

Title (en)  
SYSTEM AND METHOD FOR WEB-BASED MARKETING AND CAMPAIGN MANAGEMENT

Title (de)  
SYSTEM UND VERFAHREN FÜR WEB-GESTÜTZTES MARKETING UND KAMPAGNENMANAGEMENT

Title (fr)  
SYSTEME ET PROCEDE DE MARKETING BASE SUR INTERNET ET GESTION DE CAMPAGNE

Publication  
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Application  
**EP 02762121 A 20020416**

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Abstract (en)  
[origin: WO02084441A2] The invention utilizes a personalization system that uses rules to adjudicate and characterize a customer, or a customer's actions, and then to personalize a business function, such as a displayed page, based on the outcome of those rules. In one embodiment, the invention provides a system for web-based marketing and campaign management, that allows for personalizing the content or distribution of a marketing campaign to reflect the characteristics of a set of targeted users, said system comprising: a user profiler, for determining the characteristics of a set of targeted users; a rules editor for inputting a set of rules governing the requirements and goals of a marketing campaign; a rules engine, that accepts input from said rules editor, and set of rules to match individual members of said set of targeted users with said marketing campaign; and, a campaign marketing processor that uses the output of said rules engine to distribute marketing content to each individual member of said set of targeted users by any of Web, email, or wireless communication.

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