METHOD AND APPARATUS FOR SCREENING PROMOTION KEYWORDS

Candidate promotion keywords are selected. Features of the candidate promotion keywords are extracted. The features include at least one of a search engine feature, an effect feature of non-directed traffic, and a text feature. The features of the candidate promotion keywords are used as input data of a pre-established keyword screening model, and superior promotion keywords are obtained according to a prediction result of the keyword screening model.

FIG. 1


Published:
— with international search report (Art. 21(3))

Date of publication of the international search report:
10 March 2016
### International Search Report

**International application No.**

PCT/IB2015/001443

**A. Classification of Subject Matter**

<table>
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<th>IPC(8)</th>
<th>CPC</th>
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<td>G06Q 30/02 (2015.01)</td>
<td>G06Q 30/02 (2015.10)</td>
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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)

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<td>G06Q 17/30864, 17/30867, G06Q 30/02 (2015.10)</td>
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USPC: 705/14.71, 707/727, 748

**C. Documents Considered To Be Relevant**

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<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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<td>X</td>
<td>US 2006/0026147 A1 (CONE et al) 02 February 2006 (02.02.2006) entire document</td>
<td>1-5, 9, 14-15, 18, and 20</td>
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<td>Y</td>
<td>US 2012/0173344 A1 (ZHANG et al) 05 July 2012 (05.07.2012) entire document</td>
<td>6-8, 10-13, 16-17, and 19</td>
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</table>

**Further documents are listed in the continuation of Box C.**

- **A** document defining the general state of the art which is not considered to be of particular relevance
- **E** earlier application or patent but published on or after the international filing date
- **L** document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- **O** document referring to an oral disclosure, use, exhibition or other means
- **P** document published prior to the international filing date but later than the priority date claimed
- **T** later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- **X** document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- **Y** document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- **&** document member of the same patent family

Date of the actual completion of the international search: 20 November 2015

Date of mailing of the international search report: 23 DEC 2015

Name and mailing address of the ISA:

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PCT OSP: 571-272-7774

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