(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
5 December 2013 (05.12.2013)

WIPO | PCT

(10) International Publication Number
WO 2013/181466 A3

(51) International Patent Classification:
G06Q 10/00 (2012.01)

(21) International Application Number:
PCT/US2013/043476

(22) International Filing Date:
30 May 2013 (30.05.2013)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
61/689,185 30 May 2012 (30.05.2012) US

(71) Applicant: **XRAY MARKETING EFFECTIVENESS CONSULTANTS, INC.** [US/US]; 6681 Casa Grande Way, Delray Beach, Florida 33446 (US).

(72) Inventors; and
(71) Applicants : **VON GONTEN, Michael** [US/US]; 6681 Casa Grande Way, Delray Beach, Florida 33446 (US). **HOO, David** [US/US]; 242 Steilen Avenue, Ridgewood, New Jersey 07450 (US).

(74) Agents: **AHMANN, William, F.** et al.; Sheppard, Mullin, Richter & Hampton LLP, 379 Lytton Avenue, Palo Alto, California 94301 (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, BN, 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, 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, PA, 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, 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, KM, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

(88) Date of publication of the international search report:
13 March 2014

(54) Title: SINGLE-SOURCE DATA ANALYSIS OF ADVERTISING AND PROMOTION EFFECTS

(57) Abstract: A system constructed using one or more of the techniques described includes a collective set of data structures, information tools, and computational and machine methods useful to store, append, interact with, retrieve, process, and present data and information in a fashion that enables associations to be made between the entities and longitudinal purchase data to ascertain the effectiveness of advertising, promotions, or both.

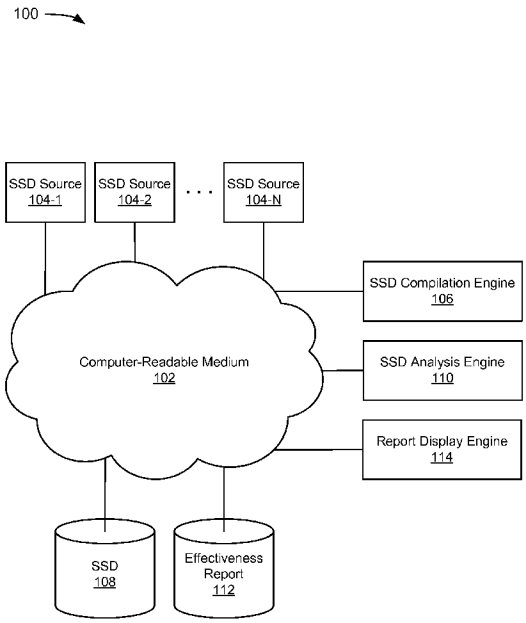


FIG. 1

WO 2013/181466 A3

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2013/043476

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 10/00 (2013.01)
USPC - 705/7.29
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)
IPC(8) - G06Q 10/00, 30/00, 30/02 (2013.01)
USPC - 705/7.29; 725/14, 34

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
CPC - G06Q 30/02, 30/0201, 30/0202

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 7,319,972 B2 (VON GONTEN et al) 15 January 2008 (15.01.2008) entire document	1-20
Y	WOOD. "Consumer Responses in Sales to Multiple Media Advertising Exposures – The Impact of Synergy Based on a Study of Project Apollo Single Source Data," College of Computing and Information Science, University of Albany, 2010, pp 1-283, [retrieved on 2013-10-31]. Retrieved from the internet: <URL: http://gradworks.umi.com/3403168.pdf>	1-20
Y	WO 2011/063116 A2 (PARK et al) 26 May 2011 (26.05.2011) entire document	4, 9,16
A	US 2011/0288907 A1 (HARVEY et al) 24 November 2011 (24.11.2011) entire document	1-20

☐ Further documents are listed in the continuation of Box C. ☐

* 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 another 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	Date of mailing of the international search report
31 October 2013	11 DEC 2013
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Blaine R. Copenheaver PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774