

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

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Application

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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

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