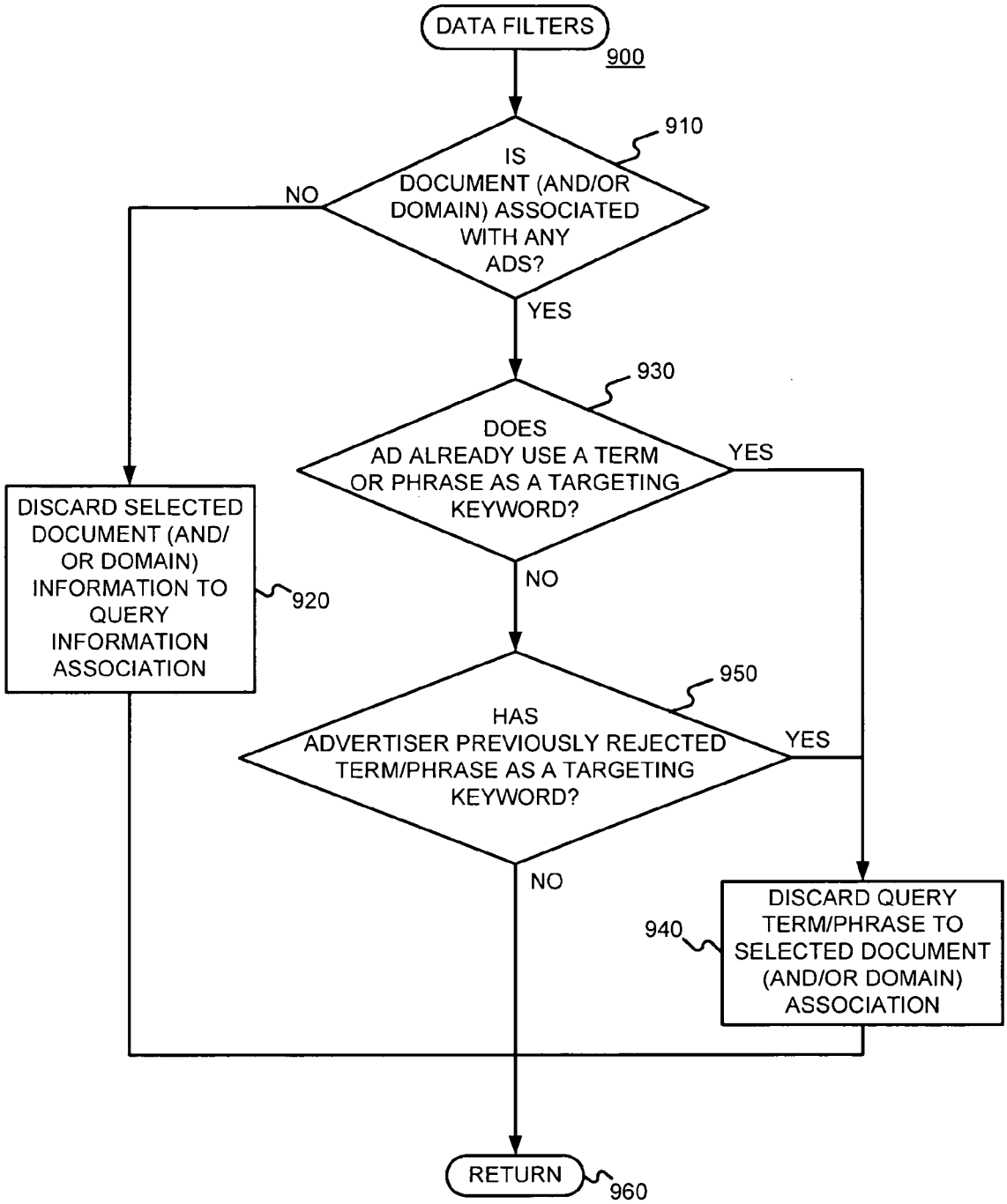
DATA FILTERS
900
910
IS DOCUMENT (AND/OR DOMAIN) ASSOCIATED WITH ANY ADS?
NO
YES
930
DOES AD ALREADY USE A TERM OR PHRASE AS A TARGETING KEYWORD?
YES
NO
DISCARD SELECTED DOCUMENT (AND/ OR DOMAIN) INFORMATION TO QUERY INFORMATION ASSOCIATION
920
950
HAS ADVERTISER PREVIOUSLY REJECTED TERM/PHRASE AS A TARGETING KEYWORD?
YES
NO
940
DISCARD QUERY TERM/PHRASE TO SELECTED DOCUMENT (AND/OR DOMAIN) ASSOCIATION
RETURN
960

FIGURE 9