

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)

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Designated contracting state (EPC)

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Designated extension state (EPC)

BA ME

DOCDB simple family (publication)

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EP 3161767 A1 20170503; EP 3161767 A4 20180103

DOCDB simple family (application)

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