Title (en)

SYSTEM AND METHODS FOR SELECTING ADVERTISEMENTS BASED ON CALLER IDENTIFIER INFORMATION

Title (de)

SYSTEM UND VERFAHREN ZUR AUSWAHL VON WERBUNGEN AUF DER BASIS VON ANRUFERIDENTIFIKATIONSINFORMATIONEN

Title (fr)

SYSTÈME ET PROCÉDÉS POUR SÉLECTIONNER DES PUBLICITÉS SUR LA BASE D'INFORMATIONS D'IDENTIFIANT D'APPELANT

Publication

EP 2188991 A4 20120815 (EN)

Application

EP 08797208 A 20080805

Priority

- US 2008072238 W 20080805
- US 95402207 P 20070806
- US 87330507 A 20071016
- US 1936208 A 20080124
- US 6117908 A 20080402
- US 11669708 A 20080507
- US 18177608 A 20080729
- US 18630308 A 20080805

Abstract (en)

[origin: WO2009020973A1] Various embodiments are directed to selecting a web advertisement based on caller identifier information. The caller identifier information may be obtained from an incoming call to the mobile device or from an outgoing call from the mobile device. An ad request may be generated based on the caller identifier information by the mobile device and sent to a web advertising server. In response to the ad request, the web advertising server may select a relevant web advertisement based on the caller identifier information and may send the relevant web advertisement to the mobile device. On the mobile device, the web advertisement may be inserted into a web application for display in a user interface.

IPC 8 full level (invention and additional information)

H04N 7/10 (2006.01)

CPC (invention and additional information)

G06Q 30/02 (2013.01); **G06Q 30/0251** (2013.01); **H04M 3/42059** (2013.01); **H04M 3/4878** (2013.01); **H04W 4/21** (2018.02)

Citation (search report)

- [I] US 2007033569 A1 20070208 - DAVIDSON JAMES G [US], et al
- [I] WO 2004012094 A1 20040205 - ABACO PR INC [US]
- [I] US 2007111712 A1 20070517 - RATNAKAR NITESH [US]
- [I] US 2006041638 A1 20060223 - WHITTAKER THOMAS [US], et al
- [I] US 2003120500 A1 20030626 - DEEDS DOUGLAS [US], et al

- See also references of WO 2009020973A1

Cited by

US2014164101A1

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

WO 2009020973 A1 20090212; EP 2188991 A1 20100526; EP 2188991 A4 20120815