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(54) **Method and system for cross device tracking in online marketing measurements.**

(57) Method for online marketing measurements relating to purchase of a product(s) on a web shop website by a decision making unit. A device is used by the decision making unit to visit the web shop website directly or via a referring website, e.g. organic search, advertising channels, e-mail. The method starts by gathering data from a web shop website and associated product websites, the data comprising a product identification identifying a product for sale in the web shop website, and an IP address of the at least one device. A match of product identification and IP address of the at least one device is detected, and a customer journey from the decision making unit towards actual purchase of a product is assembled from all detected matches of product identification and IP address. The customer journey combines visit data associated with visits by the decision making unit to the web shop website and associated product websites using any of the at least one devices and relating to the purchased product.

NL C 2012223

Method and system for cross device tracking in online marketing measurements

Field of the invention

The present invention relates to a method for online marketing measurements relating to purchase of a product (or products) on a web shop website by a decision making unit, wherein at least one device is used by the decision making unit to visit the web shop website and associated product websites, e.g. advertisement sites, the method comprising gathering data from the web shop website and associated product websites.

Prior art

Traditional web analytics systems assign the order to the last visits to determine the performance of an advertising channel (last-cookie method). However, most online sales are the results of many visits, from many advertising websites. Therefore, traditional analytics systems are not reflecting the real contribution attributable to the various advertising channels.

International patent publication WO2013/074750 discloses a method for identifying and tracking user activity when using networked devices. The method is implemented to build a device graph using e.g. associations between identifiers, and to then use the device graph for various purposes, such as targeting of advertisements.

Summary of the invention

The present invention seeks to provide an improved tracking method allowing gathering of data associated with the customer journey of an internet based product purchase.

According to the present invention, a method according to the preamble defined above is provided, wherein the data comprises a product identification identifying a product for sale in the web shop website, and an IP address of the at least one device, and further comprising detecting a match of product identification and IP address of the at least one device, assembling a customer journey from the decision making unit towards actual purchase of a product from all detected matches of product identification and IP address, the customer journey combining visit data associated with visits by the decision making unit to the web shop website and associated product websites using any of the at least one devices and relating to the purchased product. It

is noted that a device is used by the decision making unit to visit the web shop web site, directly or via a referring website, e.g. organic search, advertising channels, e-mail, etc. This allows to obtain a more complete customer journey than possible with prior art methods, even in the case of multiple devices being used by the decision making unit towards the purchase of the product.

In a further embodiment, the visit data comprises stored data saved on the at least one device during a visit to the web shop website or an associated product website by the decision making unit, the stored data comprising at least the product identification. The stored data is e.g. saved in a cookie or cookie file on the specific device used by the decision making unit.

A decision making unit identification is provided in a further embodiment to each of the at least one devices, such as an email address or an account identification, and the decision making unit identification is included in the gathered data. This provides further possibilities to make the customer journey more complete.

The visit data are obtained based on data retrieved from the decision making unit identification in a further embodiment. The decision making unit identification is e.g. based on an email address or account identification, available on the at least one device, or stored during an actual purchase at a physical store location where the email address (or other decision making unit identification) is obtained.

The visit data may comprise data obtained from at least one device during a visit of the web shop web site relating to useragent data and/or IP hash data. This is one of possible implementations, which dependent on the type of visit may be used as visit data in assembling the customer journey.

In a number of cases or situations, the gathering of the data to assemble a customer journey may not result in a useable customer journey. E.g. data from an IP address having more than a predetermined number of different decision making units are excluded in a further embodiment, a situation which may arise in the case of proxy servers being used, or in the case of large companies using a router. A further alternative embodiment is wherein data relating to matched product identification and IP address of the at least one device are excluded if a number of matches exceeds a predetermined threshold value, which may be the case for very popular products, hypes, launches, etc.

The customer journey and the gathered data is used in a further embodiment to compute contributions of separate points on the customer journey towards the actual sale of the product. As the customer journey is more complete than in prior art methods, the contributions can be computed more precisely.

5   In further aspects, the present invention also relates to a system for online marketing measurements relating to purchase of a product on a web shop website by a decision making unit, the system comprising a processing unit connected to the Internet, and arranged to execute the method according to any one of the present invention embodiments, as well as to a computer program product comprising

10   computer executable code, which when loaded on a computing system, allows the computing system to execute the method according to any one of the present invention embodiments.

Short description of drawings

15   The present invention will be discussed in more detail below, using a number of exemplary embodiments, with reference to the attached drawings, in which

Fig. 1 shows a timing diagram illustrating a customer journey assembled according to a prior art method;

Fig. 2 shows a timing diagram illustrating a customer journey assembled

20   according to a first embodiment of the present invention;

Fig. 3 shows a timing diagram illustrating a customer journey assembled according to a second embodiment of the present invention;

Fig. 4 shows a timing diagram illustrating a customer journey assembled according to a third embodiment of the present invention;

25

Detailed description of exemplary embodiments

Present day consumer products are more and more often sold via Internet channels. Distributors and sellers invest in advertisements in various new forms, such as Internet advertisements using various (social) media. Of course, it is worthwhile to

30   be able to establish that a certain type of advertisement or web presence has resulted in an actual sale of a product.

Traditional web analytics systems assign the purchase to the last visits to determine the performance of an advertising channel (last-cookie method). However,

most online sales are the results of many visits, from many advertising websites. Therefore, traditional analytics systems are not reflecting the real contribution attributable to the various advertising channels.

Applicant of this patent application has already described a novel method and system for online marketing measurements, see priority application NL2011176, which is incorporated herein by reference.

The present application relates to various embodiments which allow a better gathering of relevant data of a customer journey (or purchase track) of a customer (decision making unit) for a specific purchase of a product. The decision making unit as used in the description above, is the entity making the eventual purchase. Normally a decision making unit thus comprises a single natural person, but also multiple persons (e.g. a family) or even a computerized buying entity can be the entity covered by this term. This applies even when a customer (decision making unit) uses multiple devices during the entire customer journey (orientation, comparing prices, up until eventual purchase) or buys from a physical store after orientating online.

Fig. 1-4 show a timing diagrams illustrating a customer journey assembled according to a prior art method and embodiments of the present invention. In the timing diagrams, three different devices are used by the decision making unit, e.g. a device A (laptop), device B (tablet) and device C (desktop computer). Device B ice C are connected to the Internet using a single access point, indicated by the block with IP address #1. Note that prior to that, the device B was e.g. connected via another network, and hence another IP address, as indicated in the drawings. The device used by the decision making unit to make the eventual purchase is device C (indicated by block 'actual sale' at the right of the timing line for device C).

The journey resulting in the actual sale is of course the journey of interest from marketing perspective. Usually, the journey is limited over a certain predetermined tracking period TP, e.g. 30 days or counting from a previous purchase.

In this exemplary case, the decision making unit used all three devices to have a look at a specific product (e.g. a pair of shoes): first on device C (indicated as event S_{C1}), later in time on device B (indicated as event S_{B1}) and even later on device A (indicated as event S_{A1}). The actual purchase was initiated from device C (indicated as purchase event P_C). In each and every case, the product identification is available as visit data, and the visit is done at a web shop web site.

Furthermore, further visits were made to the same web shop web site or using other Internet related sites, such as advertising channels. These further visits may relate to the same or similar products, but may also concern other types of visits (e.g. visits to the home page, visits to a (non)related category page) using one of the devices A or B

5   in this particular example. This is indicated by visit events V_{A1} using device A, and V_{B2} using device B. Also, an earlier purchase was made using device B, indicated as purchase event P_{B1}.

It is noted that the present invention embodiments relate to Internet related purchases in a very general sense. This implies that devices used by the decision

10   making unit, and computer systems implementing a web shop web site and associated product web sites, such as advertisement web sites or channels, provide and store data related to each and every visit. The most common used implementation are cookies, which are stored as small files on a device and/or computer system, but other methods and implementations may be used.

15   In prior art methods, as indicated above, the customer journey is assembled using gathered visit data from device C only, in this case (using a tracking period TP of e.g. 30 days), the visit data is recorded for two instances or touch points, T_{C1} and T_{C2}. The visit data gathered on basis of this customer journey is of course somewhat limited, and cannot account for any possible contribution to the actual sale via the other devices

20   used by the decision making unit.

According to a first embodiment of the present invention, a method is provided for online marketing measurements relating to purchase of a product on a web shop website by a decision making unit. At least one device (device A, B, C) is used by the decision making unit to visit the web shop website and associated product websites,

25   such as advertisement sites or channels. The method comprises
- gathering data from the web shop website and associated product websites, wherein the data comprises a product identification identifying a product for sale in the web shop website, and an IP address of the at least one device;
- detecting a match of product identification and IP address of the at least one device;

30   - assembling a customer journey from the decision making unit towards actual purchase of a product from all detected matches of product identification and IP address, the customer journey combining visit data associated with visits by the decision making

unit to the web shop website and associated product websites using any of the at least one devices and relating to the purchased product.

In this manner, the customer journey will also include data related to the visit to the web shop web site by the decision making unit using device B (event S_{B1}, included in the customer journey as touch point T_{B1}), as shown in Fig. 2. This customer journey is already more complete and thus more useful than prior art methods. It is noted that the combination of product identification and IP address as used in the present invention embodiments could also be secured, e.g. using a hashing method.

In a further embodiment, which is shown in the timing diagram of Fig. 3, the visit data comprises stored data (e.g. a cookie or cookie file(s), saved on the at least one device during a visit to the web shop website or an associated product website, the stored data comprising at least the product identification. The product identification may be available directly or indirectly, i.e. via an association with the product identification, such as the URL of the page the decision making unit visits. The product identification then again allows to execute a proper matching, gathering visit data and assembling a complete customer journey. Thus also the earlier visit in the tracking period TP to the web shop website using device B (event V_{B2}) is recorded in the customer journey as touch point T_{B2}. The entire customer journey in this embodiment and for this exemplary purchase then already includes four touch points T_{C1}, T_{B2}, T_{B1} and T_{C2} and the associated visit data.

In a further embodiment, the visit data comprises data obtained from at least one device during a visit of the web shop web site relating to user agent data and/or IP hash data. This may depend on the actual implementation of the web shop web site and associated web sites, yet still allows to perform proper matching for assembly of the customer journey.

The customer journey can be made even more complete using an even further embodiment of the present invention, for which the timing diagram is shown in Fig. 4. In this embodiment, a decision making unit identification is provided to each of the at least one devices, such as an email address or an account identification, and the decision making unit identification is included in the gathered data. This embodiment also allows to properly add the visits by the decision making unit using device A in the example as shown, i.e. the visit event V_{A1} and event S_{A1}. As shown in Fig. 4, these are added as touch points T_{A1} and T_{A2} in the eventual customer journey, resulting in a

complete view of the purchase history by the decision making unit in the tracking period TP (i.e. a total of six touch points).

In a further embodiment, the visit data is obtained based on data retrieved from the decision making unit identification. The decision making unit identification is e.g. an email address as used, or an account identification. The email address or the account identification could be obtained during the actual purchasing phase. Matching of all the gathered data (i.e. product identification, IP address, cookie data, decision making unit identification) then allows to assemble the entire customer journey. Then, after the actual sale (purchase), the customer journey and the gathered data are e.g. used to compute contributions of separate touch points on the customer journey towards the actual sale of the product.

Of course, by extending the tracking period TP, even more earlier events may be included (e.g. purchase event P_{B1}) in the customer journey, but in general determination of marketing measurements can be limited to a set time period.

The present invention embodiments can thus be utilized to provide more complete customer journey records and data, even when the decision making unit is using multiple devices or multiple locations towards the actual purchase. Even in the case of off line purchasing (i.e. in a physical shop) the present method embodiments can be used (see below).

In the situation of multiple locations and a single device, the decision making unit e.g. uses a single device to orientate on a product using a (mobile) computer device on work, and buy the product when at home, or check a product in a train to work, and order the product at work, or e.g. check a product on the computer device at a friend's house, and order from the same computer device at home. As a single computer device is used, the embodiment relying on cookies is already sufficient to obtain the entire customer journey, since it is the same computer device the cookies should still be there when the eventual purchase is made. If cookies are deleted, then the embodiment using matching from cookie identifications derived from the decision making unit (e-mail/account id) can be used.

In the situation of a single location and multiple devices, the situation can e.g. be that a decision making unit opens an e-mail relating to the product on a smart phone, after which the product is bought using a laptop at home. Also, a natural person can browse together with a partner on a smart phone and laptop at the same time, after

which one person buys the product from one of these devices (or another device in the same location). Also a more complex situation can be catered for, e.g. when a person checks products using a default browser, yet orders a product using another browser.

Also in the combined situation (multiple locations, multiple devices) the present invention embodiments allow to assemble a complete and useable customer journey. E.g. a person checks a product using a work laptop, forwards a link to a partner and let that partner buy the product (they form a single decision making unit for that purchase). Or a promotional advertisement/link is received at work, the person directly checks it out, however, buys the product later at home using a different device. Also the following situation is possible: buy a product from retailer X on device A (cookie set is stored); order the product from retailer Y from device B (also cookie set is stored). It is known that both cookie identifications belong to a single decision making unit (e.g. based on e-mail identification), so it is possible to check if the decision making unit also visited retailer Y from device A (can be on same or different location). This would be possible e.g. if an association between the different cookie sets exists, e.g. originating from an earlier purchase at retailer Y via device A by the same decision making unit. In that case an email or account identification would allow to retrieve associated cookie sets.

Even the following situation allows to build an entire customer journey. Orientate at home/work/etc, but buy in a store (other way around is not possible). If an e-mail address is left with the order in the physical store, this e-mail address can be used to find cookie identifications from the online behavior from that same decision making unit for that store.

When using the IP and product identification embodiment as described with reference to Fig. 2 above, company networks can pose a problem. A large number of devices attached to such a company network has the same IP address, resulting in an increasing probability for different people orientating for the same product. Therefore large proxies are excluded in a further embodiment: data from an IP address having more than a predetermined number of different decision making units are excluded.

A similar limitation may be applied in a further embodiment, wherein data relating to matched product identification and IP address of the at least one device are excluded if a number of matches exceeds a predetermined threshold value. This is e.g. the case for massively popular products. For instance during the release of a new type

of smart phone different people from the same location might me orientating for this product (so IP address plus product identification matching not reliable there). It is then not possible to combine these visits into one customer journey, since they are not from the same DMU (Decision Making Unit). Popular products can also be excluded.

5   The present invention embodiments may be implemented in a system for online marketing measurements relating to purchase of a product on a web shop website by a decision making unit, the system comprising a processing unit connected to the Internet, and arranged to execute the method according to any one of the embodiments described above. Also, the invention may be embodied as a computer program product

10   comprising computer executable code, which when loaded on a computing system, allows the computing system to execute the method according to any one of the embodiments described above.

Aspects of the present invention may be implemented with a centralized or distributed computer system operating environment. In a distributed computing

15   environment, tasks may be performed by remote computer devices that are linked through communications networks. The distributed computing environment may include client and server devices that may communicate cither locally or via one or more computer networks. Embodiments of the present invention may comprise special purpose and/or general purpose computer devices that each may include standard

20   computer hardware such as a central processing unit (CPU) or other processing means for executing computer executable instructions, computer readable media for storing executable instructions, a display or other output means for displaying or outputting information, a keyboard or other input means for inputting information, and so forth. Examples of suitable computer devices include hand-held devices, multiprocessor

25   systems, microprocessor-based or programmable consumer electronics, networked PCs, minicomputers, mainframe computers, and the like.

The method embodiment of the present invention will be described in the general context of computer-executable instructions, such as program modules, that are executed by a processing device, including, but not limited to a personal computer.

30   Generally, program modules include routines, programs, objects, components, data structure definitions and instances, etc, that perform particular tasks or Implement particular abstract data types. Typically the functionality of the program modules may be combined or distributed as desired in various environments,

Embodiments within the scope of the present invention also include computer readable media having executable instructions. Such computer readable media can be any available media that can be accessed by a general purpose or special purpose computer. By way of example, and not limitation, such computer readable media can

5   comprise RAM, ROM, EEPROM, CD-ROM or other optical disk storage, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store the desired executable instructions and which can be accessed by a general purpose or special purpose computer. Combinations of the above should also be included within the scope of computer readable media. Executable instructions com- so

10   prise, for example, instructions and data which cause a general purpose computer, special purpose computer, or special purpose processing device to perform a certain function or group of functions.

The embodiments may be formulated as follows:

Embodiment 1.   Method for online marketing measurements relating to purchase

15   of a product on a web shop website by a decision making unit,
wherein at least one device is used by the decision making unit to visit the web shop website and associated product websites;
the method comprising:
- gathering data from the web shop website and associated product websites,

20   wherein the data comprises a product identification identifying a product for sale in the web shop website, and an IP address of the at least one device;
- detecting a match of product identification and IP address of the at least one device;
- assembling a customer journey from the decision making unit towards actual purchase of a product from all detected matches of product identification and IP address, the

25   customer journey combining visit data associated with visits by the decision making unit to the web shop website and associated product websites using any of the at least one device and relating to the purchased product.

Embodiment 2.   Method according to embodiment 1, wherein the visit data comprises stored data saved on the at least one device during a visit to the web shop

30   website or an associated product website by the decision making unit, the stored data comprising at least the product identification.

Embodiment 3.   Method according to embodiment 1 or 2, wherein a decision making unit identification is provided to each of the at least one device, such as an

email address or an account identification, and wherein the decision making unit identification is included in the gathered data.

Embodiment 4.   Method according to embodiment 3, wherein the visit data are obtained based on data retrieved from the decision making unit identification.

5   Embodiment 5.   Method according to any one of embodiments 1-4, wherein the visit data comprises data obtained from at least one device during a visit of the web shop web site relating to useragent data and/or IP hash data.

Embodiment 6.   Method according to any one of embodiments 1-5, wherein data from an IP address having more than a predetermined number of different decision

10   making units are excluded.

Embodiment 7.   Method according to any one of embodiments 1-6, wherein data relating to matched product identification and IP address of the at least one device, are excluded if a number of matches exceeds a predetermined threshold value.

Embodiment 8.   Method according to any one of embodiments 1-7, wherein the

15   customer journey and the gathered data is used to compute contributions of separate points on the customer journey towards the actual sale of the product.

Embodiment 9.   System for online marketing measurements relating to purchase of a product on a web shop website by a decision making unit,

the system comprising a processing unit connected to the Internet, and arranged to

20   execute the method according to any one of embodiments 1-8.

Embodiment 10.   Computer program product comprising computer executable code, which when loaded on a computing system, allows the computing system to execute the method according to any one of embodiments 1-8.

The present invention embodiments have been described above with reference to

25   a number of exemplary embodiments as shown in the drawings. Modifications and alternative implementations of some parts or elements are possible, and are included in the scope of protection as defined in the appended claims.

CONCLUSIES

1.   Werkwijze voor online marketingmetingen die betrekking hebben op koop van
een product op een website van een webshop door een besliseenheid,

5   waarbij ten minste één apparaat wordt gebruikt door de besliseenheid om de website
van een webshop en bijbehorende productwebsites te bezoeken;
waarbij de werkwijze omvat:
- verzamelen van data van de website van een webshop en bijbehorende
productwebsites,

10   waarbij de data een productidentificatie omvat die een op de website van een webshop
te koop staand product identificeert, en een IP adres van het ten minste ene apparaat;
- detecteren van een overeenkomst van productidentificatie en IP adres van het ten
minste ene apparaat;
- samenstellen van een klantroute vanaf de besliseenheid naar feitelijke aankoop van

15   een product uit alle gedetecteerde overeenkomsten van productidentificatie en IP adres,
waarbij de klantroute bezoekdata behorend bij de bezoeken door de besliseenheid aan
de website van een webshop en bijbehorende productwebsites met gebruik van het ten
minste ene apparaat en betrekking hebbend op het gekochte product combineert.

20 2.   Werkwijze volgens conclusie 1, waarbij de bezoekdata opgeslagen data
omvatten die opgeslagen zijn op het ten minste ene apparaat tijdens een bezoek aan de
website van een webshop of een bijbehorende productwebsite door de besliseenheid,
waarbij de opgeslagen data ten minste de productidentificatie omvatten.

25 3.   Werkwijze volgens conclusie 1 of 2, waarbij een identificatie van de
besliseenheid wordt verschaft aan elk van het ten minste ene apparaat, zoals een e-
mailadres of een rekeningidentificatie, en waarbij de identificatie van de besliseenheid
opgenomen is in de verzamelde data.

30 4.   Werkwijze volgens conclusie 3, waarbij de bezoekdata verkregen worden
gebaseerd op data die teruggewonnen is uit de identificatie van de besliseenheid.

5.   Werkwijze volgens één van de conclusies 1-4, waarbij de bezoekdata data omvatten die verkregen zijn van het ten minste ene apparaat tijdens een bezoek aan de webshop website die betrekking hebben op useragent data en/of IP hash data.

5   6.   Werkwijze volgens één van de conclusies 1-5, waarbij data vanaf een IP adres dat meer dan een vooraf bepaald aantal verschillende besliseenheden heft, worden uitgesloten.

7.   Werkwijze volgens één van de conclusies 1-6, waarbij data die betrekking
10   hebben op overeenkomende productidentificatie en IP adres van het ten minste ene apparaat worden uitgesloten indien een hoeveelheid overeenkomsten een vooraf bepaalde drempelwaarde overschrijdt.

8.   Werkwijze volgens één van de conclusies 1-7, waarbij de klantroute en de
15   verzamelde data worden gebruikt om bijdragen van afzonderlijke punten in de klantroute aan de feitelijke verkoop van het product te berekenen.

9.   Systeem voor online marketingmetingen die betrekking hebben op koop van een product op een website van een webshop door een besliseenheid, waarbij het systeem
20   een verwerkingseenheid omvat die verbonden is met het Internet, en is ingericht om de werkwijze volgens één van de conclusies 1-8 uit te voeren.

10.   Computerprogrammaproduct omvattende door een computer uitvoerbare code, die wanneer deze geladen is op een rekensysteem, het rekensysteem in staat stelt om de
25   werkwijze volgens één van de conclusies 1-8 uit te voeren.
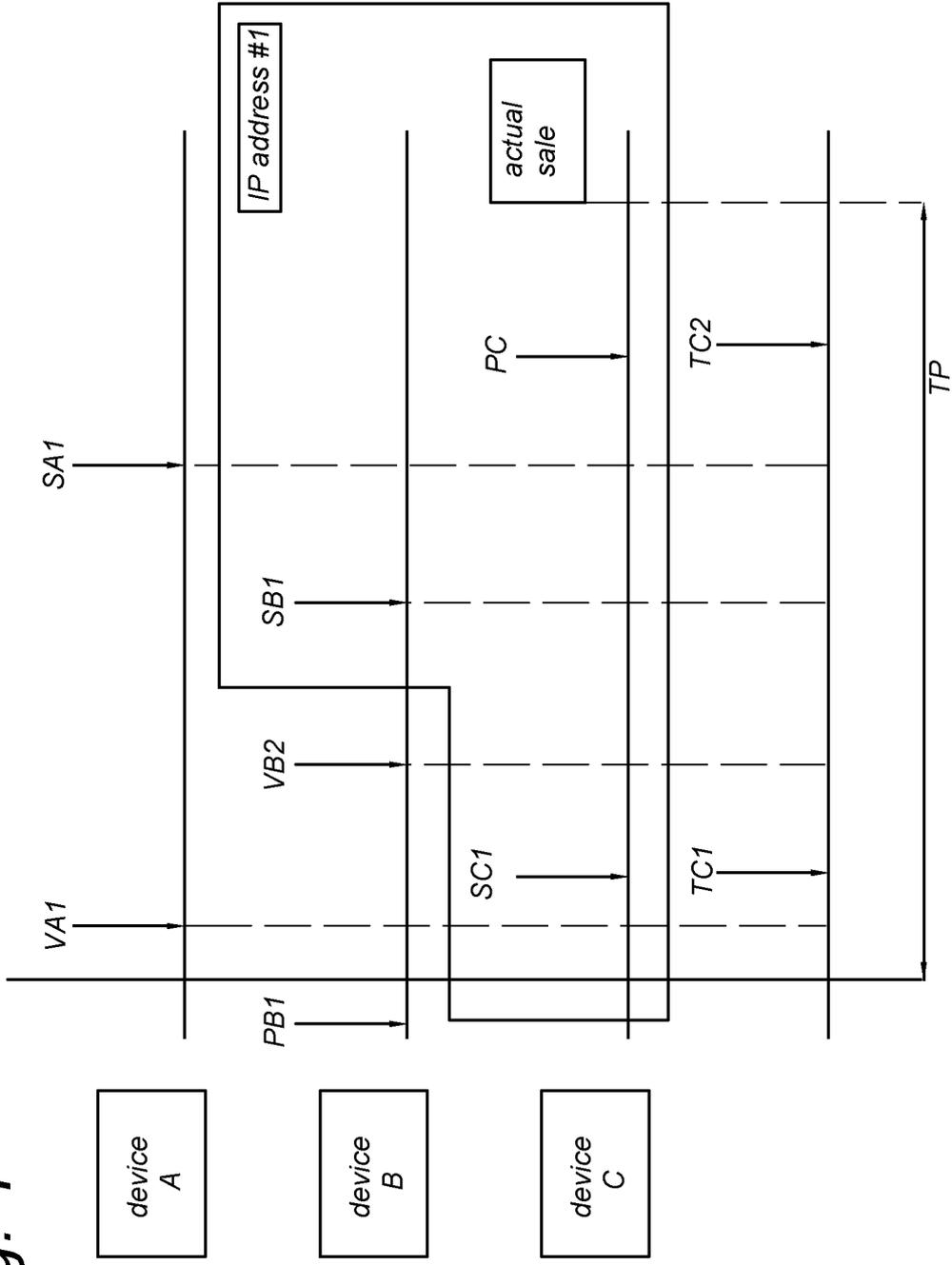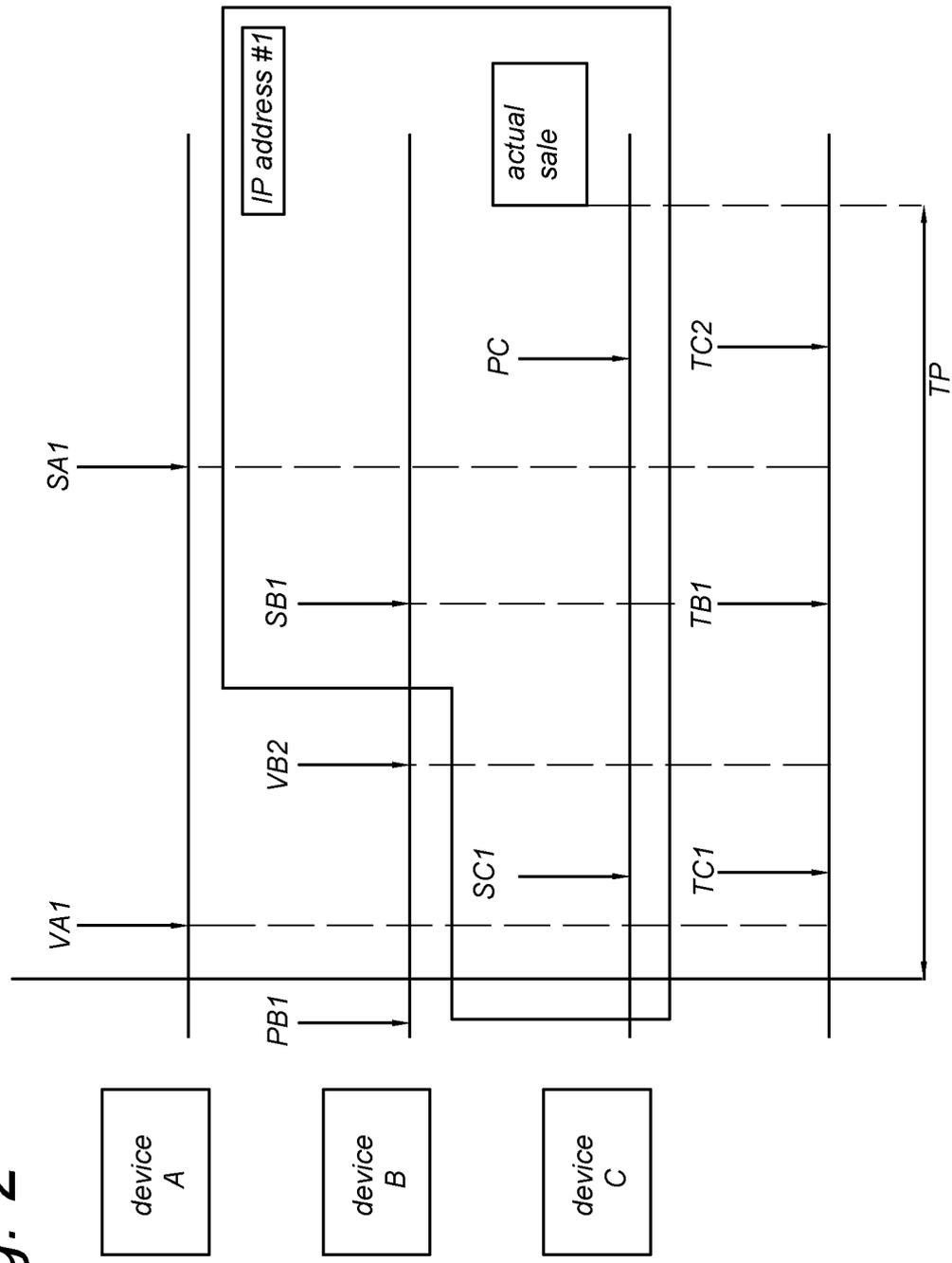
Fig. 1

device
A

device
B

device
C

IP address #1

actual
sale

SA1

SB1

VB2

VA1

PB1

SC1

PC

TC1

TC2

TP

Fig. 2

device A	device B	device C

IP address #1

actual sale

VA1 SA1

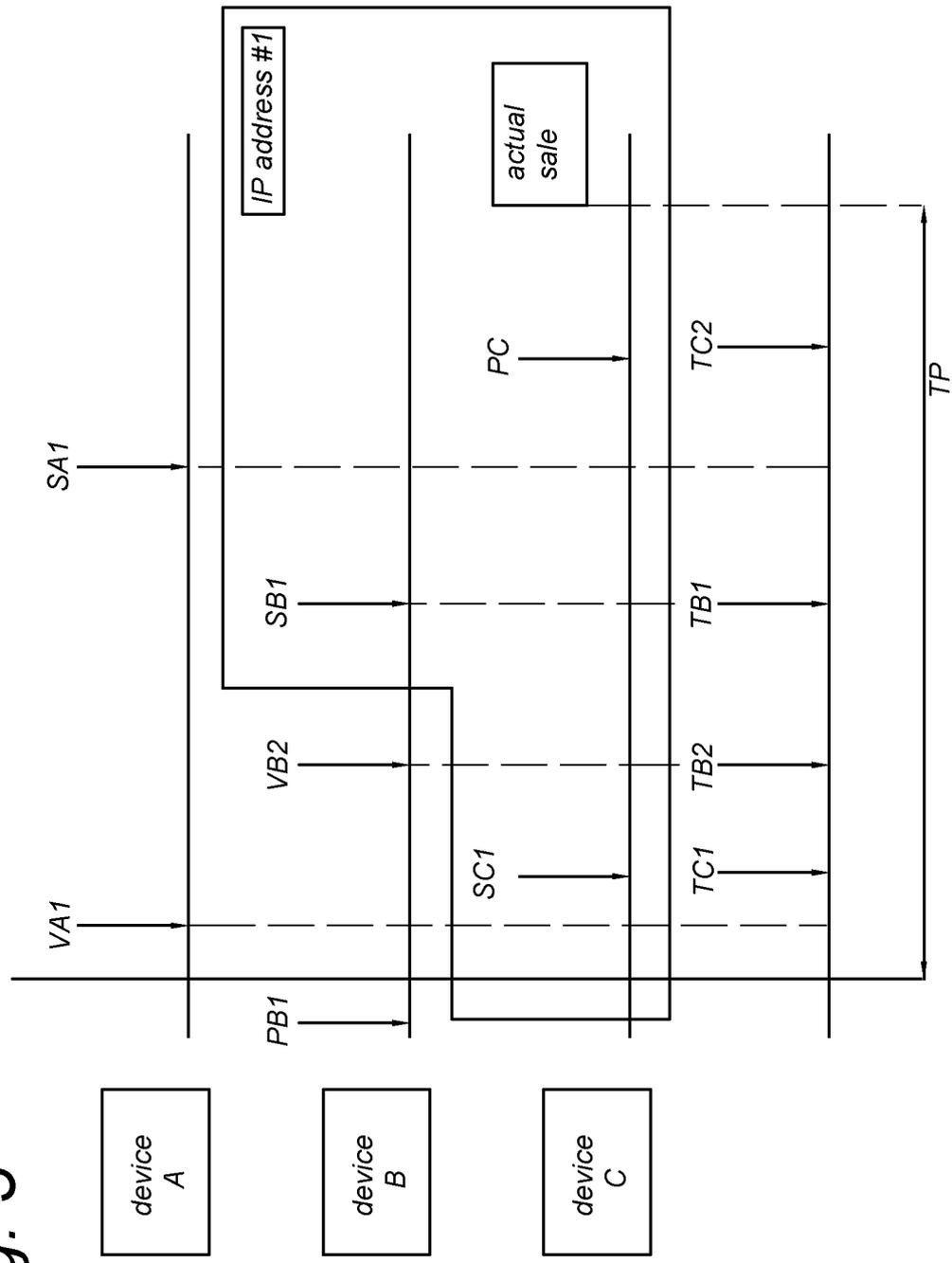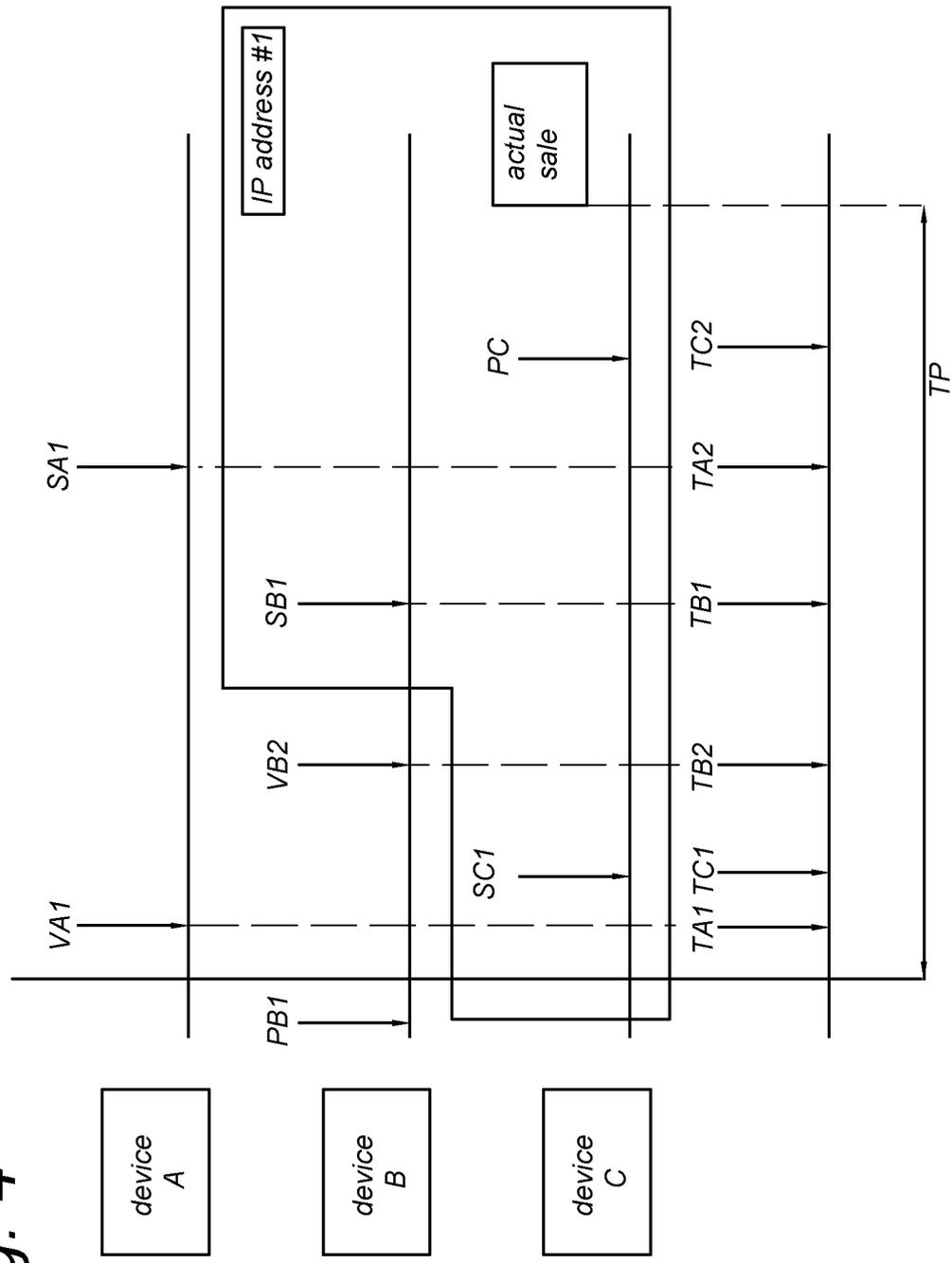PB1 VB2 SB1

SC1 PC

TC1 TB1 TC2

TP

Fig. 3

Fig. 4

SAMENWERKINGSVERDRAG (PCT)

RAPPORT BETREFFENDE NIEUWHEIDSONDERZOEK VAN INTERNATIONAAL TYPE

IDENTIFICATIE VAN DE NATIONALE AANVRAGE	KENMERK VAN DE AANVRAGER OF VAN DE GEMACHTIGDE **P6048989NL**
Nederlands aanvraag nr. **2012223**	Indieningsdatum **07-02-2014**
	Ingeroepen voorrangsdatum

Aanvrager (Naam) **Business Development Company B.V.**		

Datum van het verzoek voor een onderzoek van internationaal type **12-04-2014**	Door de Instantie voor Internationaal Onderzoek aan het verzoek voor een onderzoek van internationaal type toegekend nr. **SN 61789**

I. CLASSIFICATIE VAN HET ONDERWERP (bij toepassing van verschillende classificaties, alle classificatiesymbolen opgeven)

Volgens de internationale classificatie (IPC)

G06Q30/02

II. ONDERZOCHTE GEBIEDEN VAN DE TECHNIEK

Onderzochte minimumdocumentatie	
Classificatiesysteem	Classificatiesymbolen
IPC	**G06Q**

Onderzochte andere documentatie dan de minimum documentatie, voor zover dergelijke documenten in de onderzochte gebieden zijn opgenomen

III.		GEEN ONDERZOEK MOGELIJK VOOR BEPAALDE CONCLUSIES	(opmerkingen op aanvullingsblad)
IV.		GEBREK AAN EENHEID VAN UITVINDING	(opmerkingen op aanvullingsblad)

Form PCT/ISA 201 A (11/2000)

ONDERZOEKSRAPPORT BETREFFENDE HET RESULTAAT VAN HET ONDERZOEK NAAR DE STAND VAN DE TECHNIEK VAN HET INTERNATIONALE TYPE

A. CLASSIFICATIE VAN HET ONDERWERP

INV. G06Q30/02
ADD.

Volgens de Internationale Classificatie van octrooien (IPC) of zowel volgens de nationale classificatie als volgens de IPC.

B. ONDERZOCHTE GEBIEDEN VAN DE TECHNIEK

Onderzochte miminum documentatie (classificatie gevolgd door classificatiesymbolen)

G06Q

Onderzochte andere documentatie dan de mimimum documentatie, voor dergelijke documenten, voor zover dergelijke documenten in de onderzochte gebieden zijn opgenomen

Tijdens het onderzoek geraadpleegde elektronische gegevensbestanden (naam van de gegevensbestanden en, waar uitvoerbaar, gebruikte trefwoorden)

EPO-Internal, WPI Data

C. VAN BELANG GEACHTE DOCUMENTEN

Categorie °	Geciteerde documenten, eventueel met aanduiding van speciaal van belang zijnde passages	Van belang voor conclusie nr.
X,D	US 2013/124309 A1 (TRAASDAHL ARE HELGE [US] ET AL) 16 mei 2013 (2013-05-16) in de aanvraag genoemd * samenvatting * * alineas [0004] - [0008], [0010], [0028] *	1-10
X	WO 2013/170198 A2 (DRAWBRIDGE INC [US]) 14 november 2013 (2013-11-14) * samenvatting * * alineas [0054] - [0060] *	1-10
X	US 2012/054213 A1 (PUTTASWAMY HEMANTH [US] ET AL) 1 maart 2012 (2012-03-01) * samenvatting * * figuur 4 * * alineas [0002] - [0004], [0039] - [0045], [0094] *	1-10

☐ Verdere documenten worden vermeld in het vervolg van vak C.

[X] Leden van dezelfde octrooifamilie zijn vermeld in een bijlage

° Speciale categorieën van aangehaalde documenten

"A" niet tot de categorie X of Y behorende literatuur die de stand van de techniek beschrijft

"D" in de octrooiaanvrage vermeld

"E" eerdere octrooi(aanvrage), gepubliceerd op of na de indieningsdatum, waarin dezelfde uitvinding wordt beschreven

"L" om andere redenen vermelde literatuur

"O" niet-schriftelijke stand van de techniek

"P" tussen de voorrangsdatum en de indieningsdatum gepubliceerde literatuur

"T" na de indieningsdatum of de voorrangsdatum gepubliceerde literatuur die niet bezwarend is voor de octrooiaanvrage, maar wordt vermeld ter verheldering van de theorie of het principe dat ten grondslag ligt aan de uitvinding

"X" de conclusie wordt als niet nieuw of niet inventief beschouwd ten opzichte van deze literatuur

"Y" de conclusie wordt als niet inventief beschouwd ten opzichte van de combinatie van deze literatuur met andere geciteerde literatuur van dezelfde categorie, waarbij de combinatie voor de vakman voor de hand liggend wordt geacht

"&" lid van dezelfde octrooifamilie of overeenkomstige octrooipublicatie

Datum waarop het onderzoek naar de stand van de techniek van internationaal type werd voltooid

25 september 2014

Verzenddatum van het rapport van het onderzoek naar de stand van de techniek van internationaal type

Naam en adres van de instantie

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De bevoegde ambtenaar

Gabriel, Christiaan

1

ONDERZOEKSRAPPORT BETREFFENDE HET RESULTAAT VAN HET ONDERZOEK NAAR DE STAND VAN DE TECHNIEK VAN HET INTERNATIONALE TYPE

Informatie over leden van dezelfde octrooifamilie

Nummer van het verzoek om een onderzoek naar de stand van de techniek

NL 2012223

In het rapport genoemd octrooigeschrift	Datum van publicatie	Overeenkomend(e) geschrift(en)		Datum van publicatie
US 2013124309 A1	16-05-2013	CN	104054055 A	17-09-2014
		EP	2780805 A1	24-09-2014
		US	2013124309 A1	16-05-2013
		WO	2013074750 A1	23-05-2013
WO 2013170198 A2	14-11-2013	US	2014095320 A1	03-04-2014
		WO	2013170198 A2	14-11-2013
US 2012054213 A1	01-03-2012	GEEN		

File No. SN61789	Filing date *(day/month/year)* 07.02.2014	Priority date *(day/month/year)*	Application No. NL2012223
International Patent Classification (IPC) INV. G06Q30/02			
Applicant Business Development Company B.V.			

This opinion contains indications relating to the following items:

☒ Box No. I   Basis of the opinion

☐ Box No. II   Priority

☐ Box No. III   Non-establishment of opinion with regard to novelty, inventive step and industrial applicability

☐ Box No. IV   Lack of unity of invention

☒ Box No. V   Reasoned statement with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

☐ Box No. VI   Certain documents cited

☐ Box No. VII   Certain defects in the application

☐ Box No. VIII   Certain observations on the application

	Examiner Gabriel, Christiaan

Box No. I   Basis of this opinion

1. This opinion has been established on the basis of the latest set of claims filed before the start of the search.

2. With regard to any **nucleotide and/or amino acid sequence** disclosed in the application and necessary to the claimed invention, this opinion has been established on the basis of:

    a. type of material:

    ☐   a sequence listing

    ☐   table(s) related to the sequence listing

    b. format of material:

    ☐   on paper

    ☐   in electronic form

    c. time of filing/furnishing:

    ☐   contained in the application as filed.

    ☐   filed together with the application in electronic form.

    ☐   furnished subsequently for the purposes of search.

3. ☐   In addition, in the case that more than one version or copy of a sequence listing and/or table relating thereto has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

4. Additional comments:

Box No. V   Reasoned statement with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty	Yes:	Claims	1-10
	No:	Claims	
Inventive step	Yes:	Claims	
	No:	Claims	1-10
Industrial applicability	Yes:	Claims	1-10
	No:	Claims	

2. Citations and explanations

see separate sheet

item V

1   Reference is made to the following documents:

        D1   US 2013/124309 A1 (TRAASDAHL ARE HELGE [US]
               ET AL) 16 mei 2013 (2013-05-16)in de aanvraag
               genoemd

        D2   WO 2013/170198 A2 (DRAWBRIDGE INC [US]) 14
               november 2013 (2013-11-14)

        D3   US 2012/054213 A1 (PUTTASWAMY HEMANTH
               [US] ET AL) 1 maart 2012 (2012-03-01)

2   The present application is directed at methods and systems for online
marketing measurements. It is noted that marketing measurements, as such,
belong to the field of marketing, which is not a field of technology. Any
improvements in the area of marketing cannot contribute to an inventive step,
as an inventive step can reside solely in a technical contribution to the art.

2.1   The subject-matter of claim 1 does not involve an inventive step, for the
following reasons:

2.1.1   The subject-matter of claim 1 comprises a mixture of technical and non-
technical features, so that it does not, as such, define a method for doing
business.

2.1.2   However, the technical aspects comprised in claim 1, in particular, the use of
devices for visiting web shops, and (implicitly), the use of cookies (see also
the description, page 2, lines 9, 10) for gathering e.g. IP addresses and other
information which the owner of a web shop would like to store, like identifiers
of products, were commonly known before the priority date of the present
application (for exemplary evidence, see documents D1-D3, the passages
cited in the search report).

2.1.3   The further features of claim 1, which go beyond this common general
knowledge, are the following:

"- detecteren van een overeenkomst van productidentificatie en IP adres van
het ten minste ene apparaat;

- samenstellen van een klantroute vanaf [sic!] de besliseenheid naar feitelijke
aankoop van een product uit alle gedetecteerde overeenkomsten van
productidentificatie en IP adres, waarbij de klantroute bezoekdata behorend

bij de bezoeken door de besliseenheid aan de website van een webshop en bijbehorende productwebsites met gebruik van het ten minste ene apparaat en betrekking hebbend op het gekochte product combineert."

or, translated into English in accordance with "Embodiment 1" on page 10:

"- detecting a match of product identification and IP address of the at least one device;

    - assembling a customer journey from [sic!] the decision making unit towards actual purchase of a product from all detected matches of product identification and IP address, the customer journey combining visit data associated with visits by the decision making unit to the web shop website and associated product websites using any of the at least one device and relating to the purchased product. "

Hence, these features define a number of steps for processing the commercial (cookie) information gathered, to infer further marketing relevant information therefrom.

2.1.4   Considering that the further features identified above only serve a marketing purpose, and use information of the technical system (like IP addresses) only for a technically non-functional, i.e. cognitive, purpose, these further features do not have a technical effect. In the absence of a technical effect, no technical problem can be identified, and consequently, an inventive step cannot be acknowledged.

2.2   The objection in respect of claim 1 applies, for similar reasons, to the subject-matter of claims 2-10, as the technical features of these claims were already known from common general knowledge, and the further aspects of these claims define aspects of a marketing scheme.