

Title (en)
ADVERTISING AND PROMOTIONAL SYSTEM

Title (de)
WERBE- UND ANGEBOTSSYSTEM

Title (fr)
SYSTÈME PUBLICITAIRE ET PROMOTIONNEL

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Application
EP 09718357 A 20090304

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Abstract (en)
[origin: WO2009111589A1] Advertising networks are described that enable the provision of offers to a user device in response to activation of an installation package. One embodiment of the invention includes a user device connected to a network, an advertising server system connected to the network, where the advertising server system stores information concerning a plurality of offers, and a partner server connected to the network. In addition, the user device is configured to execute an installation package to perform a predetermined operation, where the execution of the installation package triggers execution of a client application configured to collect information concerning the user device and to forward the collected information to the advertising server system as the installation package performs the predetermined operation.

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CPC (source: CN EP)
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Cited by
US11256491B2; US11829186B2; US10430502B2; US11010538B2; US11347826B2; US11741183B2

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