

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 A4 20090422 (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)

**G06Q 30/02** (2013.01)

Citation (search report)

- [X] US 5933811 A 19990803 - ANGLES PAUL D [US], et al
- [X] EP 1271365 A1 20030102 - GAVOA LTD [GB]
- [X] WO 9957660 A1 19991111 - IWEB LTD [IL], et al
- [X] WO 0029969 A1 20000525 - SUN MICROSYSTEMS INC [US]
- See references of WO 2005114525A2

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU MC NL PL PT RO SE SI SK TR

DOCDB simple family (publication)

**WO 2005114525 A2 20051201**; **WO 2005114525 A3 20060928**; EP 1754190 A2 20070221; EP 1754190 A4 20090422

DOCDB simple family (application)

**US 2005017749 W 20050520**; EP 05754203 A 20050520