

Title (en)

SCORING QUALITY OF TRAFFIC TO NETWORK SITES USING INTERRELATED TRAFFIC PARAMETERS

Title (de)

BEWERTUNG VON VERKEHRSQUALITÄT AN NETZWERKSTANDORTEN MITTELS ZUSAMMENHÄNGENDER VERKEHRSPARAMETER

Title (fr)

ÉVALUATION DE LA QUALITÉ DU TRAFIC VERS DES SITES RÉSEAU AU MOYEN DE PARAMÈTRES DE TRAFIC INTERDÉPENDANTS

Publication

EP 2005382 A2 20081224 (EN)

Application

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- US 78390606 P 20060320
- US 78417406 P 20060321
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- US 2006061704 W 20061206

Abstract (en)

[origin: WO2007109694A2] A software and/or hardware facility for scoring the quality of traffic to a site accessible via the Internet or other network. The facility may generate training set data and use the training set data to identify parameters indicative of fraudulent traffic to a site and reduce the effect of fraudulent traffic on advertisers and publishers. The facility may score the quality of traffic to a site by evaluating various parameters associated with the traffic and determining combinations of parameters that are indicative of the quality of traffic to the site. Traffic to a site may be scored based on the combinations of parameters associated with the one or more sessions. Lower scores are indicative of traffic having little value to a publisher, advertiser, or third party; higher scores are indicative of traffic having greater value.

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