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13/112,301 20 May 2011 (20.05.2011) US(71) Applicant (for all designated States except US): **YAHOO! INC.** [US/US]; 701 First Avenue, Sunnyvale, California 94089 (US).

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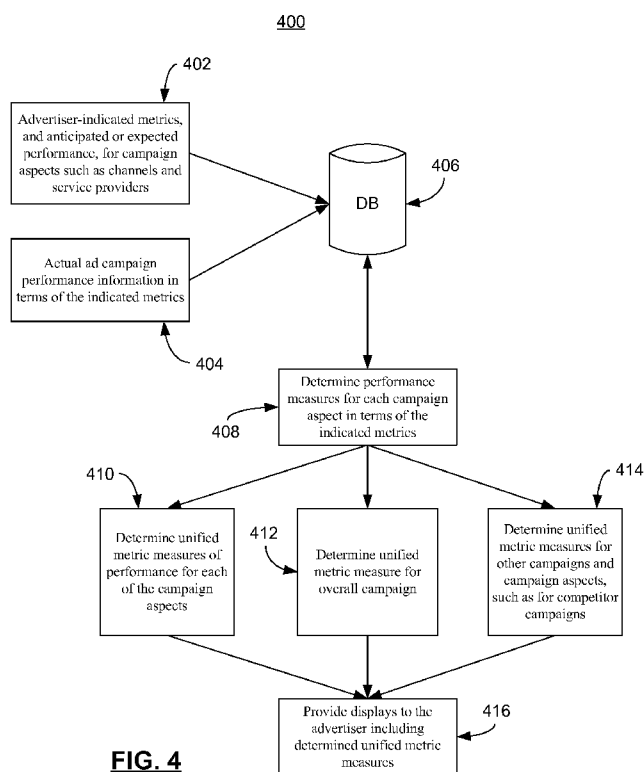
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[Continued on next page]

(54) Title: UNIFIED METRIC IN ADVERTISING CAMPAIGN PERFORMANCE EVALUATION

**FIG. 4**

(57) Abstract: The present invention provides techniques that include providing a unified metric for use in advertising campaign performance measurement and evaluation. An advertising campaign may include many aspects, such as portions associated with particular channels and service-providers. Different metrics may be used in measuring performance for particular channels, such as impressions, conversions, etc. Techniques are provided that translate performance of an overall campaign, as well as performance of particular aspects, into terms using a single unified metric measure. Unified metric measures can be used to easily compare campaigns and channels, whether of the same advertiser or against competitors campaigns.



EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU,
LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK,
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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/038721**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/02(2012.01)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 30/02; G06F 11/07; G06F 17/00; G06F 17/30; G06Q 30/00; G06Q 10/00

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 models

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

eKOMPASS(KIPO internal) & Keywords: advertisement, anticipated, actual, performance, metric

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2010-0262484 A1 (BARDIN ARIEL H. et al.) 14 October 2010 See abstract, claims 1-9, 16-19 and figures 1-5.	1-20
A	US 2010-0153217 A1 (KIRKBY STEPHEN DENIS et al.) 17 June 2010 See abstract, claims 1-7,8,9,13,14,16-20 and figures 1-6.	1-20
A	US 2008-0249832 A1 (RICHARDSON MATTHEW R. et al.) 09 October 2008 See abstract, claims 1-6 9,11,15,16 and figures 1-4.	1-20
A	US 2010-0287040 A1 (MARTIN-COCHER GAELE CHRISTINE et al.) 11 November 2010 See abstract, claims 1-5 and figures 1-9.	1-20
A	US 2007-0255690 A1 (CHI-CHAO CHANG et al.) 01 November 2007 See abstract and paragraphs [0009]-[0018].	1-20

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

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

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"&" document member of the same patent family

Date of the actual completion of the international search

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2010-0262484 A1	14. 10. 2010	None	
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US 2007-0255690 A1	01. 11. 2007	None	