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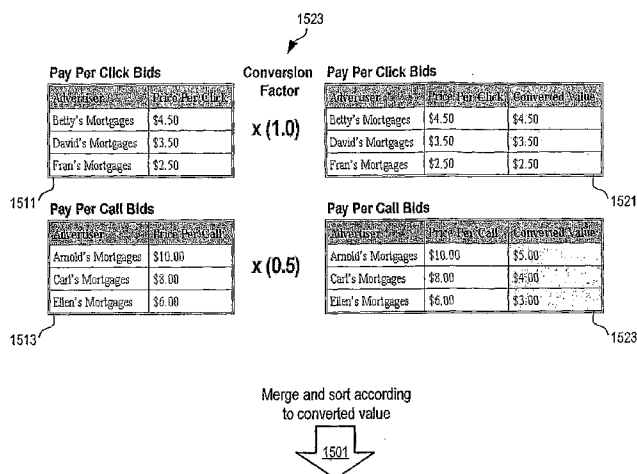
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(54) Title: SYSTEM AND METHOD TO MERGE PAY-FOR-PERFORMANCE ADVERTISING MODELS



(57) Abstract: Methods and apparatuses for merging different types of pay for performance advertisements. In one embodiment, a method includes: determining an indicator of potential revenue for a party from price information of a list of entities, which includes first price information for a first type of advertisements and second price information for a second type of advertisements; and sorting the list of entities based at least partially on the indicator of potential revenue. In one embodiment, a method includes: converting price information for an advertisement of a first type to equivalent price information for a second type of advertisements. In one embodiment, a method includes: determining automatically, based on a call bid amount for a per per call advertisement, a click bid amount for a pay per click advertisement to provide a phone number of the pay per call advertisement.



ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT,
RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA,
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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 06/07047

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8): G06Q 30/00 (2007.01)

USPC: 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)

IPC(8): G06Q 30/00 (2007.01)

USPC: 705/14

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

USPC: 705/1, 7, 14, 400; 725/22, 23, 32; 700/238

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

Electronic databases: USPTO WEST (PGPB, USPT, EPAB, JPAB); DIALOG PRO

Search Terms Used: potential or expected revenue advertisements or ads, advertisement or ad price or cost or bid, call or click or pay advertisement or ad, telephone or phone number, determining or calculating revenue, advertisement or ad list etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 2004/0044571 A1 (Bronnimann et al.) 04 March 2004 (04.03.2004) (abstract, and para [0012]-[0014], [0047]-[0050])	31 and 36-37 ----- 1-30 and 32-35
Y	US 2004/0107137 A1 (Skinner) 03 June 2004 (03.06.2004) (abstract, and para [0011]-[0014], [0051]-[0054])	1-30 and 32-35

☐ Further documents are listed in the continuation of Box C.


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"&" document member of the same patent family

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