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[Continued on next page]

(54) **Title:** DELIVERING AD-INITIATED EMAILS TO A USER'S VISUAL EMAIL INBOX TO PROVIDE ACCESS TO CONTENT

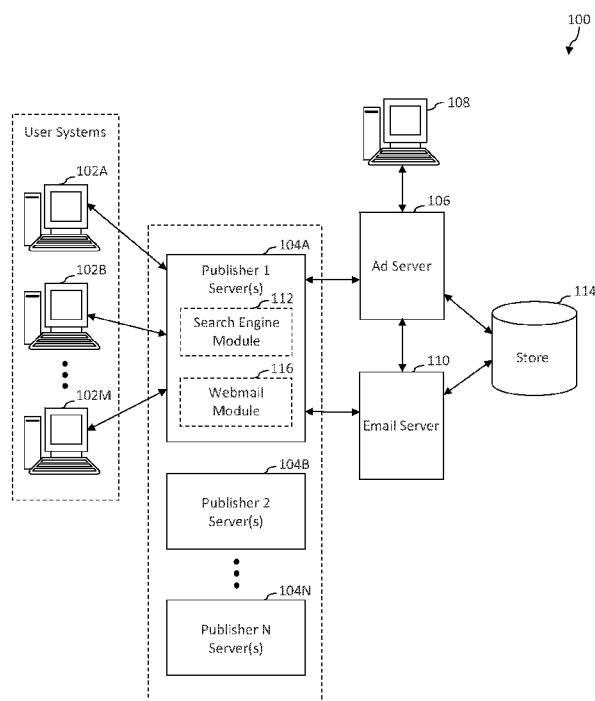


FIG. 1

(57) **Abstract:** Techniques are described herein for delivering ad-initiated emails to a user's visual email inbox to provide access to content. Ad-initiated emails are emails generated by an ad server in response to a user's selection of an online advertisement that is served by the ad server. A visual email is an email represented using a creative. For instance, the visual email may include metadata that identifies the creative or that may be used to identify the creative. The creative may be an audio component, an image component, and/or a video component. A creative may be used to represent a single email or multiple emails. If a creative is used to represent multiple emails, selection of the creative may provide access to the various emails, information identified by the emails, and/or a list of the emails. Content may include a coupon, a file, an advertisement, etc.



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

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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/02(2012.01)i, G06Q 50/32(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; G06F 15/16; G06F 3/00; G06F 17/60; G06Q 30/00

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, email, coupon, grid

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X A	WO 01-16823 A1 (DONG, WOO-SANG) 08 March 2001 See abstract, claim 1 and figure 2.	8, 10 1-7, 9, 11-20
A	US 2010-0017294 A1 (MANCARELLA ROBERT et al.) 21 January 2010 See abstract, claims 1, 5, 6 and figures 3A-4.	1-20
A	US 2009-0228360 A1 (MANCARELLA ROBERT et al.) 10 September 2009 See abstract, claims 1, 11, 16 and figure 2.	1-20
A	US 2002-0052781 A1 (MICHAEL E. AUFRICHT et al.) 02 May 2002 See abstract, claim 1 and figure 2.	1-20
A	US 2005-0283734 A1 (OVID SANTORO et al.) 22 December 2005 See abstract and figure 14.	1-20



Further documents are listed in the continuation of Box C.



See patent family annex.

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16 OCTOBER 2012 (16.10.2012)

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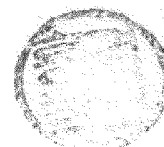
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INTERNATIONAL SEARCH REPORT

Information on patent family members

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