



- (51) International Patent Classification:
G06Q 30/02 (2012.01) G06Q 30/08 (2012.01)
- (21) International Application Number:
PCT/US2012/029570
- (22) International Filing Date:
17 March 2012 (17.03.2012)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
13/072,678 26 March 2011 (26.03.2011) US
- (71) Applicant (for all designated States except US): **RS SOFTWARE** [US/US]; 1900 McCarthy Blvd., Ste 103, Milpitas, California 95035 (US).
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): **AGARWAL, Shwetav** [IN/IN]; Flat No. C-9/1, Animikha Housing Complex. 10 M.A. Road, New Town, Rajarhat, Kolkata 700 156 (IN).
- (74) Agent: **TRAN, Bao**; PO Box 68, Saratoga, California 95071 (US).
- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ,

CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, 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, ML, MR, NE, SN, TD, TG).

Published:
— with international search report (Art. 21(3))
— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

(88) Date of publication of the international search report:
3 January 2013

(54) Title: SYSTEMS AND METHODS FOR FACILITATING CUSTOMER ACQUISITION BY BUSINESSES

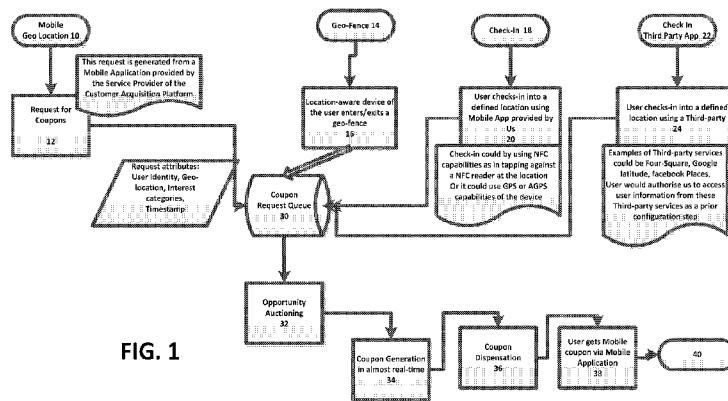


FIG. 1

(57) Abstract: Systems and methods are disclosed for facilitating acquisition of customers for merchants through targeted offers to prospective customers; improving the precision of targeting by Prospect Profiling and Intent Prediction. In certain embodiments, the system supports monetizing sources of data which contribute to Prospect Profiling and Intent Prediction, such as purchase history, third-party SNP data. In other embodiments, a "Customer acquisition fee" serves as the underlying business model for the Service Provider of the Platform. The system provides cost-effective marketing where merchants pay only after conversion of prospect to customer. Customers get higher savings through Opportunity Auctioning amongst merchants with the value of Discount offer as part of Bid.

WO 2012/134843 A3

A. CLASSIFICATION OF SUBJECT MATTER*G06Q 30/02(2012.01)i, G06Q 30/08(2012.01)i*

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 30/02; G06Q 30/00; G06F 17/60; G06Q 10/00

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

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: advertisement, buyer, profile, target, merchant and auction.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2009-0222346 A1 (GREENE DANIEL H. et al.) 03 September 2009 See abstract, figures 1-4 and claims 1-4.	1-20
Y	US 2008-0221984 A1 (ABHYANKER RAJ VASANT) 11 September 2008 See abstract, figures 1,5,6 and claims 8, 18.	1-19
Y	US 2008-0162269 A1 (GILBERT SHELDON) 03 July 2008 See abstract, paragraph [0072], figures 21, 33 and claim 1.	2, 12, 20
A	US 2004-0193488 A1 (DENIS KHOO et al.) 30 September 2004 See abstract, figure 4 and claims 1,9,13,28.	1-20
A	US 2008-0195457 A1 (SHERMAN STEPHEN et al.) 14 August 2008 See abstract, figures 2,3B and claims 1,3,6.	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

* 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 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

"T" 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

"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

"Y" 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

"&" document member of the same patent family

Date of the actual completion of the international search

25 OCTOBER 2012 (25.10.2012)

Date of mailing of the international search report

29 OCTOBER 2012 (29.10.2012)

Name and mailing address of the ISA/KR

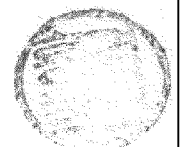
Korean Intellectual Property Office
189 Cheongsu-ro, Seo-gu, Daejeon Metropolitan
City, 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

HONG, Kyoung hee

Telephone No. 82-42-481-5781



INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/029570

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2009-0222346 A1	03.09.2009	EP 2096595 A2	02.09.2009
		EP 2096595 A3	24.02.2010
		EP 2096596 A2	02.09.2009
		EP 2096596 A3	24.02.2010
		EP 2096597 A2	02.09.2009
		EP 2096597 A3	24.02.2010
		EP 2096598 A2	02.09.2009
		EP 2096598 A3	24.02.2010
		JP 2009-205679 A	10.09.2009
		JP 2009-205682 A	10.09.2009
		JP 2009-205683 A	10.09.2009
		JP 2009-205684 A	10.09.2009
		US 2009-0222342 A1	03.09.2009
		US 2009-0222343 A1	03.09.2009
		US 2009-0222344 A1	03.09.2009
US 2009-0222345 A1	03.09.2009		
US 2008-0221984 A1	11.09.2008	None	
US 2008-0162269 A1	03.07.2008	US 2008-162268 A1	03.07.2008
		US 2008-162574 A1	03.07.2008
		US 8027864 B2	27.09.2011
		US 8027865 B2	27.09.2011
		US 8032405 B2	04.10.2011
		WO 2008-064343 A1	29.05.2008
US 2004-0193488 A1	30.09.2004	AU 2001-26398 A1	31.07.2001
		AU 2001-26398 B2	26.08.2004
		AU 2003-226089 A1	20.10.2003
		AU 2003-230743 A1	20.10.2003
		AU 2003-230743 A8	20.10.2003
		AU 2003-245393 A1	19.12.2003
		CA 2395835 A1	26.07.2001
		CA 2395835 C	17.04.2007
		CA 2485938 A1	16.10.2003
		CA 2488308 A1	11.12.2003
		CA 2548999 A1	21.07.2005
		CA 2578831 A1	26.07.2001
		EP 1262065 A1	04.12.2002
		EP 1262065 B1	12.04.2006
		EP 1497813 A2	19.01.2005
		EP 1514411 A2	16.03.2005
		EP 1659796 A1	24.05.2006
		EP 1695234 A2	30.08.2006
		EP 2219378 A1	18.08.2010
		EP 2219378 B1	25.07.2012
JP 04-554866 B2	23.07.2010		
JP 2003-531511 A	21.10.2003		
JP 2005-522718 A	28.07.2005		

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/029570

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
		JP 2005-528832 A	22.09.2005
		JP 2007-515018 A	07.06.2007
		KR 10-2003-0023611 A	19.03.2003
		KR 10-2005-0012256 A	31.01.2005
		KR 10-2006-0005975 A	18.01.2006
		KR 10-2007-0038027 A	09.04.2007
		KR 10-2009-0088971 A	20.08.2009
		US 06159468A A	12.12.2000
		US 2002-0100042 A1	25.07.2002
		US 2002-0144268 A1	03.10.2002
		US 2002-0152465 A1	17.10.2002
		US 2003-0009759 A1	09.01.2003
		US 2003-0037334 A1	20.02.2003
		US 2003-0041328 A1	27.02.2003
		US 2004-0028670 A1	12.02.2004
		US 2004-0107434 A1	03.06.2004
		US 2004-0143843 A1	22.07.2004
		US 2006-0168623 A1	27.07.2006
		US 6395270 B1	28.05.2002
		US 6434747 B1	13.08.2002
		US 6630137 B1	07.10.2003
		US 6721955 B2	13.04.2004
		US 6735778 B2	11.05.2004
		US 7117516 B2	03.10.2006
		US 7124091 B1	17.10.2006
		WO 01-54403 A1	26.07.2001
		WO 03-085633 A2	16.10.2003
		WO 03-085633 A3	16.10.2003
		WO 03-085966 A1	16.10.2003
		WO 03-102743 A2	11.12.2003
		WO 03-102743 A3	11.12.2003
		WO 2005-065190 A2	21.07.2005
		WO 2005-065190 A3	21.07.2005
US 2008-0195457 A1	14.08.2008	None	