Title (en)
ADVERTISING AND PROMOTIONAL SYSTEM

Title (de)
WERBE- UND ANGEBOTSSYSTEM

Title (fr)
SYSTÈME PUBLICITAIRE ET PROMOTIONNEL

Publication
EP 2666132 A4 20141112 (EN)

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.

IPC 8 full level
G06Q 30/00 (2012.01)

CPC (source: CN EP)
G06Q 30/02 (2013.01 - CN EP)

Citation (search report)
- [I] US 6282567 B1 20010828 - FINCH II CURTIS L [US], et al
- [I] US 2007255576 A1 20071101 - PATTERSON JAMES [US]
- [I] WO 9952056 A1 19991014 - PREVIEW SOFTWARE [US]
- [A] JP 2004185083 A 20040702 - FUJI PHOTO FILM CO LTD
- See references of WO 2009111589A1

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Designated contracting state (EPC)
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