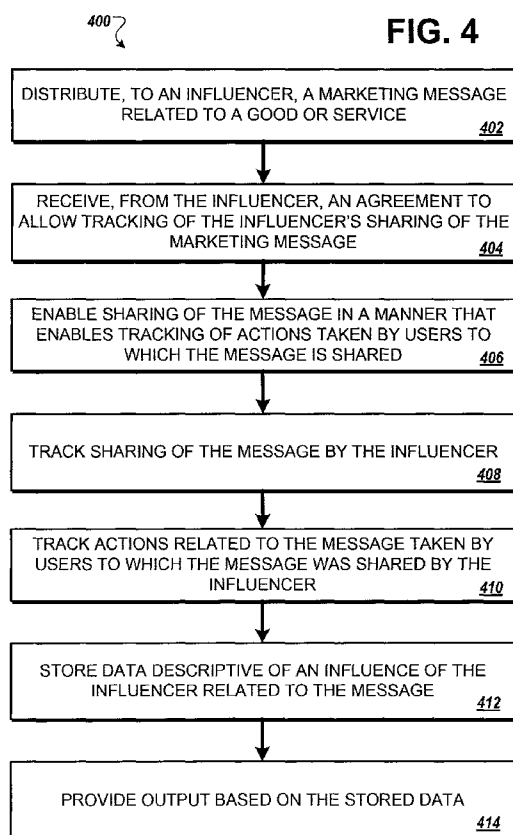




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[Continued on next page]

(54) Title: MEASURING INFLUENCE IN A SOCIAL NETWORK



(57) Abstract: Measuring influence in social networks, in which a marketing message related to a good or service has been distributed to one or more influencers. An agreement to allow tracking of the influencer's sharing of the marketing message is made. Also, after receiving the agreement to allow tracking of the influencer's sharing of the marketing message, sharing of the marketing message is enabled in a manner that enables tracking of actions taken by users to which the marketing message is shared. Sharing of the marketing message by the influencer is tracked and actions related to the marketing message taken by users to which the message was shared by the influencer are tracked. Data descriptive of an influence of the influencer related to the marketing message is stored and output based on the stored data is provided.



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, KM, ML, MR, NE, SN, TD, TG).

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A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06Q 30/02** (2012.01)

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC G06Q* (keywords)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

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

Databases: Canadian Patent Database, Total Patent, Esp@cenet

Keywords: social network, track, share, agree or allow, private or privacy

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	CA 2 796 680 (CHAN et al.) 20 Oct 2011 (20-10-2011) Fig. 2 Paragraphs 0010, 0057, 0066 and 0070	1-20
X	US 2012/0109737 (SETTY et al.) 03 May 2012 (03-05-2012) Summary of Invention Paragraphs 0077, 0080, 0081, 0083 and 0087	1-20

☐ Further documents are listed in the continuation of Box

☒ See patent family annex.

* Special categories of cited documents :	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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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"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"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	

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Information on patent family members

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Patent Document Cited in Search Report	Publication Date	Patent Family Member(s)	Publication Date
CA2796680A1	20 October 2011 (20-10-2011)	AU2011239384A1 EP2558995A1 US2011258050A1 US2011264532A1 WO2011130727A1	08 November 2012 (08-11-2012) 20 February 2013 (20-02-2013) 20 October 2011 (20-10-2011) 27 October 2011 (27-10-2011) 20 October 2011 (20-10-2011)
US2012109737A1	03 May 2012 (03-05-2012)	None	