

Title (en)

METHODS AND SYSTEMS FOR REAL-TIME WEB TRACKING AND MARKETING

Title (de)

VERFAHREN UND SYSTEME FÜR WEB-TRACKING UND -MARKETING IN ECHTZEIT

Title (fr)

PROCÉDÉS ET SYSTÈMES DE SUIVI ET DE MARKETING EN TEMPS RÉEL SUR INTERNET

Publication

EP 2732602 A2 20140521 (EN)

Application

EP 12723948 A 20120420

Priority

- US 201161477577 P 20110420
- PT 2012000015 W 20120420

Abstract (en)

[origin: WO2012144918A2] The present invention contemplates methods and systems for tracking and interacting with on-line users in a given website. The system allows an e-commerce merchant to track user actions and push multimedia content to users in real- time. The system may send promotional alerts based on the current user activity, order history and preferences.

IPC 8 full level

H04L 29/08 (2006.01)

CPC (source: EP)

G06F 16/957 (2018.12); **G06Q 30/0277** (2013.01); **H04L 67/025** (2013.01); **H04L 67/535** (2022.05); **H04L 67/55** (2022.05)

Citation (search report)

See references of WO 2012144918A2

Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

DOCDB simple family (publication)

WO 2012144918 A2 20121026; WO 2012144918 A3 20130124; EP 2732602 A2 20140521

DOCDB simple family (application)

PT 2012000015 W 20120420; EP 12723948 A 20120420