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 A4 20111207 (EN)

Application

EP 08868561 A 20081218

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- 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

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CPC (source: EP)

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- No further relevant documents disclosed
- See references of WO 2009086014A1

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