

Title (en)
SYSTEM AND METHOD FOR ATTRACTING ONLINE VIEWERS

Title (de)
SYSTEM UND VERFAHREN ZUM ANZIEHEN VON ONLINE-ZUSCHAUERN

Title (fr)
SYSTEME ET PROCEDE DESTINES A ATTIRER DES SPECTATEURS EN LIGNE

Publication
EP 1269351 A1 20030102 (EN)

Application
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Abstract (en)
[origin: WO0161567A1] A system and method for attracting visitors to an online site through use of a hidden-award substrate. In particular, a system and method of distributing substrates containing a hidden image to a plurality of offline content recipients is disclosed. The hidden image may be revealed by placing the substrate in front of a revealing screen, such as a portion of a web page. To either review the revealing screen, accept the award or redeem the award, the user may be requested to input visitor information including a unique account number associated with the substrate as well as other user identifying information to enable the system to determine the effectiveness of the distribution of these devices. The system may develop and manage risk and reward sharing agreements, including a back-end revenue model in which the online content providers may pay based on the number of offline content receivers that actually visit an online destination.

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