

(19) World Intellectual Property Organization
International Bureau(43) International Publication Date
12 January 2006 (12.01.2006)

PCT

(10) International Publication Number
WO 2006/004861 A3(51) International Patent Classification⁷: **G06F 17/60**Oak Street, San Francisco, CA 94117 (US). **VARIAN, Hal** [US/US]; 1198 Estates Drive, Lafayette, CA 94549 (US).(21) International Application Number:
PCT/US2005/023163(74) Agent: **POKOTYLO, John, C.**; Straub & Pokotylo, 620 Tinton Avenue, Bldg. B, 2nd Floor, Tinton Falls, NJ 07724-3260 (US).

(22) International Filing Date: 29 June 2005 (29.06.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/880,972 30 June 2004 (30.06.2004) US(71) Applicant (for all designated States except US):
GOOGLE, INC. [US/US]; 1600 Amphitheatre Parkway, Mountain View, CA 94043 (US).

(72) Inventors; and

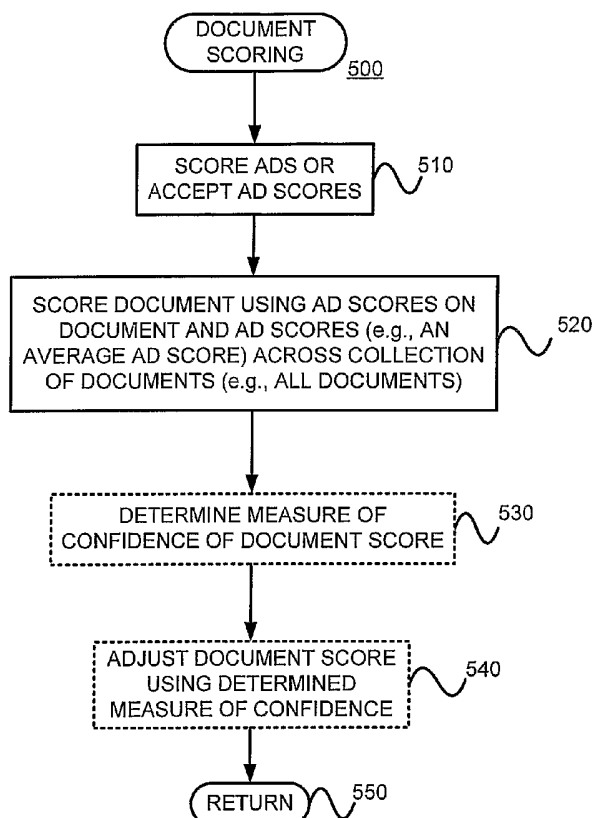
(75) Inventors/Applicants (for US only): **AXE, Brian** [US/US]; 342 Liberty Street, San Francisco, CA 94114 (US). **BEEFERMAN, Doug** [US/US]; 347 Ramona St., Apt.#3, Palo Alto, CA 94301 (US). **PATEL, Amit** [US/US]; 800 High School Way, Apt. #336, Mountain View, CA 94041 (US). **STOLL, Nathan** [US/US]; 1531

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,

[Continued on next page]

(54) Title: ADJUSTING AD COSTS USING DOCUMENT PERFORMANCE OR DOCUMENT COLLECTION PERFORMANCE



(57) Abstract: Documents or document sets may be scored to reflect a value of an action, such as a selection for example, when an ad is served with the document (or a document belonging to a document set). A cost associated with the action with respect to an ad that was served with a document may then be adjusted using the score (700 and 800). For example, ad scores may be accepted or determined, and a document may be scored using the ad scores when served with the document and ad scores across a collection of documents to generate a document score. Each of the ad scores may indicate a value of an action with respect to an ad, such as a conversion rate, or a return on investment for an ad selection for example. Document scores used in this way may help advertisers get a more consistent cost per conversion, or return on investment, without requiring them to enter and manage various offers for various documents and/or various ad serving systems having various conversion rates or returns on investment.



FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,
SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,
GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report*

Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

(88) Date of publication of the international search report:

27 April 2006

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US05/23163

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60
US CL : 705/14

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. : 705/1, 705/10, 705/14, 705/20, 705/26, 705/27, 707/3, 707/4, 707/5, 707/104.1 and 707/532

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
NONE

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

U.S. Patent and Trademark Office Patent Full-Text and Full-Page Database; PatentCafe ICO semantic search engine of US Patent, US Published Applications, WIPO, Great Britain, Japan, Germany, European Patent Office (EPO)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2003/0055729 A1 (BEZOS et al.) 20 March 2003 (20.03.2003) see entire document.	1-41
A	HOFFMAN et al. When Exposure-Based Web Advertising Stops making Sense (And What CDNOW Did About It). January 2000 [retrieved on 09 November 2005]. Retrieved from the Internet:<URL: http://elab.vanderbilt.edu/Research/papers/When%20Exposure-Based%20Web%20Advertising%20Stops%20Making%20Sense%20(And%20What%20CDNOW%20Did%20About%20It)%20%5BHoffman,%20Novak%20-%20Jan%202000%5D.pdf. See entire document.	1-41
A	US 6,134,532 A (LAZARUS et al.) 17 October 2000 (17.10.2000) see entire document.	1-41
A	US 6,654,725 B1 (LANGHEINRICH et al.) 25 November 2003 (25.11.2003) see entire document.	1-41
A	US 2003/0046161 A1 (KAMANGAR et al.) 06 March 2003 (06.03.2003) see entire document.	1-41
A	US 6,560,578 B2 (ELDERING) 06 May 2003 (06.02.2003) see entire document.	1-41
A, P	US 6,816,857 B1 (WEISSMAN et al.) 09 November 2004 (09.11.2004) see entire document.	1-41



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Date of the actual completion of the international search

09 November 2005 (09.11.2005)

Date of mailing of the international search report

25 JAN 2006

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
Telephone No. 571-272-7774