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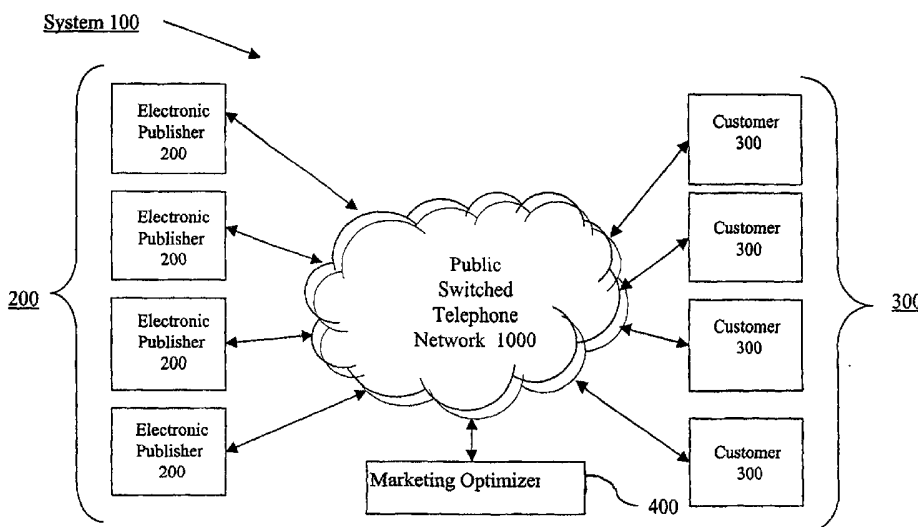
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(54) Title: METHOD AND SYSTEM OF OPTIMIZING THE RESPONSE AND PROFITABILITY OF A MARKETING PROGRAM



(57) Abstract: A method and system (100) for capturing customer information and/or behavioral data that may include, for example, the day/time/date of the visit, the location on the site, channel or other electronic media property, demographic information including physical location, ad format data, as well as partner coding information. The method and system (100) passes such information, to an analyzer (400) which determines which advertising unit to a display device, and what followup sales process will be used. The system and method also includes capturing the customer action information (204), and continuously analyzing such information against predetermined rule-sets to determine whether a decision should be made to remove such advertising unit from the advertising marketing mix.

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# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US03/13889

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(7) :G06F 17/60  
US CL :705/10, 14; 707/10; 345/327

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. : 705/10, 14; 707/10; 345/327

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)

East  
publisher, publishing, ad, advertisement, marketing, analyzing, optimal, optimizing

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,977,964 A (WILLIAMS et al) 2 November 1999, entire document.	1-17
A	US 6,285,983 A (JENKINS) 4 September 2001, entire document.	1-17
A	US 5,465,308 A (HUTCHESON et al) 7 November 1995, Figures 1-13.	1-17
Y,P	US 6,457,010 A (ELDERING et al) 24 September 2002, entire document.	1-17

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

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