

Title (en)

WIRELESS PROTOCOL INFORMATION FOR MARKETING OPPORTUNITIES

Title (de)

DRAHTLOSPROTOKOLLINFORMATIONEN FÜR VERMARKTUNGSGELEGENHEITEN

Title (fr)

DONNEES PROTOCOLE SANS FIL DESTINEES A DES OPPORTUNITES MARKETING

Publication

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Application

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Priority

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Abstract (en)

[origin: WO0237278A1] A computer implemented method for utilizing information about a wireless device (10) requesting content (26) over a network to detect marketing opportunities (28). The method includes maintaining a database of information about products of interest to a user of a wireless device (10) based on characteristics of the wireless device (10) and receiving a request for content (26) from the wireless device (10). The request for content (26) includes characteristics of the wireless device (10). The method further includes detecting a marketing opportunity (28) by comparing the wireless device (10) characteristics received with the product information database and presenting the detected marketing opportunity (28) to the user of the wireless device (10).

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