

(51) International Patent Classification:
G06Q 30/02 (2012.01)(21) International Application Number:
PCT/SG2014/000346(22) International Filing Date:
23 July 2014 (23.07.2014)

(25) Filing Language: English

(26) Publication Language: English

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Tanjong Pagar, P O Box 636, Singapore 910816 (SG).(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, BN, 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, IR, IS, JP, KE, KG, 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, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA,
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, RW, SD, SL, SZ, TZ,
UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, 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,
KM, ML, MR, NE, SN, TD, TG).

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(54) Title: COMPUTER-IMPLEMENTED METHOD OF AND SYSTEM FOR RUNNING A MARKETING CAMPAIGN

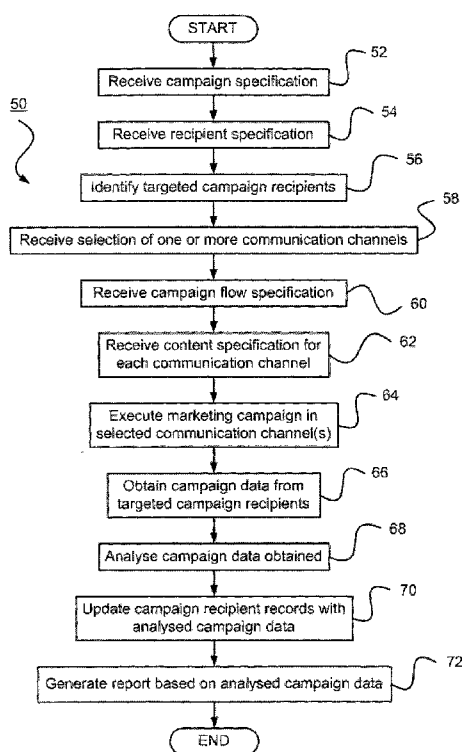


FIG. 3

(57) Abstract: A computer-implemented method and system for running a marketing campaign performed by one or more servers communicatively coupled to a computer network. The method includes receiving from a client computer a selection of one or more communication channels in which to run the marketing campaign and a specification of: one or more attributes of the marketing campaign; one or more desired attributes of a plurality of targeted campaign recipients; an order in which to execute the marketing campaign in the one or more communication channels; and content to be sent to the targeted campaign recipients for each of the one or more selected communication channels. The marketing campaign is executed in the one or more selected communication channels according to the specified order. Campaign data is obtained from the targeted campaign recipients and analysed. A report is generated for the client computer based on the analysed campaign data.

WO 2016/013972 A1



Published:

— *with international search report (Art. 21(3))*