

Title (en)

SYSTEM FOR IMPLEMENTING AUTOMATED OPEN MARKET AUCTIONING OF LEADS

Title (de)

SYSTEM ZUR IMPLEMENTIERUNG AUTOMATISCHER VERSTEIGERUNGEN VON LEADS AUF DEM OFFENEN MARKT

Title (fr)

SYSTEME POUR LA MISE AUX ENCHERES AUTOMATISEE DE CONTACTS EN MARCHÉ LIBRE

Publication

EP 1779316 A2 20070502 (EN)

Application

EP 05788671 A 20050819

Priority

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- US 60344204 P 20040819

Abstract (en)

[origin: WO2006023752A2] In an automated leads-and-bids exchange system, bid profiles are defined to describe desires of lead buyers. Received leads are matched to active ones of the bid profiles whose specifications the leads substantially match. An auctioning subsystem finds the highest one or group of bids for each given lead. A quality rating database rates the quality of leads provided by different sellers. A price discounting engine discounts the amount paid to sellers who are rated as inferior sources of leads.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP KR)

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