

Title (en)

COMPUTER-IMPLEMENTED METHOD FOR ENHANCING TARGETED PRODUCT SALES

Title (de)

COMPUTERIMPLEMENTIERTES VERFAHREN ZUR VERSTÄRKUNG GEZIELTER PRODUKTVERKÄUFE

Title (fr)

PROCÉDÉ INFORMATISÉ POUR L'AMÉLIORATION DE VENTES DE PRODUITS CIBLÉS

Publication

**EP 2543013 A4 20141224 (EN)**

Application

**EP 11751093 A 20110224**

Priority

- US 71524810 A 20100301
- US 71530210 A 20100301
- US 2011026064 W 20110224

Abstract (en)

[origin: WO2011109219A1] A computer-implemented method for providing customer recommendations for a product is disclosed. For each target product for which a customer recommendation is desired, one or more customers likely to purchase the target product are identified using a mathematical model that considers customers' prior purchases of products that are similar or related to the target product.

IPC 8 full level

**G06Q 30/02** (2012.01)

CPC (source: EP)

**G06Q 30/02** (2013.01)

Citation (search report)

- [I] WO 03081376 A2 20031002 - CATALINA MARKETING INT [US], et al
- [I] EP 1050833 A2 20001108 - HNC SOFTWARE INC [US]
- See references of WO 2011109219A1

Designated contracting state (EPC)

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