

Title (en)
ONLINE MARKETING PLATFORM

Title (de)
PLATTFORM FÜR ONLINE-MARKETING

Title (fr)
PLATEFORME DE MARKETING EN LIGNE

Publication
EP 2162856 A4 20110831 (EN)

Application
EP 08781374 A 20080703

Priority

- US 2008069223 W 20080703
- US 95821907 P 20070703
- US 96189907 P 20070724
- US 96218407 P 20070727
- US 89376507 A 20070817
- US 99167007 P 20071130
- US 2700108 P 20080207

Abstract (en)
[origin: WO2009006606A1] Online marketing platforms are disclosed that harness user generated content to encourage the viral shanng and tracking of online marketing campaigns One embodiment includes a campaign hosting system including a database connected to a network, a campaign creation device connected to the network and a plurality of user devices connected to the network In addition, the campaign creation device is configured to provide campaign information to the campaign hosting system via the network The campaign hosting system is configured to automatically create a user profile using the profile information and to store the user profile as one of a plurality of user profiles in the database, each user device is configured to engage with the online campaign by communicating with the campaign hosting system via the network and each user device is configured to access the user profile by communicating with the campaign hosting system via the network

IPC 8 full level
G06Q 30/00 (2012.01)

CPC (source: EP)
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Citation (search report)

- No further relevant documents disclosed
- See references of WO 2009006606A1

Cited by
US11989681B2

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DOCDB simple family (publication)
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