

Title (en)
DEEP CLICKFLOW TRACKING

Title (de)
TIEFE CLICKFLOW-VERFOLGUNG

Title (fr)
PISTAGE DE CLICS APPROFONDI

Publication
EP 1896979 A2 20080312 (EN)

Application
EP 06771547 A 20060526

Priority

- US 2006020857 W 20060526
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Abstract (en)
[origin: WO2006130578A2] A system and method is disclosed herein for obtaining information from web site use. In one embodiment, the method comprises tracking interactions of a user with web content when the user uses a modified link to enter a website. The modified link is a link in a format that resembles a website address for the website but resolves at a location through which the user's interactions can be tracked. The method also includes storing data indicative of tracked interactions in a database.

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