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(54) Title: METHOD AND SYSTEM FOR PERSONALIZING OFFERS

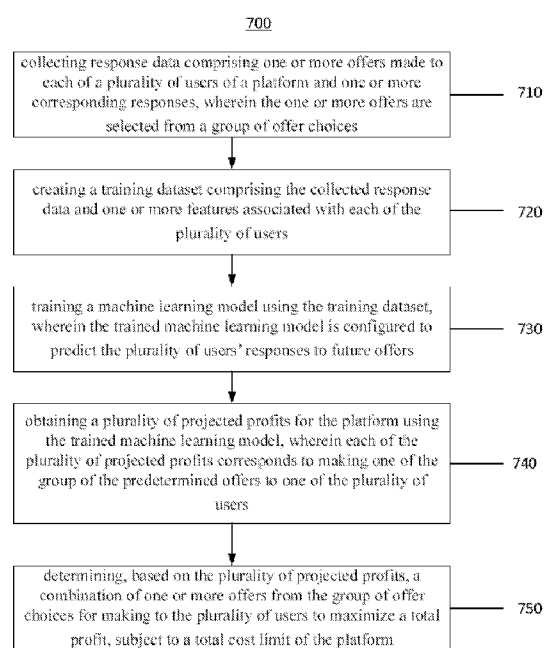


FIG. 7

(57) Abstract: Methods, systems, and apparatus, including computer programs encoded on computer storage media, for personalizing offers are provided. One of the methods includes: collecting response data comprising one or more offers made to each of a plurality of users of a platform and one or more corresponding responses, wherein the one or more offers are from a group of offer choices; creating a training dataset comprising the collected response data and one or more features associated with each of the plurality of users; training a machine learning model using the training dataset, wherein the trained machine learning model is configured to predict the plurality of users' responses to future offers; obtaining a plurality of projected profits for the platform using the trained machine learning model, wherein each of the plurality of projected profits corresponds to making one of the group of the predetermined offers to one of the plurality of users.

MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM,
TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW,
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INTERNATIONAL SEARCH REPORT

International application No.

PCT/CN2020/071821

A. CLASSIFICATION OF SUBJECT MATTER

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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)

G06Q

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

WPI, EPODOC, CNPAT, CNKI, IEEE: offer, user, guest, response, order, train, machine, learning, model, predict, profit, income, benefit, maximize, cost, limit

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	CN 107818478 A (CTRIIP COMPUTER TECHNOLOGY SHANGHAI CO., LTD.) 20 March 2018 (2018-03-20) description, paragraphs [0058]-[0106]	1-20
Y	CN 106846041 A (CTRIIP COMPUTER TECHNOLOGY SHANGHAI CO., LTD.) 13 June 2017 (2017-06-13) abstract	1-20
A	CN 107590684 A (SOCIAL TOUCH BEIJING TECHNOLOGY CO., LTD.) 16 January 2018 (2018-01-16) the whole document	1-20
A	CN 110298707 A (CHINA UNITED NETWORK COMMUNICATIONS GROUP CO., LTD.) 01 October 2019 (2019-10-01) the whole document	1-20
A	US 2017300939 A1 (CHITTILAPPILLY, Anto et al.) 19 October 2017 (2017-10-19) the whole document	1-20



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Information on patent family members

International application No.

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Patent document cited in search report			Publication date (day/month/year)	Patent family member(s)	Publication date (day/month/year)
CN	107818478	A	20 March 2018	None	
CN	106846041	A	13 June 2017	None	
CN	107590684	A	16 January 2018	None	
CN	110298707	A	01 October 2019	None	
US	2017300939	A1	19 October 2017	None	