

Title (en)

SYSTEMS AND METHODS FOR USING GEO-BLOCKS AND GEO-FENCES TO DISCOVER LOOKALIKE MOBILE DEVICES

Title (de)

SYSTEME UND VERFAHREN ZUR VERWENDUNG VON GEOBLÖCKEN UND GEOFENCING ZUR ENTDECKUNG VON ÄHNLICHEN MOBILEN GERÄTEN

Title (fr)

SYSTÈMES ET PROCÉDÉS D'UTILISATION DE GÉOBLOCS ET DE GÉOBARRIÈRES POUR DÉCOUVRIR DES DISPOSITIFS MOBILES ANALOGUES

Publication

EP 3695349 A1 20200819 (EN)

Application

EP 18866394 A 20181010

Priority

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Abstract (en)

[origin: WO2019075120A1] The present disclosure provides methods and systems that utilize mobile device location events and machine learning and generate predicative classification/regression model for lookalike prediction. Location related features, together with other user level information, are extracted, transformed and used as model feature input, and a client specified list of mobile devices or their associated users are used as prediction target. This system makes efficient use of different types of location events and thus offers improved scale and performance. It also enjoys many benefits offered by a machine learning platform, such as automatic adaptation to different lists of seed lists, addition of new features and changes in data statistical properties.

IPC 8 full level

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CPC (source: EP)

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Citation (search report)

See references of WO 2019075120A1

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