

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 A4 20120815 (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)

Citation (search report)

- [XII] US 6434614 B1 20020813 - BLUMENAU TREVOR [US]
- See references of WO 2009078861A1

Designated contracting state (EPC)

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DOCDB simple family (publication)

**WO 2009078861 A1 20090625**; AU 2007362608 A1 20090625; AU 2007362608 B2 20140109; EP 2223271 A1 20100901; EP 2223271 A4 20120815

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