Title (en)

METHOD AND APPARATUS FOR CREATIVE OPTIMIZATION

Title (de)

VERFAHREN UND VORRICHTUNG FÜR KREATIVE OPTIMIERUNG

Title (fr)

PROCÉDÉ ET APPAREIL DESTINÉS À L'OPTIMISATION CRÉATIVE

Publication

EP 2561472 A2 20130227 (EN)

Application

EP 11772526 A 20110419

Priority

- US 32617710 P 20100420
- US 201113089235 A 20110418
- US 2011032985 W 20110419

Abstract (en)

[origin: WO2011133507A2] A method and apparatus for creative optimization have been disclosed. In one version optimization occurs at each level of user interaction.

IPC 8 full level

G06Q 30/02 (2012.01)

CPC (source: EP)

G06Q 30/0243 (2013.01)

Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

DOCDB simple family (publication)

WO 2011133507 A2 20111027; **WO 2011133507 A3 20120223**; EP 2561472 A2 20130227; EP 2561472 A4 20141001

DOCDB simple family (application)

US 2011032985 W 20110419; EP 11772526 A 20110419