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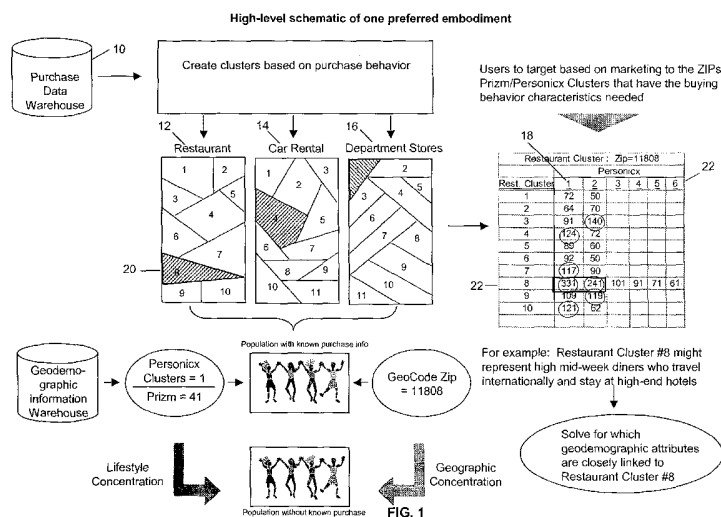
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For two-letter codes and other abbreviations, refer to the "Guid-  
ance Notes on Codes and Abbreviations" appearing at the begin-  
ning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND SYSTEM FOR PURCHASE-BASED SEGMENTATION



(57) Abstract: A method (see Fig.2) and system (see Fig.1) for purchased-based segmentation of potential customers employs the use of actual, observed purchases instead of presumptions and correlations to improve the accuracy of segmentation and involves collecting empirical data (10) for a client on actual purchasing behavior of a group of customers and applying statistical modeling techniques to the empirical purchasing behavior data (10) to identify segments or clusters (12, 14 and 16) of the customers that exhibit similar purchasing propensity characteristics. Thereafter, the segments or clusters are further differentiated from one another according to other factors having a tendency to directly affect actual purchasing behavior of the customers within the segments or clusters, and potential customers are then identified according to a correlation with the segments or clusters for customized marketing.



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# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/30979

## A. CLASSIFICATION OF SUBJECT MATTER

IPC: G 06F 17/30, G 07G 1/00, G 06Q 30/00, G 07F 7/00 AND G 06F 15/173

USPC: 705/10, 14, 26, 27 AND 709/224

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. : 705/10, 14, 26, 27 and 709/224

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

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

East: US Patents, PG-Pubs, Derwent, JPO, EPO, FPRS

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ---	US 2002/0069101 A1 (VINCENT) 6 June 2002 (6.06.2002), paragraphs 0030-0031)	1, 10-17
Y		2-9
Y	US 6,622,126 B1 (McARDLE et al) 16 SEPTEMBER 2003 (16.09.2003), col.1, lines 28-31, col.3, lines 39-42)	2-9
X,E	US Pub: 2006/0136589 A1 (KONIG et al) 22 June 2006 (22.06.2006), paragraphs 0002, 0006-0007, 0022-0025, 0055-0057, 0062-0063, 0091-0092, 0103, 0107-0114	1, 10-17

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

☐ See patent family annex.

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