

Title (en)

METHODOLOGIES AND SYSTEMS FOR MOBILE MARKETING AND ADVERTISING

Title (de)

METHODOLOGIEN UND SYSTEME FÜR MOBIL-MARKETING UND WERBUNG

Title (fr)

MÉTHODOLOGIES ET SYSTÈMES POUR MERCATIQUE ET PUBLICITÉ SUR MOBILES

Publication

EP 2168086 A2 20100331 (EN)

Application

EP 08802883 A 20080516

Priority

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- GB 0709425 A 20070516

Abstract (en)

[origin: GB2449277A] Methods and systems are disclosed for analysing the efficacy of mobile marketing and advertising taking into account more than those attributes which were originally selected for the selected target profile(s) associated with a mobile marketing or marketing or advertising campaign. More specifically, the analysis includes consideration of profile attributes that need not be subsets of the specified profile attributes. The analysis results may then be used to manage future mobile marketing or marketing or advertising campaigns or campaign phases more effectively.

IPC 8 full level

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CPC (source: EP)

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