Title (en)

GENERATING AND/OR SERVING LOCAL AREA ADVERTISSEMENTS, SUCH AS ADVERTISEMENTS FOR DEVICES WITH CALL FUNCTIONALITY

Title (de)

ERZEUGEN UND/ODER ABLIEFERN VON LOKALER WERBUNG, WIE ZUM BEISPIEL WERBUNG FÜR EINRICHTUNGEN MIT CALL-FUNKTIONALITÄT

Title (fr)

GENERATION ET/OU SERVICE DE PUBLICITES LOCALES, TELS QUE DES PUBLICITES POUR DES DISPOSITIFS AVEC FONCTIONNALITE D'APPEL

Publication

EP 1782370 A4 20100811 (EN)

Application

EP 05763971 A 20050629

Priority

• US 2005023023 W 20050629
• US 88086804 A 20040630
• US 2650704 A 20041230

Abstract (en)

[origin: WO2006004800A2] Sets of local, (e.g., online) ads may be generated by obtaining sets of information about (e.g., local) establishments, each set including a business address information and/or a telephone number, (b) determining, for each of the sets, a location using at least one of at least a portion of the business address information and at least a portion of the telephone number, and (c) generating, for each of the sets, an ad that includes targeting information that targets the serving of the ad to queries related to the determined location. A query, including information about a location of a client device, tray be accepted :rid at least one of the generated ads that includes targeting information that targets the location of the client device may be determined.

IPC 8 full level

G06Q 30/00 (2012.01); H04W 4/06 (2009.01); H04W 64/00 (2009.01)

CPC (source: EP KR)

G06F 17/00 (2013.01 - KR); G06Q 30/02 (2013.01 - EP KR)

Citation (search report)

• No further relevant documents disclosed
• See references of WO 2006004800A2

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 2006004800 A2 20060112; WO 2006004800 A3 20061221; AU 2005259861 A1 20060112; AU 2005259861 B2 20090723; AU 2005259861 C1 20120830; BR PI0512925 A 20080415; CA 2572468 A1 20060112; EP 1782370 A2 20070509; EP 1782370 A4 20100811; JP 2008505401 A 20080221; JP 2011065658 A 20110331; JP 5888846 B2 20160322; KR 20070056047 A 20070531

DOCDB simple family (application)

US 2005023023 W 20050629; AU 2005259861 A 20050629; BR PI0512925 A 20050629; CA 2572468 A 20050629; EP 05763971 A 20050629; JP 2007519374 A 20050629; JP 2010232591 A 20101015; KR 20077002385 A 20070130