

Title (en)  
SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR GENERATING AN INVENTORY-CENTRIC DEMOGRAPHIC HYPER-CUBE

Title (de)  
SYSTEM, VERFAHREN UND COMPUTER-PROGRAMM-PRODUKT ZUM ERSTELLEN EINES DEMOGRAPHISCHEN HYPERWÜRFELS MIT EINEM INVENTAR ALS ZENTRUM

Title (fr)  
SYSTEME, METHODE ET PROGRAMME INFORMATIQUE PERMETTANT DE PRODUIRE UN HYPER-CUBE DEMOGRAPHIQUE CENTRE SUR UN INVENTAIRE

Publication  
**EP 1277141 A2 20030122 (EN)**

Application  
**EP 00939705 A 20000609**

Priority  

- US 0015823 W 20000609
- US 32889899 A 19990609
- US 37958799 A 19990824

Abstract (en)  
[origin: WO0079449A2] A method, system, and computer program product for analyzing client user accesses to the Internet in a substantially real-time manner can include accessing raw data, processing the raw data using a core technology, and interfacing the raw data and core technology using a virtual cookie to obtain clean raw data. Interfacing includes accessing a proxy log and an IP address assignment log, and merging the logs to obtain virtual cookie identification clean raw data. Processing using core technology includes receiving clean raw data, processing it using a raw data processor, processing the output to obtain an inventory-centric demographic hyper-cube (cube), merging a plurality of cubes into a merged cube, and analyzing the merged cube. Processing the raw data processor output includes loading user demographics and actions, detecting and removing robots, determining behavioral interest groups and user profiles, and building the cubes.

IPC 1-7  
**G06F 17/60**

IPC 8 full level  
**G06Q 30/00** (2006.01)

CPC (source: EP)  
**G06Q 30/02** (2013.01)

Citation (search report)  
See references of WO 0079449A2

Designated contracting state (EPC)  
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

DOCDB simple family (publication)  
**WO 0079449 A2 20001228; WO 0079449 A8 20021107**; AU 5475300 A 20010109; EP 1277141 A2 20030122

DOCDB simple family (application)  
**US 0015823 W 20000609**; AU 5475300 A 20000609; EP 00939705 A 20000609