Title (en)

METHOD AND SYSTEM FOR PROVIDING NETWORK BASED TARGET ADVERTISING AND ENCAPSULATION

Title (de)

VERFAHREN UND SYSTEM ZUR BEREITSTELLUNG VON NETZBASIERTER ZIELWERBUNG UND VERKAPSELUNG

Title (fr)

METHODE ET SYSTEME POUR FOURNIR DES PUBLICITES ET UNE ENCAPSULATION CIBLES FONDEES SUR UN RESEAU

Publication

EP 1754190 A2 20070221 (EN)

Application

EP 05754203 A 20050520

Priority

- US 2005017749 W 20050520
- US 57321904 P 20040521

Abstract (en)

[origin: WO2005114525A2] A method of online advertising includes receiving an ad request, determining at least one proxy ad in response to the ad request, and providing the at least one proxy ad, wherein the at least one proxy ad links to a listing page. A method of online advertising includes providing a template ad including a static portion, receiving a request for structured information format data, determining structured information format data based on selection criteria associated with the request, and providing the structured information format data to the template ad based on the determination. A method for advertising with structured information format data feeds including receiving a first request at a structured information format data server, sending structured information format data including an ad from the structured information format data server, the ad including a content aggregator identifier, and determining whether the content aggregator identifier is included in an ad request.

IPC 8 full level

G06Q 30/00 (2006.01); **G07G 1/14** (2006.01)

CPC (source: EP)

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Designated extension state (EPC)

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DOCDB simple family (publication)

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