

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
3 June 2004 (03.06.2004)

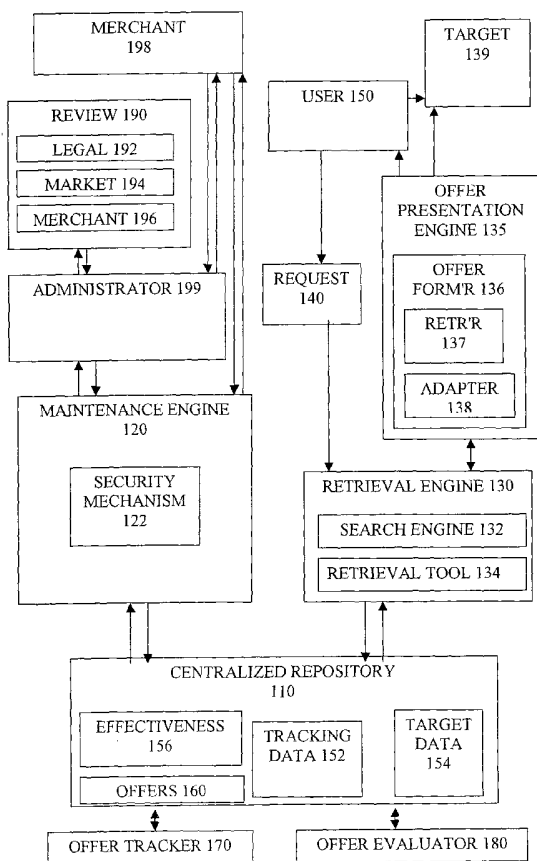
PCT

(10) International Publication Number  
WO 2004/046870 A3

- (51) International Patent Classification<sup>7</sup>: **G06F 17/60**
- (21) International Application Number: PCT/US2003/036697
- (22) International Filing Date: 14 November 2003 (14.11.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
  - 60/427,715 20 November 2002 (20.11.2002) US
  - 10/356,895 3 February 2003 (03.02.2003) US
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR,

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR ADMINISTERING INCENTIVE OFFERS



(57) Abstract: The present invention is directed toward a system and method for administering incentive offers. A system for administering incentive offers includes a centralized repository (110) for storing offer information, a maintenance engine (120) for updating and maintaining the offer information in the repository, and a retrieval engine (130) for finding and retrieving offers. The system cooperates with an offer presentation engine (135) for configuring and presenting offers based on offeree traits and the environment in which the offer is to be presented. An exemplary system formulates tests to determine effects of changes in content or context, tracks events related to presentation and acceptance of offers, evaluates impact of offer changes on offer effectiveness, and predicts optimum offer content and context based on results of such tests.

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CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.

**(84) Designated States (regional):** ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

- *with international search report*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

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

14 July 2005

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US03/36697

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(7) : G06F 17/60  
 US CL : 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)  
 U.S. : 705/14

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: offer, promotion, coupon, customiz\$, effectiveness, sensitivity

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2001/0014868 A1 (HERZ et al) August 16, 2001 (16.08.2001), entire disclosure.	1-26

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:	"T"
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
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Date of the actual completion of the international search  
 21 March 2005 (21.03.2005)

Date of mailing of the international search report  
**18 MAY 2005**

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