

Title (en)

METHOD AND APPARATUS FOR LANDING PAGE OPTIMIZATION

Title (de)

VERFAHREN UND VORRICHTUNG ZUR OPTIMIERUNG VON LANDING-PAGES

Title (fr)

PROCÉDÉ ET APPAREIL POUR OPTIMISATION DE PAGE DE RENVOI

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Abstract (en)

[origin: WO2011133550A2] A method and apparatus for landing page optimization have been disclosed. In one version offer or landing page optimization occurs by correlating post conversion events based on an identification established at conversion.

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