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[Continued on next page]

(54) **Title:** SYSTEM AND METHOD TO ANALYZE CALLS TO ADVERTISED TELEPHONE NUMBERS

(57) **Abstract:** A system and method for analyzing information associated with voice calls placed during a telephone number advertising campaign is described. The system receives information characterizing voice calls to advertiser telephone numbers and information from advertisers such as information about the outcome of the voice call (e.g., conversion information). The system correlates the voice call information with the advertiser information and generates reports based on the correlated information. The system can perform or enable the performance of other actions based on the correlated information. For example, the system may modify an ongoing advertising campaign based on an analysis of the correlated information.

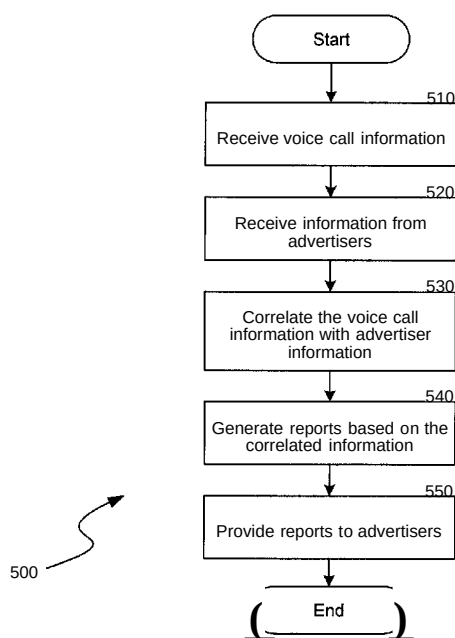


FIG. 5



SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US20 11/042819**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)

G06Q 30/00; H04M 3/00

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
Japanese utility models and applications for utility modelsElectronic data base consulted during the international search (name of data base and, where practicable, search terms used)
eKOMPASS(KIPO internal) & Keywords: voice call, advertise, free**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	JP 2009-514351 A (Microsoft Corporation) 02 April 2009 See paragraphs [0025] , [0033]-[0034] , [0038]-[0039] , [0043] , [0049] -[0050] and claims 1-2 .	1-25
A	KR 10-2002-0032656 A (LEE, TAE YOUNG) 04 May 2002 See abstract and claim 1.	1-25
A	KR 10-2002-0029534 A (INTERSOFTPHONE CO., LTD.) 19 April 2002 See abstract and claims 1-4 .	1-25
A	US 2009-0055251 A1 (SHAH KETAN K. et al.) 26 February 2009 See abstract and paragraphs [0026] -[0033] .	1-25

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

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Date of the actual completion of the international search

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2011/042819

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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KR 10-2002-0032656 A	04. 05 .2002	None	
KR 10-2002-0029534 A	19 .04. 2002	None	
US 2009-005525 1 A 1	26 .02 .2009	None	