



- (51) **International Patent Classification:**
G06N 5/02 (2006.01)
- (21) **International Application Number:**
PCT/US201 1/049576
- (22) **International Filing Date:**
29 August 2011 (29.08.2011)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
12/872,625 31 August 2010 (31.08.2010) US
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- (81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) **Designated States (unless otherwise indicated, for every kind of regional protection available):** ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, 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, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on nextpage]

(54) **Title:** SYSTEMS AND METHODS FOR RULED BASED INCLUSION OF PIXEL RETARGETING IN CAMPAIGN MANAGEMENT

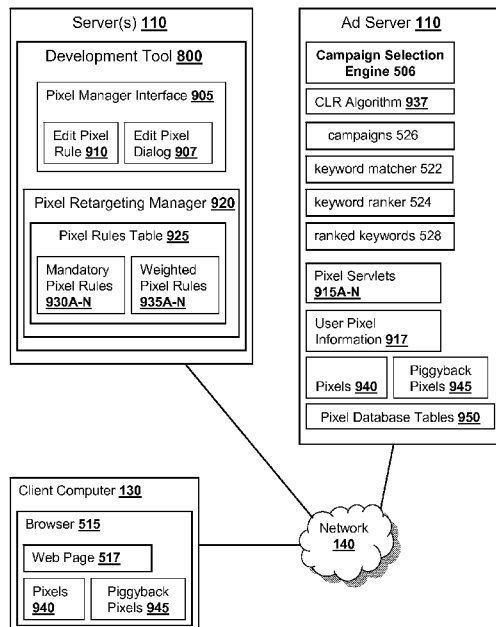


Fig. 9A

(57) **Abstract:** The present solution provides a configurable, dynamic and flexible mechanism to define and use pixel rules to identify and select campaigns for the user based on the user's pixel history as well as other behavior data. The pixel rules can be configured to identify one or more mandatory pixels that have to be present or tracked for the user in order to include or exclude a campaign in a campaign selection process. The pixel rules can be configured to identify weighted pixels that have to be present or tracked for the user in order to include or exclude a campaign in a campaign selection process. The pixel rules may identify any combination of mandatory and weighted pixel rules. These pixel rules may be configured via a user interface of a development tool and during run-time campaign management applied to the user pixel history to select and deliver campaigns.

WO2012/030730 A3

Published:

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

22 January 2015

- with international search report (Art. 21(3))
- 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))

INTERNATIONAL SEARCH REPORT		International application No. PCT/USI 1/49576
A. CLASSIFICATION OF SUBJECT MATTER IPC: G06N 5/02 (2006.01) USPC: 706/47 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. : 706/47,45		
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) Please See Continuation Sheet		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	Fleck, et al., 3D Surveillance - A Distributed network of Smart Cameras for Real-Time Tracking and its Visualization in 3D, Proceedings of the 2006 Conference on Computer Vision and Pattern Recognition Workshop (CVPRW'06), 2006, pp. 1-9.	1-20
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Date of the actual completion of the international search 25 November 2014 (25.11.2014)	Date of mailing of the international search report 03 DEC 2014	
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 Brian Johnson Telephone No. 571-272-3595	

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US1 1/49576

Continuation of B. FIELDS SEARCHED Item 3:

Search Text: US-PGPUB;USPAT;USOCR;FPRS;EPO;JPO;DERWENT;IBM_TDB

Search Terms: rules identifying whether or not a pixel is requiredjweight, threshold