

Title (en)
NETWORK CONTACT TRACKING SYSTEM

Title (de)
SYSTEM ZUM FOLGEN VON NETZWERKKONTAKTEN

Title (fr)
SYSTEME DE SUIVI DE CONTACTS RESEAU

Publication
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Application
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Abstract (en)
[origin: WO0008583A1] In the present invention a method and apparatus is provided for information gathering and dissemination on a computer network, such as the Internet or a private network. Information dissemination is based on a profile of information compiled on a client accessing the network. The profile is referenced to create customized communications. The communication may be transmitted via standard web and e-mail interfaces, fax, conventional mail, or voice mail. The invention is particularly useful in gathering sales and marketing data from a web site visitor's browsing behavior or purchasing behavior and from user provided input. As a user's behavior is recorded, the invention also allow for customized messages to be selected and displayed on the web site in response to such behavior. Dynamic and unattended customization of web pages, e-mail or other messages (i.e., by varying the content thereof) is possible. The invention has application a wide range of contexts including business, scholastic and professional (e.g. medicine) environments where customized interactive information exchange with an individual user is desired.

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