Abstract:

Title: RETURNING ESTIMATED VALUE OF SEARCH KEYWORDS OF ENTIRE ACCOUNT

Techniques for returning estimated value of search keywords of an entire account include, for the entire account, obtaining one or more selected search keywords and their respective forecast periods and parameter settings. An estimated value of a respective search keyword in the respective forecast period is forecasted. Based on stored historical data and parameter settings of the respective search keyword, the estimated value of the respective search keyword is modified to obtain a modified estimated value. The modified estimated value of each search keyword is added up to generate an estimated value of the entire account. The estimated value of the entire account is returned to a client terminal from which the entire account is logged in. The present disclosure modifies the respective search keyword's estimated value so that the estimated value of the entire account satisfies the expected value of the client.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8): G06F 7/00 (2011.01)

USPC: 707/723

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

B. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 2006/0010105 A1 (Sarukkai et al.) 12 January 2006 (12.01.2006), see entire document; especially para [0009][0001], [0031], [0034]-[0045], [0049]-[0058]. Fig. 2, 4, 7, 9</td>
<td>1-20</td>
</tr>
<tr>
<td>Y</td>
<td>US 2006/0206355 A1 (Cheung et al.) 14 September 2006 (14.09.2006). See entire document; especially para [0076][0077], [0115], [0151][0133]. Fig. 1</td>
<td>1-20</td>
</tr>
</tbody>
</table>

FURTHER DOCUMENTS ARE LISTED IN THE CONTINUATION OF BOX C.

Y: Special categories of cited documents:
- 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

"Y": 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
"E": 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
"L": 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
"O": document member of the same patent family

Date of the actual completion of the international search: 08 December 2011 (08.12.2011)

Date of mailing of the international search report: 16 DEC 2011

Name and mailing address of the ISA/US

Lee Y. Young
P.O. Box 1450. Alexandria. Virginia 22313-1450
Facsimile No. 703-272-3201

Authorized officer: Lee Y. Young

PCT Helpdesk: 703-272-4300
PCT OGP: 703-272-7774

Form PCT/ISA/210 (second sheet) (July 2009)