Title (en)

METHODS AND APPARATUSES FOR GEOGRAPHIC AREA SELECTIONS IN PAY-PER-CALL ADVERTISEMENT

Title (de)

VERFAHREN UND VORRICHTUNGEN FÜR GEOGRAPHISCHE GEBIETSAUSWAHLEN BEI DER PAY-PER-CALL-WERBUNG

Title (fr)

PROCEDES ET APPAREILS DE SELECTION D'AIRES GEOGRAPHIQUES POUR DES ANNONCES TARIFIEES A L'APPEL

Publication

EP 1754187 A2 20070221 (EN)

Application

EP 05742334 A 20050504

Priority

- US 2005015631 W 20050504
- US 65815604 P 20040504
- US 87211704 A 20040617
- US 1407304 A 20041215
- US 2193904 A 20041223
- US 65366105 P 20050216
- US 9585305 A 20050330

Abstract (en)

[origin: WO2005111893A2] Methods and apparatuses to connect telephone calls and track information about the telephone calls for geographic area based advertisements. In one embodiment, a method includes: receiving an indication of a target geographic area of an advertisement for an advertiser having a telephone number, the advertisement including one of: a telephone number assigned to the advertiser and a reference to the telephone number assigned to the advertiser; and providing the advertisement for delivery to users of interest in the target geographic area, the advertiser billed for the advertisement based on telephonic connections made to the telephone number of the advertiser through the telephone number assigned to the advertiser.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP)

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Cited by

US10380631B2; US10380637B2; US9984377B2; US10425538B2; US9679295B2; US10037551B2; US10262340B2; US9639863B2; US10074110B2; US10102550B2

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