Title (en)

SYSTEM AND METHOD FOR PROVIDING AND MANAGING THIRD PARTY CONTENT WITH CALL FUNCTIONALITY

Title (de)

SYSTEM UND VERFAHREN ZUR BEREITSTELLUNG UND VERWALTUNG VON INHALTEN DRITTER MIT RUFFUNKTIONALITÄT

Title (fr)

SYSTÈME ET PROCÉDÉ DE FOURNITURE ET DE GESTION DE CONTENUS DE TIERCE PARTIE AVEC FONCTIONNALITÉ D'APPEL

Publication

EP 3295412 A1 20180321 (EN)

Application

EP 16787604 A 20161004

Priority

- US 201514879999 A 20151009
- US 2016055376 W 20161004

Abstract (en)

[origin: WO2017062388A1] Systems and methods for implementing an online content item campaign with selective call functionality can include a processor determining a rendering frequency of instances of a third-party content item for rendering with a call icon, based on a resource of the third-party content provider. The processor can provide a first instance of the content item for rendering with the call icon in accordance with the rendering frequency of instances. A call bridge device can receive a call from the client computing device upon actuation of the call icon, direct the call to a phone number of the third-party content provider, and determine a parameter of the call. The processor can adjust the rendering frequency of instances based on the parameter of the call and provide instances of the content item for display by client computing devices with the call icon in accordance with the adjusted rendering frequency of instances.

IPC 8 full level

G06Q 30/02 (2012.01)

CPC (source: EP GB)

G06Q 30/0251 (2013.01 - EP GB)

Citation (search report)

See references of WO 2017062388A1

Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)

BA ME

DOCDB simple family (publication)

WO 2017062388 A1 20170413; CN 107004204 A 20170801; DE 112016002215 T5 20180503; EP 3295412 A1 20180321; GB 201720876 D0 20180131; GB 2555542 A 20180502

DOCDB simple family (application)

US 2016055376 W 20161004; CN 201680003784 A 20161004; DE 112016002215 T 20161004; EP 16787604 A 20161004; GB 201720876 A 20161004