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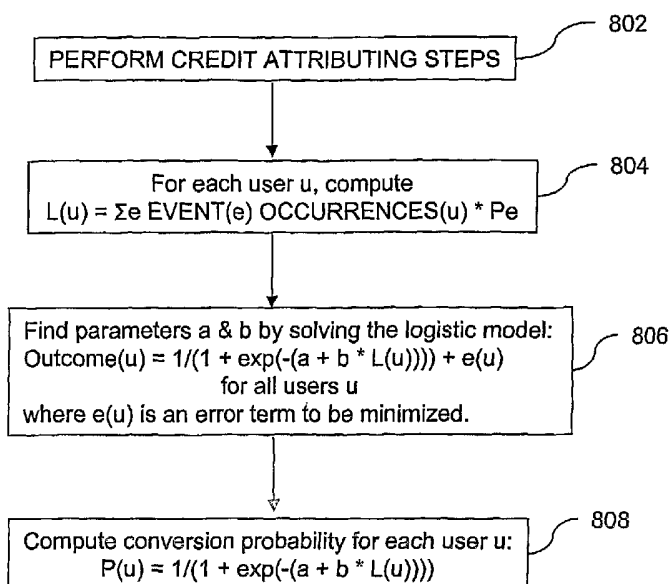
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[Continued on next page]

(54) Title: METHODS TO ATTRIBUTE CONVERSIONS FOR ONLINE ADVERTISEMENT CAMPAIGNS



(57) Abstract: A method attributes credit (802) for conversions to a plurality of event types. A plurality of probabilities that a single impression of each of a plurality of respective event types causes a conversion by one of a plurality of users are defined (804). A processor is used to select values for the plurality of probabilities so as to minimize a total squared error (806) based on differences between an observed outcome for each user and a respective expected outcome for each user calculated from the plurality of probabilities (808).



SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

*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.*

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# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/20985

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(7) : G06F 17/60 US CL : 705/10 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 705/10 * 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) Please See Continuation Sheet		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,974,396 (ANDERSON et al) 26 October 1999 (26.10.1999), column 3, lines 30-40; column 6, lines 16-23; and column 7, lines 13-15.	1-25
Y	US 6,286,005 B1 (CANNON) 04 September 2001 (04.09.2001), column 29, line 34 - column 71, line 20.	1-25
Y	US 6,334,110 B1 (WALTER et al) 25 December 2001 (25.12.2001), column 3, line 23 - column 8, line 26.	1-25
Y, P	US 6,708,156 B1 (GONTEN) 16 March 2004 (16.03.2004), column 2, line 58 - column 4, line 30.	1-25
Y, P	US 6,745,184 B1 (CHOI et al) 01 June 2004 (01.06.2004), column 18, line 66 - column 30, line 44.	1-25
Y, P	US 6,772,129 B2 (ALVAREZ et al) 03 August 2004 (03.08.2004), column 1, line 35 - column 10, line 26.	1-25
Y	US 2003/0014304 A1 (CALVERT et al) 16 January 2003 (16.01.2003), page 1, paragraph 0009 - page 3, paragraph 0028.	1-25
Y	US 2003/0065555 A1 (von GONTEN et al) 03 April 2003 (03.04.2003), pages 1-2, paragraphs 0013-0020.	1-25
Y, P	US 2003/0195793 A1 (JAIN et al) 16 October 2003 (16.10.2003), pages 1-5, paragraphs 0020-0131.	1-25
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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"E"	earlier application or patent published on or after the international filing date	"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
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"O"	document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P"	document published prior to the international filing date but later than the priority date claimed	
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## C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	JP 2001/243287 A (SHOGAKKAN KK) 07 September 2001 (07.09.2001), English Abstract.	1-25
Y	US 2003/0078832 A1 (ALVAREZ et al) 24 April 2003 (24.04.2003), pages 1-6, paragraphs 0011-0103.	1-25

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## Continuation of B. FIELDS SEARCHED Item 3:

EAST (USPAT, USPGPub, JPO, EPO, DERWENT, IBM TB)

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