

Title (en)
AUTOMATED TARGET-MARKET SAMPLER

Title (de)
AUTOMATISIERTE MUSTERENTNAHME AUS EINEM ZIELMARKT

Title (fr)
ECHANTILLONNEUR DE MARCHE CIBLE AUTOMATISE

Publication
EP 1285368 A2 20030226 (EN)

Application
EP 01906864 A 20010201

Priority

- US 0103277 W 20010201
- US 19169700 P 20000323
- US 58863000 A 20000606

Abstract (en)
[origin: WO0171535A2] An automated target-market sampler comprises a website operated by a marketing-services provider. Client-users and volunteer testers access the website over the Internet. Such client-users have commercial websites of their own that they will pay the marketing-services provider to study and report on how effective and easy they are to navigate and use. The testers are rewarded for their participation in focus-group type trials. Such rewards can include cash, gifts, electronic gift certificates, or other electronic cash equivalents, and either issue immediately or in batches. The client-user specifies their target market and the testers provide their respective demographic and background information. The marketing-services provider website registers such testers and accepts jobs from the client-users. A test is launched by sending waves of invitations by e-mail to the testers according to matches between the target market description and the testers' demographic profiles. A statistically accurate sample size is selected from the candidate testers who respond back to the invitation, and the selected testers then navigate the commercial website. The marketing-services provider website tracks the click-paths taken by each and can ask the tester questions like what did they expect to see when a link was clicked. At the conclusion of the test, a report is automatically generated for the client-user.

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G06F 17/60

IPC 8 full level
G06Q 10/00 (2012.01); **G06Q 30/00** (2012.01)

CPC (source: EP)
G06Q 10/06 (2013.01); **G06Q 30/02** (2013.01)

Citation (search report)
See references of WO 0171535A2

Citation (examination)

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- US 5960409 A 19990928 - WEXLER DANIEL D [US]
- ALLEN; KANIA; YAECKEL: "Guide To One-To-One Web Marketing", 1998, ROBERT IPSEN, USA

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