

Title (en)
MANAGING THE DELIVERY OF CONTENT TO USERS

Title (de)
VERWALTEN DER AUSLIEFERUNG VON INHALTEN AN BENUTZER

Title (fr)
GESTION DE LA FOURNITURE DE CONTENU AUX UTILISATEURS

Publication
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Application
EP 00959487 A 20000825

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Abstract (en)
[origin: WO0115052A1] An automated communication management system (12) includes an experiment engine (30) which defines an experiment for gauging user reaction to various treatments for a set of content elements and generates a set of experiment rules. An allocator module (22) allocates the treatments over a data network to various users (26) in accordance with the experiment rules. An observation module (36) collects, over the data network, observation data relating to actual behavior of users (26) to each treatment. A model engine (32) generates a model for predicting anticipated behavior of users based upon the observation data relating to actual behavior. A prediction engine (34) converts the model into a set of prediction rules. The allocator module (22) allocates over the data network the treatments to various users (26) in accordance with the prediction rules in order to optimize a desired outcome.

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