Title (en)
SYSTEM FOR PROVIDING ENTERPRISE REVENUE MANAGEMENT FOR ON-LINE ADVERTISING CAMPAIGNS

Title (de)
SYSTEM ZUM BEREITSTELLEN EINER VERWALTUNG DER UNTERNEHMENSEINKÜNFTE FÜR ON-LINE-WERBEKAMPAGNEN

Title (fr)
SYSTEME ASSURANT UNE GESTION DES RECETTES A UNE ENTREPRISE POUR DES CAMPAGNES PUBLICITAIRES EN LIGNE

Publication
EP 1190355 A2 20020327 (EN)

Application
EP 00945312 A 20000711

Priority
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Abstract (en)
[origin: WO0104784A2] A system for providing on-line marketing campaign and revenue management is described. The system includes an event generating module that generates a set of events relating to a product to be advertised on a computer network. The event generating module generally resides on a client computer managed by the product advertiser. A server computer coupled to the client computer stores rules defined by the advertiser. An event and rule processing module residing on the server computer combines the events and rules to create or modify advertising banners that are to be displayed on the web site of a vendor computer. Depending on the events generated by the event generating module and the rules applied by the event and rule processing module, the content of the advertising banners may be modified. A return on investment module measures parameters related to access of the advertising banners by end users, and reports the ROI information back to the advertiser. A campaign management module manages the control of the advertising banners in response to the ROI information provided to the advertiser.

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CPC (source: EP)
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