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Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

[Continued on next page]

(54) Title: DETERMINING SEARCH QUERY STATISTICAL DATA FOR AN ADVERTISING CAMPAIGN BASED ON USER-SELECTED CRITERIA

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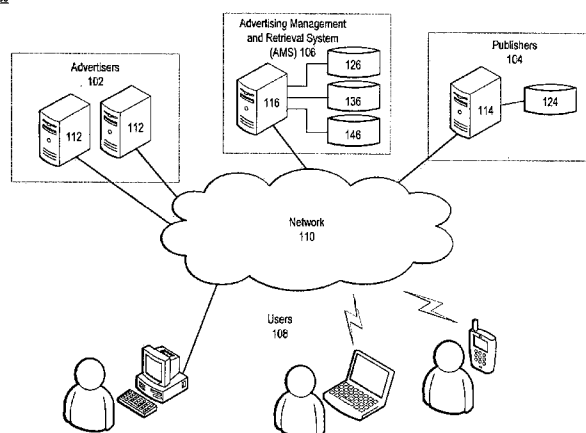


Fig. 1

(57) Abstract: Techniques for determining search query information for an advertising campaign and communicating the search query information to a sponsor of the advertising campaign are described. The techniques include receiving, from a sponsor of the advertisement, a request for search query information relating to the advertisement having been presented by a search service, identifying previously executed search queries submitted by users of the search service, wherein search results of the identified search queries have been presented with the advertisement to one or more users of the search service, compiling search query information, the search query information including ad performance data associated with the advertisement for the identified search queries, and providing the sponsor with the compiled search query information. A user interface may be generated to receive user input of selection criteria and provide an interface to search query information.

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INTERNATIONAL SEARCH REPORT

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PCT/US2008/065516**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)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)

IPC8: G06F 17/00, G06F 17/30, G06F19/00, G06Q10/00-99/00

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 since 1975.

Japanese utility models and applications for utility models since 1975.

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

eKIPASS(KIPO internal) "advertisement, advertiser, sponsor, search, query, performance, cookie, report"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2007/0033104 A1 (COLLINS et al.) 8 February 2007 See the abstract; figures 1-7; claims 1-11	1-20
Y	KR 2003-0043827 A (LEE, SU CHANG) 2 June 2003 See the abstract; figures 1-7; claims 1-16	1-20
A	US 2007/0027762 A1 (COLLINS et al.) 1 February 2007 See the abstract; figures 1-45; claims 1-29	1-20
A	US 7,100,111 B2 (MCELFRESH et al.) 29 August 2006 See the abstract; figures 1-6; claims 1-27	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

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"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

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US 2007-0033104 A1

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KR 2003-0043827 A

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