

Title (en)
CONSUMER PROFILING AND ADVERTISEMENT SELECTION SYSTEM

Title (de)
VERBRAUCHER-PROFILIERUNG UND ANZEIGEN-AUSWAHL-SYSTEM

Title (fr)
SYSTEME DE PROFILAGE DE CONSOMMATEUR ET DE SELECTION DE PUBLICITE

Publication
EP 1133745 A1 20010919 (EN)

Application
EP 99962991 A 19991202

Priority

- US 9928628 W 19991202
- US 20488898 A 19981203
- US 26852699 A 19990312
- US 26851999 A 19990312

Abstract (en)
[origin: WO0033228A1] A consumer profiling and advertisement selection system (500) is presented in which consumers (100) can be characterized based on their purchase or viewing habits. The result of this process is a consumer characterization vector (562) describing the probabilistic demographics and product preferences of the subscriber or viewer (100). Advertisement characterization vectors (548) describing an actual or hypothetical market for a product or desired viewing audience can be determined. The ad characteristics including an ad demographic vector (548), an ad product category (552) and an ad product preference vector (554) is transmitted along with a consumer ID (512). The consumer ID (512) is used to retrieve a consumer characterization vector (562) which is correlated with the ad characterization vector (548) to determine the suitability of the advertisement to the consumer (100). A price for displaying the advertisement can be determined based on the results of the correlation of the ad characteristics with the consumer characterisation vector (562). The system can be used to both increase the effectiveness and cost efficiency of advertisements, as well as for determining the price for transmitting or viewing an advertisement, based on the collection of the ad with the consumer profile.

IPC 1-7
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IPC 8 full level
G06F 17/30 (2006.01); **G06Q 10/00** (2006.01); **G06Q 30/00** (2006.01); **H04N 7/173** (2006.01); **H04N 21/258** (2011.01)

CPC (source: EP)
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Cited by
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