Title (en)

KEYWORD EFFECTIVENESS PREDICTION AND/OR KEYWORD GENERATION METHOD AND APPARATUS

Title (de)

VORHERSAGE DER WIRKSAMKEIT VON SCHLÜSSELWÖRTERN UND/ODER VERFAHREN UND VORRICHTUNG ZUR SCHLÜSSELWORTERZEUGUNG

Title (fr)

PROCEDE ET APPAREIL DE GENERATION ET/OU DE PREDICTION D'EFFICACITE DE MOTS VEDETTES

Publication

EP 1861820 A4 20100421 (EN)

Application

EP 06737681 A 20060309

Priority

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- US 66058005 P 20050310
- US 37067906 A 20060308
- US 37126706 A 20060308

Abstract (en)

[origin: WO2006099105A2] Methods, apparatuses, and articles for receiving one or more indicators indicating one or more degrees of relevance or irrelevance of one or more items or entities to advertising keywords of interest, generating one or more advertising keyword suggestions suggesting one or more advertising keywords based at least in part on whether there are predetermined relationships among the suggested one or more advertising keywords, and between some of the suggested one or more advertising keywords and the one or more items or entities, are described herein. Illustrative embodiments of the present invention may also additionally or alternatively compute a predictive measure for an advertising effectiveness metric for each of one or more advertising keywords based at least in part on one or more feature values of the keywords, employing, for example, a prediction function of the effectiveness metric.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP)

G06F 16/3325 (2018.12); **G06F 16/951** (2018.12); **G06Q 30/02** (2013.01)

Citation (search report)

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- [X] US 6144944 A 20001107 - KURTZMAN II STEPHEN J [US], et al
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- See references of WO 2006099105A2

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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 LV MC NL PL PT RO SE SI SK TR

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WO 2006099105 A2 20060921; **WO 2006099105 A3 20070308**; EP 1861820 A2 20071205; EP 1861820 A4 20100421

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