

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)

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Designated extension state (EPC)

BA ME

Designated validation state (EPC)

KH MA MD TN

DOCDB simple family (publication)

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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