

Title (en)

SYSTEM AND METHOD TO MERGE PAY-FOR-PERFORMANCE ADVERTISING MODELS

Title (de)

SYSTEM UND VERFAHREN ZUR MISCHUNG VON WERBEMODELLEN FÜR ZAHLUNG PRO LEISTUNG

Title (fr)

SYSTEME ET PROCEDE DE FUSION DE MODELES PUBLICITAIRES DE REMUNERATION AU RENDEMENT

Publication

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Application

EP 06736377 A 20060227

Priority

- US 2006007047 W 20060227
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- US 7751605 A 20050309

Abstract (en)

[origin: WO2006091970A2] Methods and apparatuses for merging different types of pay for performance advertisements. In one embodiment, a method includes: determining an indicator of potential revenue for a party from price information of a list of entities, which includes first price information for a first type of advertisements and second price information for a second type of advertisements; and sorting the list of entities based at least partially on the indicator of potential revenue. In one embodiment, a method includes: converting price information for an advertisement of a first type to equivalent price information for a second type of advertisements. In one embodiment, a method includes: determining automatically, based on a call bid amount for a per per call advertisement, a click bid amount for a pay per click advertisement to provide a phone number of the pay per call advertisement.

IPC 8 full level

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CPC (source: EP)

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Cited by

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