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(54) Title: BID LANDSCAPE TOOL

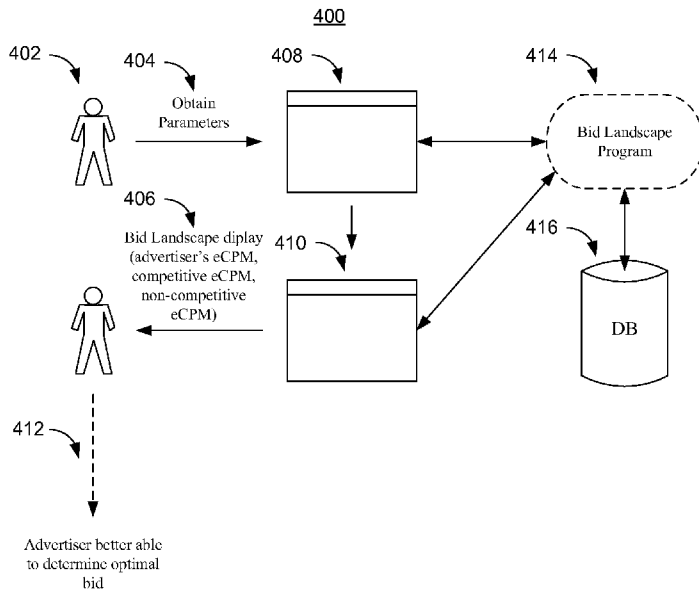


FIG. 4

(57) Abstract: Techniques are provided that can be used in advertising campaign management in connection with auction-based online advertising. A tool is provided, for use by advertisers or advertising campaign managers, for being provided with, in connection with specified parameters, an indication of a competitive bid and a non-competitive bid. The tool may also provide an actual, estimated, or projected bid, which may be associated with an advertising campaign or a portion thereof, for comparison with the competitive bid and the non-competitive bid. The tool may allow assessment of a competitive bid landscape and help allow determination of an optimal bid.

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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

Korean utility models and applications for utility models

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eKOMPASS(KIPO internal) & Keywords:advertisement, bid, history, and landscape

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2009-0327083 A1 (MATHEW, A. J. et al.) 31 December 2009 See abstract, figure 1, paragraphs [0001]-[0043] and claims 1-8.	1-20
A	US 2007-0005421 A1 (LABIO, W. et al.) 04 January 2007 See abstract, figure 4 and paragraphs [0010]-[0091].	1-20
A	US 2008-0255922 A1 (FELDMAN, J. et al.) 16 October 2008 See abstract, figure 5 and paragraphs [0007]-[0067].	1-20
A	US 2009-0132363 A1 (POWELL, A. et al.) 21 May 2009 See abstract and paragraphs [0011]-[0022].	1-20
A	US 2008-0065479 A1 (TOMLIN, J. A.) 13 March 2008 See abstract and paragraphs [0006]-[0007].	1-20
A	US 2007-0174118 A1 (DEKEL, E. et al.) 26 July 2007 See abstract and paragraphs [0041]-[0071].	1-20

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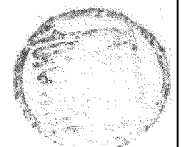
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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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