METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR EXECUTING A MARKETING CAMPAIGN
**INTERNATIONAL SEARCH REPORT**

**A. CLASSIFICATION OF SUBJECT MATTER**

IPCG - G06F 17/00; G06F 17/30 (2007.01)
USPC - 707/1; 707/104.1

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)
USPC - 707/1; 707/104.1

Documented searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 705/1; 705/10

Electronic database consulted during the international search (name of database and, where practicable, search terms used)
PubMed, USPTO, EPAB, JPA; Google Scholar
Search Terms: marketing, advertising, tracking information requests, tracking purchase transactions, tracking unsubscribe requests, tracking customer transactions, database, direct marketing or database marketing.

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 2005/0010470 A1 (Marino) 13 June 2005 (13.06.2005), paragraphs 98, 100 and 117, claims 2(g), 19(g), 21, 29, 30(g) and 32.</td>
<td>1-28</td>
</tr>
<tr>
<td>Y</td>
<td>US 6,014,866 A (Roberts et al.) 8 August 2000 (08.08.2000), Figs. 3-4, col. 2, lines 42-67, col. 3, lines 1-10.</td>
<td>6</td>
</tr>
</tbody>
</table>

* 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 novel or 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
16 January 2007 (16.01.2007)

Date of mailing of the international search report
02 MAY 2007

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