

Title (en)  
METHOD FOR REAL TIME DATA PROCESSING TO PRODUCE INDEXING OF AN ADVERTISEMENT IN INTERNET RESEARCH TOOLS

Title (de)  
ECHTZEITDATENBEARBEITUNGSVERFAHREN ZUR INDEXIERUNG EINER WERBEANZEIGE IN INTERNETSUCHMASCHINEN

Title (fr)  
PROCEDE DE TRAITEMENT DE DONNEES EN TEMPS REEL EN VUE D EFFECTUER UNE INDEXATION D UNE ANNONCE DANS DES OUTILS DE RECHERCHE SUR INTERNET

Publication  
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Application  
**EP 06841829 A 20061127**

Priority  
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• US 73986905 P 20051125

Abstract (en)  
[origin: WO2007060345A2] The invention concerns a method for real time data processing to produce indexing of an advertisement internet research tools. Therefor, the invention concerns a data processing method for simultaneously managing in real time the indexing position of one or several advertisements in one or more research tools. The invention enables advertising website recording and positioning to be handled in the tools and research repositories, so as to make it known to internauts, and to increase the visibility thereof as well as to increase the number of visitors. Therefor, the invention comprises an algorithm for positioning the indexing of advertisements based on the auction sale performed in real time on keywords or keyword combinations.

IPC 8 full level  
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Citation (search report)  
See references of WO 2007060345A2

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