

Title (en)
CROSS-DEVICE GEOLOCATION SENSING TO GEOTARGET OFFERS

Title (de)
GEOLOKALISIERUNGSMESSUNG ÜBER VORRICHTUNGEN HINWEG ZUM GEOTARGETING VON ANGEBOTEN

Title (fr)
Détection d'emplacement géographique inter-dispositifs par rapport à des offres de cible géographique

Publication
EP 3161767 A1 20170503 (EN)

Application
EP 15810913 A 20150624

Priority

- US 201462016295 P 20140624
- US 201414467590 A 20140825
- US 2015037310 W 20150624

Abstract (en)
[origin: WO2015200414A1] Provided is a process of distributing offers to non-location-sensing devices based on a geolocation sensed by another device, the process comprising: obtaining a geolocation of a user from a mobile device of the user; associating the geolocation of the user with an identifier of the user in an offers engine; receiving a request for an offer from another computing device of the user, the request including or prompting obtaining data from the other computing device sufficient to identify the user; retrieving the geolocation of the user obtained from the mobile device by identifying the user with the data from the other computing device sufficient to identify the user account; selecting, with the offers engine, a responsive offer based on the geolocation of the user obtained from the mobile device; and sending the responsive offer to the other computing device of the user.

IPC 8 full level
G06Q 30/02 (2012.01); **G06Q 30/06** (2012.01)

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

Designated contracting state (EPC)
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Designated extension state (EPC)
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DOCDB simple family (publication)
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US 2015037310 W 20150624; AU 2015280010 A 20150624; AU 2020203071 A 20200508; CA 2951954 A 20150624; EP 15810913 A 20150624