

Title (en)

SYSTEM AND METHOD FOR PROVIDING PEOPLE-BASED AUDIENCE PLANNING

Title (de)

SYSTEM UND VERFAHREN ZUR BEREITSTELLUNG EINER PERSONENBASIERTEN PUBLIKUMSPPLANUNG

Title (fr)

SYSTÈME ET PROCÉDÉ POUR FOURNIR UNE PLANIFICATION D'AUDIENCE BASÉE SUR DES PERSONNES

Publication

EP 4305577 A1 20240117 (EN)

Application

EP 22768129 A 20220311

Priority

- US 202117200556 A 20210312
- US 2022020035 W 20220311

Abstract (en)

[origin: WO2022192727A1] Systems and methods for targeted advertising to specific consumers are disclosed. A system may include a memory storing instructions; and at least one processor configured to execute the instructions to: receive, over a network, consumer data from a client device; identify a plurality of client-provided consumers from the consumer data; obtain a plurality of unique consumer identifiers corresponding to the plurality of client-provided consumers; and identify at least one first overlapping unique consumer identifier by matching at least one of the plurality of client-provided consumers with at least one publisher-provided consumer provided by a first publisher device of a plurality of publisher devices, the first publisher device having a highest priority among the plurality of publisher devices.

IPC 8 full level

G06Q 30/02 (2023.01); **G06F 16/23** (2019.01)

CPC (source: EP US)

G06F 16/2358 (2019.01 - US); **G06Q 30/0241** (2013.01 - EP US); **G06Q 30/0243** (2013.01 - EP US); **G06Q 30/0244** (2013.01 - EP US); **G06Q 30/0246** (2013.01 - EP US); **G06Q 30/0251** (2013.01 - EP US); **G06Q 30/0255** (2013.01 - EP US); **G06Q 30/0269** (2013.01 - EP US); **G06Q 30/0271** (2013.01 - EP US); **G06Q 30/0277** (2013.01 - EP US)

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

Designated validation state (EPC)

KH MA MD TN

DOCDB simple family (publication)

WO 2022192727 A1 20220915; AU 2022234435 A1 20230928; BR 112023018409 A2 20240215; CA 3213394 A1 20220915; CN 117677961 A 20240308; EP 4305577 A1 20240117; JP 2024519254 A 20240510; MX 2023010708 A 20240206

DOCDB simple family (application)

US 2022020035 W 20220311; AU 2022234435 A 20220311; BR 112023018409 A 20220311; CA 3213394 A 20220311; CN 202280021003 A 20220311; EP 22768129 A 20220311; JP 2023555466 A 20220311; MX 2023010708 A 20220311