**Title:** FRAMEWORK FOR SELECTING AND DELIVERING ADVERTISEMENTS OVER A NETWORK BASED ON USER BEHAVIORAL INTERESTS

**Abstract:** Targeted advertising content is provided for display in a page over a network in accordance with a technique in which advertisements are selected based on a determination of user's short-term and long-term behavioral interests. Information relating to a user's online activities is collected and associated with predetermined interest categories. Based on the collected information, behavioral interest scores are determined for specific categories. The scores are employed to generate values for use in selecting advertisements. In one embodiment, a short-term score and two long-term scores are determined for one or more interest categories. A first long-term score models awareness with respect to a given category. A second long-term score and the short-term score are response-oriented scores that model the user's interest in making a response with respect to a given category, such as by purchasing a product or service within the category.
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:
15 November 2007

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/US 06/35998

A CLASSIFICATION OF SUBJECT MATTER
IPC(8) - ... PCT Halpdesk 571 272 4300
Facsimile No 571-273-3201 PCTOSP 571 272 7774
Form PCT/rSA/210 (second sheet) (April 2005)

B FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC(8) G06Q 30/00 (2007.01)
USPG - 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPG - 70510, 26

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PubWEST(USPT,PGPB,EPAB,JPAB), Google Patent, Google
Search Terms scores advertising activity short term long term category

C DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No</th>
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<tr>
<td>Y</td>
<td>US 5,848,397 A (MARSH et al ) 8 December 1998</td>
<td>3, 8, 11, 16, 19, 24</td>
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<td>(08 12 1998), col 4, in 22-25</td>
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<td>Y</td>
<td>US 5,913,040 A (RAKAVY et al ) 15 June</td>
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Date of the actual completion of the international search
5 July 2007 (05 07 2007)

Date of mailing of the international search report
13 SEP 2007

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