

Title (en)

Method and apparatus for monitoring effectiveness of advertising.

Title (de)

Verfahren und Vorrichtung zur Überwachung der Werbewirksamkeit.

Title (fr)

Procédé et appareil pour contrôler l'efficacité de la publicité.

Publication

**EP 0408348 B1 19950222 (EN)**

Application

**EP 90307604 A 19900711**

Priority

US 37836489 A 19890711

Abstract (en)

[origin: EP0408348A2] A system for monitoring the exposure of a consumer to advertisements in the print, radio and television media in an automated manner. Likewise, the purchasing habits of the same consumer are monitored in, for example, a supermarket, also in an automated manner. The record of purchased items and the results of monitoring the exposure by the consumer to advertisements are combined to obtain an analysis correlating the advertisements to which the consumer was exposed with the goods eventually purchased by the same consumer.

IPC 1-7

**H04H 9/00**

IPC 8 full level

**H04H 9/00** (2006.01); **H04H 60/31** (2008.01); **H04H 60/39** (2008.01); **H04H 60/45** (2008.01); **H04H 60/63** (2008.01); **H04H 60/64** (2008.01); **H04H 60/66** (2008.01)

IPC 8 main group level

**H04H 1/00** (2006.01)

CPC (source: EP)

**H04H 60/31** (2013.01); **H04H 60/39** (2013.01); **H04H 60/45** (2013.01); **H04H 60/63** (2013.01); **H04H 60/64** (2013.01); **H04H 60/66** (2013.01)

Cited by

EP1494374A3; US5956693A; US6073112A; US2012246685A1; US8732766B2; US9596516B1; JP2007504724A; AU2004269444B2; NO338207B1; US9159071B2; EP1636749A4; WO02063419A3; WO0249855A3; WO2005022421A1; US7959086B2; US11087424B1; US9953085B1; US10007703B1; US7826385B2; US11030239B2; US8135606B2; US8799208B2; US11093692B2; US10586127B1; US11100538B1; US11593906B2; US7740179B2; US8033478B2; US10972530B2; US11949733B2; US7650793B2; US7272982B2; US7408460B2; US7443292B2; US7463144B2; US7962315B2; US8849182B2; US9132689B2

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