

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

Publication

**EP 2561475 A4 20141001 (EN)**

Application

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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.

IPC 8 full level

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CPC (source: EP)

**G06Q 30/0243** (2013.01)

Citation (search report)

- [I] US 7007020 B1 20060228 - CHEN QIMING [US], et al
- [I] US 2006271507 A1 20061130 - ANZALONE JOSEPH K [US], et al
- [I] US 2008306987 A1 20081211 - CHEN YING [US], et al
- See references of WO 2011133550A2

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