

Title (en)

WIDGET-ASSISTED DETECTION AND EXPOSURE OF BEHAVIORAL ASSOCIATIONS

Title (de)

WIDGET-UNTERSTÜTZTER NACHWEIS UND DARSTELLUNG VON VERHALTENSASSOZIATIONEN

Title (fr)

DÉTECTION ET EXPOSITION ASSISTÉES PAR UN GADGET LOGICIEL D'ASSOCIATIONS COMPORTEMENTALES

Publication

EP 2235858 A1 20101006 (EN)

Application

EP 08868561 A 20081218

Priority

- US 2008087536 W 20081218
- US 96681707 A 20071228
- US 96678007 A 20071228
- US 96680207 A 20071228

Abstract (en)

[origin: WO2009086014A1] A content provider system interacts with a network of web sites to provide behavior-based content to users. Operators of the web sites add widgets to selected web pages of their sites, which report user-generated events to the content provider system. The content provider system analyses the reported events to detect behavioral associations between particular web sites, web pages, products, and other types of items. The widgets may also retrieve and display behavior-based content that is based on these item-to-item behavioral associations. For example, when a user views a particular web page, a widget on that page may request and display descriptions of, and links to, other sites or pages that are (a) behaviorally related to the page being viewed or an item represented thereon, and/or (b) behaviorally related to the past browsing activities of the particular user.

IPC 8 full level

H04H 60/32 (2008.01)

CPC (source: EP)

G06Q 30/02 (2013.01)

Cited by

US9723463B2

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

Designated extension state (EPC)

AL BA MK RS

DOCDB simple family (publication)

WO 2009086014 A1 20090709; EP 2235858 A1 20101006; EP 2235858 A4 20111207; JP 2011508925 A 20110317

DOCDB simple family (application)

US 2008087536 W 20081218; EP 08868561 A 20081218; JP 2010540806 A 20081218