

Title (en)  
ENHANCED ADSERVING METRIC DETERMINATION

Title (de)  
VERBESSERTE ADSERVING-METRIKBESTIMMUNG

Title (fr)  
DÉTERMINATION DE MESURE DE SERVICES DE PUBLICITÉ AMÉLIORÉE

Publication  
**EP 2873050 A4 20160120 (EN)**

Application  
**EP 13817503 A 20130715**

Priority

- US 201261671646 P 20120713
- US 201361767802 P 20130222
- US 201313934203 A 20130702
- US 201313934204 A 20130702
- US 201313934206 A 20130702
- US 2013050572 W 20130715

Abstract (en)  
[origin: WO2014012118A2] A user can view creative from multiple locations (same laptop) and multiple devices (work computer, home computer, tablet, smartphone). The user can also adjust their privacy settings on their browser to accept or reject cookies and/or have anti-spam/spyware software that regularly deletes cookies. The enhanced counting method uses the patented first-party cookie technology to track users across access channels and across privacy settings on their browser. The non-acceptance and deletion of cookies causes the accuracy of the traditional third-party cookie calculated reach and frequency calculations to vary widely. First-party cookies reduce this variability but are still subject to non-acceptance or deletion so additional actions need to be taken to provide the opportunity for accurate reports. Additional steps to increase the accuracy of reach and frequency reporting have been developed. One step is to write a value into the log file that is a combination of the IP address and browser type. A second step is to leverage the first-party technology and capture a registration ID from a secondary advertiser system and write that to the log file as well. These two steps enable the generation of reports that: 1) provide more accurate reach and frequency calculations; 2) enable cross device reporting on users (home computer, work computer, tablet, smartphone); 3) enable multi-location reporting (work, home, other, etc.); 4) enable reporting on the number of users that don't accept or regularly delete cookies.

IPC 8 full level  
**G06Q 30/02** (2012.01)

CPC (source: EP)  
**G06Q 30/02** (2013.01)

Citation (search report)

- [I] US 2006282327 A1 20061214 - NEAL GREG [US], et al
- [A] US 2012150641 A1 20120614 - DOBBS JEFFREY BROOKS [US], et al
- [I] AVINASH | KAUSHIK: "A Primer On Web Analytics Visitor Tracking Cookies", 24 July 2008 (2008-07-24), XP055236532, Retrieved from the Internet <URL:http://www.kaushik.net/avinash/web-analytics-visitor-tracking-cookies/> [retrieved on 20151215]
- [A] WIKIPEDIA: "Device fingerprint", INTERNET CITATION, 19 May 2009 (2009-05-19), pages 1 - 3, XP002603492, Retrieved from the Internet <URL:http://en.wikipedia.org/w/index.php?title=Device\_fingerprint&oldid=291052510> [retrieved on 20100928]
- [A] ANONYMOUS: "Geolocation software - Wikipedia, the free encyclopedia", 3 October 2009 (2009-10-03), XP055235453, Retrieved from the Internet <URL:https://en.wikipedia.org/w/index.php?title=Geolocation\_software&oldid=317588280> [retrieved on 20151210]
- See references of WO 2014012118A2

Designated contracting state (EPC)  
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DOCDB simple family (publication)  
**WO 2014012118 A2 20140116; WO 2014012118 A3 20140710**; AU 2013289916 A1 20150305; CA 2879152 A1 20140116; CN 104641389 A 20150520; EP 2873050 A2 20150520; EP 2873050 A4 20160120; HK 1210851 A1 20160506

DOCDB simple family (application)  
**US 2013050572 W 20130715**; AU 2013289916 A 20130715; CA 2879152 A 20130715; CN 201380043688 A 20130715; EP 13817503 A 20130715; HK 15111428 A 20151119