Figure 3

Gather device, application, and browser usage data. 310

Examine usage data to identify sets of potential digital identity pairs. 320

Process internet usage data to determine association scores of potential digital identity pairs. 340

Post-process the association scores over time to identify high probability pairs. 360

Use rich user profile data from high probability pairs to help target advertisements on paired platforms. 390

(54) Title: SYSTEM AND METHOD FOR DETERMINING RELATED DIGITAL IDENTITIES

(57) Abstract: Internet advertising to users of web browser personal computer systems is a very large and mature industry. However, many new digital devices such as cellular telephones, tablet computer systems, and video game consoles are now presenting an even larger internet advertising market. Although the techniques used for targeting advertisements to web browsers on personal computers are sophisticated, the techniques for accurately targeting internet advertisements to these new digital devices are limited. To improve the quality of targeting advertisements on new digital devices a set of techniques for accurately pairing digital identities is disclosed. Once various digital identities are linked, all of the accumulated digital profile information from these linked digital identities may be used to accurately select advertisements for all of the linked digital devices.
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))

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INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - H04W 4/02 (2013.01)
USPC - 705/14.49

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) - H04W4/02, H04W 4/04, H04W 48/04 (2013.01)
USPC - 705/14.49, 14.58, 14.66; 705/737

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

CPC - H04W 8/00, H04W 8/18, H04W 8/183 (2013.01)

Electronic data base consulted during the international search

PatBase, Orbit, Google Patents, Google Scholar

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>
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<tbody>
<tr>
<td>X</td>
<td>WO 2012/039766 A2 (ZADEH et al) 29 March 2012 (29.03.2012) entire document</td>
<td>1-3, 8, 10, 11-13, 18, 20</td>
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<td>US 2009/0005987 A1 (VENGROFF et al) 01 January 2009 (01.01.2009) entire document</td>
<td>5, 6, 7, 15, 16,17</td>
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Further documents are listed in the continuation of Box C.

Date of the actual completion of the international search: 25 October 2013

Date of mailing of the international search report: 26 Nov 2013

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