

Title (en)

METHOD AND APPARATUS FOR CAMPAIGN AND INVENTORY OPTIMIZATION

Title (de)

VERFAHREN UND VORRICHTUNG ZUR OPTIMIERUNG VON KAMPAGNEN UND ERFINDUNGEN

Title (fr)

PROCÉDÉ ET APPAREIL D'OPTIMISATION DE CAMPAGNE ET D'INVENTAIRE

Publication

**EP 2561473 A4 20141231 (EN)**

Application

**EP 11772532 A 20110419**

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Abstract (en)

[origin: WO2011133519A2] A method and apparatus for campaign and inventory optimization have been disclosed. In one version inventory optimization occurs by determining which products to show when.

IPC 8 full level

**G06Q 30/00** (2012.01); **G06Q 30/02** (2012.01)

CPC (source: EP)

**G06Q 30/02** (2013.01)

Citation (search report)

- [I] WO 2006127859 A2 20061130 - EXPERIAN MARKETING SOLUTIONS I [US], et al
- [I] US 7007020 B1 20060228 - CHEN QIMING [US], et al
- See references of WO 2011133519A2

Designated contracting state (EPC)

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