Title: SYSTEM AND METHOD FOR WEB-BASED MARKETING AND CAMPAIGN MANAGEMENT

Abstract: A personalization system uses rules to adjudicate and characterize a customer, or a customer's actions, to personalize a business function, such as a displayed page, based on the outcome of the rules. A system for web-based marketing and campaign management that allows for personalizing the content or distribution of a marketing campaign to reflect the characteristics of a set of targeted users comprises: a user profiler, a rules editor for inputting a set of rules governing the requirements and goals of a marketing campaign; a rules engine (102) that accepts input from the rules editor and user characteristics and uses the set or rules to match individual member with a marketing campaign; and a campaign marketing processor (106) that uses the output of the rules engine (102) to distribute marketing content to each member of the set of targeted users.
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

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

   Category * Citation of document, with indication, where appropriate, of the relevant passages Relevant to claim No.
   X, P US 6,230,199 B1 (REVASHEITI et al.) 08 May 2001, abstract, summary. 1,1,1,12
   X, P US 6,236,977 B1 (VERBA et al) 22 May 2001, abstract, summary. 1,1,1,12
   X, P US 6,237,573 B1 (WALKER et al.) 04 December 2001 abstract, summary, col. 8, lines 15-45, col. 10, lines 40-60. 1,1,1,12

   * Special categories of cited documents:
     "A" document defining the general state of the art which is not considered to be of particular relevance
     "E" earlier application or patent published on or after the international filing date
     "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
     "O" document referring to an oral disclaimer, use, exhibition or other means
     "P" document published prior to the international filing data but later than the priority data claimed
     "R" later document published after the international filing data or priority data 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
     "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
     "F" document member of the same patent family

   Date of the actual completion of the international search 23 September 2002 (23.09.2002)
   Name and mailing address of the ISA/US Commissioner of Patents and Trademarks
   Box PCT
   Washington, D.C. 20231
   Facsimile No. (703)305-3230
   Authorized officer M Kemper
   Telephone No. 703-308-1113

Form PCT/ISA/210 (second sheet) (July 1998)