

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
14 December 2006 (14.12.2006)

PCT

(10) International Publication Number
WO 2006/133218 A3

(51) International Patent Classification:
G06F 15/173 (2006.01)

(21) International Application Number:
PCT/US2006/021977

(22) International Filing Date: 6 June 2006 (06.06.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/688,167 6 June 2005 (06.06.2005) US
11/422,129 5 June 2006 (05.06.2006) US

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

(88) Date of publication of the international search report:
16 April 2009

(54) Title: ASP FOR WEB ANALYTICS INCLUDING A REAL-TIME SEGMENTATION WORKBENCH

(57) Abstract: An application service provider system for retrieving and displaying web analytic data, or segmentation workbench, comprises a server and several client computing devices. The server includes a web analytics tool. Each of the clients preferably includes a web analytics client for communication with the server. The application service provider system is architecture allows web analytics service to be provided to users with an application service provider where the web traffic information for different users can be segregated and share a single server while communicating with different clients of different user companies. The present invention also includes a number of methods for retrieving and presenting web analytics data.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US06/21977

A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06F 15/173** (2006.01)

USPC: 709/233,224

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)

U.S. : 709/233,224

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	U.S. 2003/0154442 (PAPIERNIAK) 14 Aug 2003 (14.08.03), whole document.	1-29
A,P	U.S. 2005/0262240 (DREES et al) 24 Nov 2005 (24.11.05), whole document.	1-29

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☐ See patent family annex.

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"&"

document member of the same patent family

Date of the actual completion of the international search

02 June 2008 (02.06.2008)

Date of mailing of the international search report

19 JUN 2008

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US

Commissioner for Patents

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