

Title (en)

ONLINE ADVERTISEMENT EXPOSURE TRACKING SYSTEM

Title (de)

SYSTEM ZUR VERFOLGUNG DER EXPONIERUNG GEGENÜBER ONLINE-WERBUNG

Title (fr)

SYSTÈME DE SUIVI D'EXPOSITION À UNE PUBLICITÉ EN LIGNE

Publication

**EP 2223271 A1 20100901 (EN)**

Application

**EP 07869392 A 20071217**

Priority

US 2007087824 W 20071217

Abstract (en)

[origin: WO2009078861A1] Systems and methods for tracking exposures to online advertisements. Advertisements can be tagged at the time of serving. The tag associated with an advertisement can uniquely identify the advertisement and can enable tracking programs to identify the advertisement without expensive processing of the advertisement. The tagged advertisement can be communicated to user computers.

IPC 8 full level

**G06Q 30/00** (2012.01)

CPC (source: EP)

**G06Q 30/02** (2013.01); **G06Q 30/0242** (2013.01)

Designated contracting state (EPC)

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Designated extension state (EPC)

AL BA HR MK RS

DOCDB simple family (publication)

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**US 2007087824 W 20071217**; AU 2007362608 A 20071217; EP 07869392 A 20071217