

Title (en)

SYSTEM AND METHOD FOR ANALYZING USER DEVICE INFORMATION

Title (de)

SYSTEM UND VERFAHREN ZUR ANALYSE VON INFORMATIONEN EINER BENUTZERVORRICHTUNG

Title (fr)

SYSTÈME ET PROCÉDÉ POUR ANALYSER DES INFORMATIONS DE DISPOSITIF D'UTILISATEUR

Publication

EP 3345146 A1 20180711 (EN)

Application

EP 16766741 A 20160901

Priority

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- US 2016049930 W 20160901

Abstract (en)

[origin: WO2017040799A1] A system and method is provided to track users across applications and devices, and to distinguish similar or different users among a number of commonly-used devices. Accordingly, systems and methods are provided for analyzing user device information to determine different users among a number of devices. In particular, user's behavior when using the devices is observed, and responsive to that observed behavior, is determined whether a particular users are distinguishable from other users. For instance, it may be useful to distinguish between users that operate the same devices or exist within a similar network (e.g., a home network, a workplace network, etc.) for various purposes. For instance, it may be useful to distinguish between users for displaying advertising to these users, performing some other operation with respect to a subset of the users.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP)

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DOCDB simple family (application)

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