Title (en)

SYSTEMS AND METHODS FOR RECOMMENDING ADVERTISEMENT PLACEMENT BASED ON CROSS NETWORK ONLINE ACTIVITY ANALYSIS

Title (de)

SYSTEME UND VERFAHREN ZUM EMPFEHLEN VON WERBUNGSPLATZIERUNG AUF DER BASIS VON NETZWERKÜBERGREIFENDER ONLINE-AKTIVITÄTSANALYSE

Title (fr)

SYSTÈMES ET PROCÉDÉS POUR RECOMMANDER LE PLACEMENT DE PUBLICITÉS SUR LA BASE D'UNE ANALYSE D'ACTIVITÉ EN LIGNE INTER-RÉSEAU

Publication

EP 2783337 A4 20150729 (EN)

Application

EP 13749163 A 20130215

Priority

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- US 2013026528 W 20130215

Abstract (en)

[origin: WO2013123462A1] Systems and methods for recommending advertisement placement based on in network and cross network online activity analysis are disclosed. In one aspect, a method for recommending advertisement placement for an advertiser based on trends identified from activities occurring in or across networks, which can be implemented on a system includes, identifying, from the activities occurring in or across networks, commonly or frequently occurring topics and recommending placement of the advertisement at a timing when the trends or the emerging trends deem it suitable. The statistical attributes for the commonly or frequently occurring topics detected from the activities can be computed to identify trends and emerging trends.

IPC 8 full level

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CPC (source: EP GB)

G06Q 30/0255 (2013.01 - EP GB); G06Q 30/0271 (2013.01 - EP GB); G06Q 30/0277 (2013.01 - EP GB)

Citation (search report)

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Designated contracting state (EPC)

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DOCDB simple family (application)

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