

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
31 March 2011 (31.03.2011)

PCT

(10) International Publication Number
WO 2011/037672 A3

- (51) International Patent Classification:
G06Q 30/00 (2006.01)
- (21) International Application Number:
PCT/US2010/042167
- (22) International Filing Date:
15 July 2010 (15.07.2010)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
61/225,886 15 July 2009 (15.07.2009) US
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM,

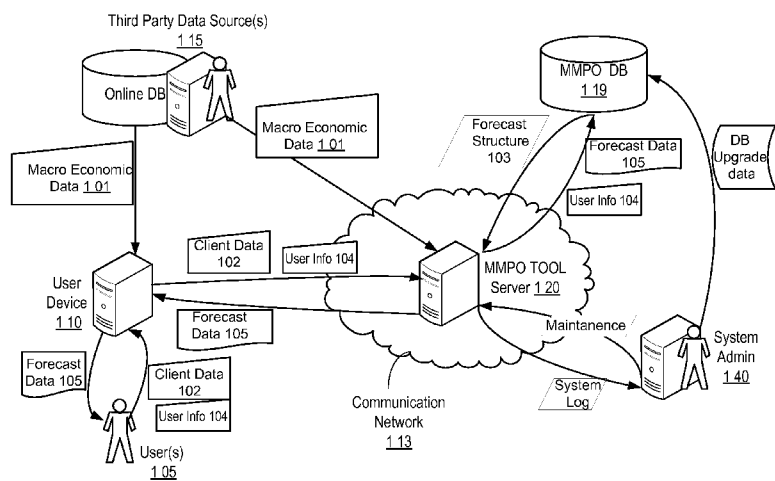
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(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, 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, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

- Published:
- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))
- (88) Date of publication of the international search report:
19 May 2011

(54) Title: APPARATUSES, METHODS AND SYSTEMS FOR A MEDIA MARKETING PLANNING AND OPTIMIZATION TOOL

FIGURE 1A



(57) Abstract: This disclosure details the implementation of apparatuses, methods, and systems for a media marketing planning and optimization tool (hereinafter, "MMPO TOOL"). MMPO TOOLS implement a live application whereby users may obtain sales forecast data and media planning information by submitting client specific data, such as historic sales data, media spend data, incentive/promotion data, and/or the like, to the MMPO TOOL.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 10/42167

A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06Q 30/00 (2011.01) USPC - 705/10 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 30/00 (2011.01) USPC - 705/10 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC - 705/1.1, 7, 10; 700/1, 90 (See Keywords Below) Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Pub WEST (USPT, PGPB, JPAB, EPAB), Google Scholar Search Terms: obtain, receive, input, enter, fetch, capture, economic, market, data, information, feeds, determine, identify, detect, estimate, predict, economic indicator, identifier, attribute, property, features, sales, market, demand, client, media spend, incentive...		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2006/0259378 A1 (FORNASARI), 16 November 2006 (16.11.2006), entire document especially Abstract; FIG 2; Para [0021], [0025]-[0030], [0032]-[0036], [0050]	1-22
Y	US 2004/0093296 A1 (PHELAN et al.), 13 May 2004 (13.05.2004), entire document especially Abstract; Para [0027], [0033], [0072]-[0073], [0099]-[0103], [0127]-[0130], [0136]-[0141], [0147]-[0148]	1-22
Y	US 2009/0012760 A1 (SCHUNEMANN), 08 January 2009 (08.01.2009), entire document especially Para [0026]-[0030], [0052], [0055]	12-14
Y	US 2009/0144117 A1 (CAVANDER et al.), 04 June 2009 (04.06.2009), entire document especially Para [0051], [0307]-[0312]	16
Y	US 2007/0027741 A1 (GRUHL et al.), 01 February 2007 (01.02.2007), entire document especially Para [0008]-[0010], [0029]-[0031], [0062]-[0063]	17-18
A	US 6,772,129 B2 (ALVAREZ et al.), 03 August 2004 (03.08.2004), entire document	1-20
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Date of the actual completion of the international search 22 February 2011 (22.02.2011)		Date of mailing of the international search report 08 MAR 2011
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: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774