DETERMINING AND/OR MANAGING OFFERS SUCH AS BIDS FOR ADVERTISING

**Keyword Bid Optimizer**

1. ACCEPT KEYWORD AND BUDGET
2. OBTAIN "BID LANDSCAPE" FOR KEYWORD
3. DETERMINE CONVEX BID LANDSCAPE FROM BID LANDSCAPE
4. DETERMINE OPTIMAL BID STRATEGY FOR KEYWORD USING CONVEX BID LANDSCAPE
5. RETURN

**Abstract**

Offers, such as bids in an advertising network, may be determined and/or managed by accepting an ad budget and at least one ad serving constraint, and then generating offer information using the ad budget and the serving constraint(s). The offer may be generated by obtaining, for each of the ad serving constraint(s), a plurality of points, wherein each point includes a cost per event value and an event quantity value. These points collectively define a landscape. A convex landscape for each of the ad serving constraint(s) is then determined from the landscape(s). One or more points from at least one of the convex landscapes is then used to generate the offer information.
Declarations under Rule 4.17:
— as to applicant’s entitlement to apply for and be granted a patent (Rule 4.17(U))
— as to the applicant’s entitlement to claim the priority of the earlier application (Rule 4.17(Hi))

Published:
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— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
INTERNATIONAL SEARCH REPORT

A CLASSIFICATION OF SUBJECT MATTER
IPC(8): G06Q 30/00 (2007 01)
USPC: 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC(8): G06Q 30/00 (2007 01)
USPC: 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 705/7, 14, 27, 37, 725/22, 23, 32, 42

Electronic data base consulted during the international search (name of data base and where practicable, search terms used)
Electronic data base: PubWEST (USPT, PGPB, EPAB, JPAB), Wiley Interscience, CrossRef, Google, Google Scholar
Search Terms Used: convex hull, advertising, advertisement, bid, campaign, budget, cpc, search engine etc

C DOCUMENTS CONSIDERED TO BE RELEVANT

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<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No</th>
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<tr>
<td>X</td>
<td>US 2005/0065844 A1 (RAJ et al.) 24 March 2005 (24 03 2005) entire document, (especially para [0002], [0019], [0020], [0031]-[0032], [0047]-[0056], [0061])</td>
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