

Title (en)

SERVICE FOR PROVIDING ITEM RECOMMENDATIONS

Title (de)

DIENT FÜR ARTIKELEMPFEHLUNGEN

Title (fr)

SERVICE POUR FOURNIR DES RECOMMANDATIONS CONCERNANT UN ARTICLE

Publication

EP 2153312 A1 20100217 (EN)

Application

EP 08744505 A 20080327

Priority

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Abstract (en)

[origin: WO2008121737A1] A service (100) is disclosed for enabling web sites and other entities to provide item recommendations and other behavior-based content to end users (106). The service can be implemented as a web service (100) that is remotely accessible over the Internet. Web sites (104) use the web service's interface (102) to report events descriptive of item-related actions performed by end users (e.g., item views, item purchases, searches for items, etc.). The web service (100) analyzes the reported event data on an aggregated basis to detect various types of associations between particular items, and stores resulting datasets (304) that map items to associated items. The web service's interface (102) also provides various API calls for enabling the web sites (104) to request item recommendations and other behavior-based content, including but not limited to personalized recommendations that are based on the event history of the target user. Advantageously, the web sites (104) need not host the infrastructure for providing such content.

IPC 8 full level

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