

Title (en)

A METHOD AND SYSTEM FOR INTELLIGENT ADAPTIVE BIDDING IN AN AUTOMATED ONLINE EXCHANGE NETWORK

Title (de)

VERFAHREN UND SYSTEM FÜR INTELLIGENTES ADAPTIVES BIETEN IN EINEM AUTOMATISIERTEN ONLINE-AUSTAUSCHNETZWERK

Title (fr)

PROCÉDÉ ET SYSTÈME D'ENCHÈRES ADAPTATIVES INTELLIGENTES DANS UN RÉSEAU D'ÉCHANGE EN LIGNE AUTOMATISÉ

Publication

**EP 3682403 A1 20200722 (EN)**

Application

**EP 18769115 A 20180905**

Priority

- FR 1758516 A 20170914
- US 201715704647 A 20170914
- EP 2018073845 W 20180905

Abstract (en)

[origin: WO2019052870A1] A computer-implemented method comprises receiving, from an ad exchange server via a data communications network, a message comprising a bid request which includes site information and user information relating to an available ad slot. For each offer in ranked list generated, an offer-level estimate of probability of user interaction with the offer is computed. For a combination of offers included in the ranked list, an ad-level bid price is computed, based on at least the computed offer-level estimates of probability of user interaction, corresponding offer-level interaction revenues, and an aggressiveness parameter. A bid response includes a bid-priced ad which comprises the combination of offers and the ad-level bid price. Machine learning models for predicting behaviour of online users are able to automatically determine estimates of probability of user interaction with online content elements based upon aggregated behaviour of prior users in similar contexts.

IPC 8 full level

**G06Q 30/02** (2012.01)

CPC (source: EP)

**G06Q 30/02** (2013.01); **G06Q 30/0273** (2013.01); **G06Q 30/0283** (2013.01)

Citation (examination)

GEORGE COULOURIS, JEAN DOLLIMORE, TIM KINDBERG, GORDON BLAIR: "Distributed Systems: Concepts and Design (5th Edition)", 7 May 2011, ADDISON-WESLEY, US, ISBN: 978-0-13-214301-1, article "Distributed Systems: Concepts and Design (5th Edition)", pages: 536 - 557, XP055263685

Designated contracting state (EPC)

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Designated extension state (EPC)

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DOCDB simple family (application)

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