

Title (en)
SERVICE FOR PROVIDING ITEM RECOMMENDATIONS

Title (de)
DIENST FÜR ARTIKELEMPFEHLUNGEN

Title (fr)
SERVICE POUR FOURNIR DES RECOMMANDATIONS CONCERNANT UN ARTICLE

Publication
EP 2153312 A4 20120613 (EN)

Application
EP 08744505 A 20080327

Priority

- US 2008058516 W 20080327
- US 69474507 A 20070330
- US 69475807 A 20070330

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
G06F 7/00 (2006.01); **G06Q 30/00** (2012.01)

CPC (source: EP)
G06Q 30/02 (2013.01)

Citation (search report)

- [A] US 2007005437 A1 20070104 - STOPPELMAN MICHAEL [US]
- [A] US 6266649 B1 20010724 - LINDEN GREGORY D [US], et al
- [I] MUSCHAMP P: "AN INTRODUCTION TO WEB SERVICES", BT TECHNOLOGY JOURNAL, SPRINGER, DORDRECHT, NL, vol. 22, no. 1, 1 January 2004 (2004-01-01), pages 9 - 18, XP001191527, ISSN: 1358-3948, DOI: 10.1023/B:BTTJ.0000015537.71918.C2
- [I] CURBERA F ET AL: "Unraveling the Web services web: an introduction to SOAP, WSDL, and UDDI", IEEE INTERNET COMPUTING, IEEE SERVICE CENTER, NEW YORK, NY, US, vol. 6, no. 2, 1 March 2002 (2002-03-01), pages 86 - 93, XP011094337, ISSN: 1089-7801, DOI: 10.1109/4236.991449
- [I] QUAN WEN ET AL: "Personalized Recommendation Services Based on Service-Oriented Architecture", SERVICES COMPUTING, 2006. APSCC '06. IEEE ASIA-PACIFIC CONFERENCE ON, IEEE, PI, 1 December 2006 (2006-12-01), pages 356 - 361, XP031033643, ISBN: 978-0-7695-2751-2
- See references of WO 2008121737A1

Designated contracting state (EPC)
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MT NL NO PL PT RO SE SI SK TR

DOCDB simple family (publication)
WO 2008121737 A1 20081009; EP 2153312 A1 20100217; EP 2153312 A4 20120613

DOCDB simple family (application)
US 2008058516 W 20080327; EP 08744505 A 20080327