FIG. **4**, process **400** may include receiving the campaign preferences via the user interface (block **430**). For example, the sponsor may cause sponsor server **240** to provide, to identity server **230**, information identifying the one or more preferences relating to the data usage sponsorship campaign and provided via the user inter-