

METHOD AND SYSTEM FOR DETERMINING CAMPAIGN VALUE

TECHNICAL FIELD

5 This invention relates generally to a method and system for determining campaign value of a campaign event.

Background

10 A typical approach to determining value of a route travelled by a vehicle is usually determined using a fare meter installed with the vehicle. The fare meter tracks distance travelled by the vehicle and applies a standard or tiered fare schedule that cumulates after the fare meter distance is reset and fare calculation using the fixed or tied schedule is initiated. Duration during idle, for example when the vehicle is stuck in traffic or when waiting at a particular location at the request of a passenger, is also tracked and added to a fare amount. Other charges for peak hour travel or restricted zone levies are added to the fare amount only at the end of the trip. The fare meter is not able to discriminate between geographical locations which makes location based levying of fares unheard of which consequently limits the use of fare meters for applications other than for fare metering for transportation purposes. Therefore, there exists a need for a route value method for addressing the foregoing problems.

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Summary

25 In accordance with a first aspect of the invention, there is disclosed a method for determining campaign value for a campaign event. The method comprises tracking travel route of a vehicle into at least one of a plurality of geographical zone during a campaign event, determining zone value from tracked distance travelled in and assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones, determining entry status of the travel route into at least one special geographical zone and generating entry data therefrom, selecting one of a plurality of modifiers based on at least 30 one of the determined entry into the at least one special geographical zone and the entry data

generated therefrom, and obtaining a campaign value from one of applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route, and summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of geographical zones which corresponds with the at least one special geographical zone.

In accordance with a second aspect of the invention, there is disclosed a system for determining campaign value for a campaign event, the system comprising a geo-location module for determining zone value from tracked distance travelled in and assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones, determining entry status of the travel route into at least one special geographical zone and generating entry data therefrom, selecting one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated therefrom, and obtaining a campaign value from one of applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route, and summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of geographical zones which corresponds with the at least one special geographical zone.

In accordance with a third aspect of the invention, there is disclosed a machine-readable medium having stored therein a plurality of programming instructions, which when executed, the instructions cause the machine to track travel route of a vehicle into at least one of a plurality of geographical zone during a campaign event, determine zone value from tracked distance travelled in and assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled

in the at least one of the plurality of geographical zones, determine entry status of the travel route into at least one special geographical zone and generating entry data therefrom, select one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated therefrom, and obtain a
5 campaign value from one of applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route, and summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of
10 geographical zones which corresponds with the at least one special geographical zone.

In accordance with a fourth aspect of the invention, there is disclosed a method for determining route value for a vehicle. The method comprises determining a travel route of a vehicle from a reference geo-location and subsequent geo-locations of the vehicle during
15 travel thereof with the travel route entering into at least one of a plurality of geographical zones and the plurality of geographical zones being predefined. The method further comprises tracking distance travelled in each of the at least one of the plurality of geographical zones entered into with each of the plurality of geographical zones having an assigned rate, and determining zone value from at least one of the tracked distance travelled
20 in and the assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route. The zone value of the tracked distance of each of the at least one of the plurality of geographical zones entered into by the travel route being displayable on a user interface UI module.

Brief Description of the Drawings

FIG. 1 shows a system diagram of a campaign value system according to an aspect of the invention;

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FIG. 2 shows a data flow diagram of the route value system of FIG. 1;

FIG. 3 shows a process flow diagram of a campaign value method according to an aspect of the invention and implementable by the route value system of FIG. 1;

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FIG. 4 shows a data flow diagram of data flow between a platform and each of a vehicle, an advertiser and a vehicle owners according to an implementation of the route value system of FIG. 1 utilising the route value method of FIG. 3; and

15 FIG. 5 shows a process flow diagram of a route value method according to an aspect of the invention and implementable by the route value system of FIG. 1.

Detailed Description

An exemplary embodiment of the present invention, a campaign value system 200, also referred to hereinafter as a method for determining campaign value for a campaign event, utilising a campaign value method 300, also referred to hereinafter as a system for determining campaign value for a campaign event, is described hereinafter with reference to FIG. 1 to FIG. 5. The campaign value system 200 preferably comprises a user interface (UI) module 202, a processing module 204 and a geo-location module 206. It is preferred that the processing module 204 is in signal and data communication with the UI module 202 and the geo-location module 206. The UI module 202 and the processing module 204 can be combined to form a structurally intercoupled unitary system, for example an in-vehicle dashboard unit, functioning independently or in cooperation with other unitary systems. Communication between the UI module 202 and the processing module 204 can occur through wired or wireless means. When employed as a unitary system, it is preferred that communication between the UI module 202 and the processing module occur through wired means. In configurations where the processing module 204 and the UI module 202 is structurally decoupled, the processing module 204 is preferably also in signal and data communication with the UI module 202 over a network 208. In such a configuration, the processing module 204 may further reside on a cloud platform.

The processing module 204 can represent various forms of server systems including, but not limited to a web server, an application server, a proxy server, a network server, or a server farm. In some implementations, the campaign value system 200 may communicate wirelessly through a communication interface (not shown), which may include digital signal processing circuitry where necessary. The communication interface may provide for communications under various modes or protocols. In addition, short-range communication may occur, such as using a Bluetooth, WiFi, iBeacons or other such transceiver.

The network 206 can be a large computer network, such as a local area network (LAN), wide area network (WAN), the Internet, a cellular network, or a combination thereof connecting any number of mobile clients, fixed clients, and/or servers. In some

implementations, each client (e.g., the UI module 202) can communicate with one or more of the control computer systems 208 via a virtual private network (VPN), Secure Shell (SSH) tunnel, or other secure network connection. In some implementations, the network 206 can include the Internet and a wireless service network. In other implementations, the
5 network 206 may include a corporate network (e.g., an intranet) and one or more wireless access points.

In an implementation of the campaign value system 200, the campaign value method 300 initiates with tracking a travel route 210 of a vehicle 212 during a campaign event by the
10 geo-location module 206 during travel thereof in a step 310. Tracking of the travel route 210 can be performed progressively in real-time, between or within specified geo-graphical zones/locations, at pre-specified times of the day or at specific time intervals during the campaign event, or before the end of the campaign event. The geo-location module 206 uses one of a combination of a GPS module, an A-GPS module, Bluetooth beacon module
15 and a WiFi module for determining the travel route of the vehicle 212. However, it is apparent that other protocols and approaches of determining or estimating the travel route 210 may be adopted. One or more geographical zones or segments may be predefined for a given territory, city, state, country or realm. Preferably, a plurality of predefined geographical zones 214 are established with the travel route 210 entering into, or passing
20 through, at least one thereof. Preferably, one, more or all of the plurality of predefined geographical zones 214 are also defined as a special geographical zone 216.

An example of when one or more of the plurality of predefined geographical zones 214 are defined as the special geographical zone 216 is when most or all of a jurisdiction or an area
25 is segregated into the predefined geographical zones 214 with only one or some of the predefined geographical zones 214 being designated as the special geographical zones 216. An example of when all of the plurality of predefined geographical zones 214 is defined as the special geographical zone 216 is when most or all of a jurisdiction or an area are segregated into the special geographical zones 216 with the special geographical zones 216

being the predefined geographical zones 214 and, hence, referred to interchangeably therewith.

Next, in a step 312, a total route value 218 is generated from the travel route 210. In tandem
5 with or subsequent to the step 312, entry status of the travel route 210 into at least one of the special geographical zone 216 is determined to generate entry data 220 therefrom in a step 314. In a step 316, one of a plurality of modifiers 222 is selected based on at least one of the determined entry into the at least one special geographical zone 216 and the entry data 220 generated therefrom. The selected one of the plurality of modifiers 222 is then applied to
10 the total route value 218 to obtain a campaign value 224 therefrom in a step 318.

Similar to the tracking of the travel route 210 in the step 310, each of the total route value 218 and the campaign value 224 can also be performed progressively in real-time, between or within specified geo-graphical zones/locations, at pre-specified times of the day or at
15 specific time intervals during the campaign event, or before the end of the campaign event. Preferably, the campaign value 224 is determine towards or after the end of the campaign event.

In the step 314, the entry status of the travel route 210 into at least one special geographical
20 zone 219 comprises tracking entry and re-entries by the travel route 210 into each of the at least one special geographical zone 219 in a step 320. At least one of enumerated occurrence of entry and re-entries, number of times of entry and re-entries, date and time of entry and re-entries, specific geographical location of entry and re-entries, and unique identifier of the special geographical zones 218 entered and re-entered by the travel route
25 210 is determined/captured for generating the entry data 220. Alternative to or in conjunction with the step 320, the entry status of the travel route 210 into at least one special geographical zone 219 comprises determining one of absence and presence of entry of the travel route 210 into at least one special geographical zone 219 in a step 322.

The plurality of modifiers 222 comprises at least one of a multiplier applicable to the total route value 218 to obtain the campaign value 224, and a fixed value for one of adding to or subtracting from the total route value 222 to obtain the campaign value 224. At least one of the plurality of modifiers 222 is generated from at least one of a rank, a weighting and an index assigned to each of the at least one special geographical zone 219 entered into by the travel route 210. For example, special geographical zones A, B and C can respectively be 1, 2 and 3 by rank, 0.7, 0.5 and 1.0 by weighting and 6.3, 0.2 and 2.1 by index. Further the plurality of modifiers 222 can also comprise a base value being selectable for replacing the total route value to obtain the campaign value 224 therefrom. In this instance, the generated total route value 222 is unused and, instead, replaced by the base value to obtain the campaign value 224.

The campaign value system 200 preferably utilises a route value method 100, also referred to hereinafter as a system for tracking the travel route 210 of the vehicle 212 in the step 310 and for determining the total route value 218 in a step 312.

The route value method 100 initiates with determining the travel route 210 of the vehicle 212 from a reference geo-location 34 and subsequent geo-locations 36 of the vehicle 212 by the geo-location module 206 during travel thereof in a step 110. The geo-location module 34 uses one of a combination of a GPS module, an A-GPS module, Bluetooth beacon module and a WiFi module for determining the reference geo-location 34 and the subsequent geo-locations 36 of the vehicle 212. However, it is apparent that other protocols and approaches of determining or estimating geo-location of the vehicle 212 may be adopted. A plurality of predefined geographical zones 214 are predefined with the travel route 210 entering into, or passaging through, at least one thereof.

Next in a step 112, distance 40 travelled by the vehicle 212 in each of the at least one of the plurality of predefined geographical zones 214 entered into is tracked by the processing module 204. The processing module 204 is one of disposed within the vehicle 212 and disposed away from the vehicle 212. When disposed within the vehicle 212, the processing

module 204 may be in further communication with a central server 42 through the network 208. This will enable centralized communication with and centralized control over multiple units of the processing module 204, UI module 202 and geo-location module 206 residing in each of multiple units of the vehicle 212 implementing the route value method 100 and the
 5 campaign value system 200.

In the step 112, distance 40 is tracked by tracking of distance travelled from a starting date and time, distance travelled from a start location, distance travelled during a time duration from a start date and time, distance travelled during a time duration from a start location,
 10 distance travelled between a start location and an end location, and distance travelled within the at least one special geographical zone.

Each of the plurality of predefined geographical zones 214 has an assigned zone rate 44. In a step 114, the processing module 204 further determines zone value 46 from at least one of
 15 the tracked distance 40 travelled in and the assigned rate 42 of each of the at least one of the plurality of predefined geographical zones 214 entered into by the travel route 210. The zone value 46 of the tracked distance 40 of each of the at least one of the plurality of predefined geographical zones 214 entered into by the travel route 210 is then displayable on the UI module 202 in a step 116. The assigned zone rate 44 is with respect to distance
 20 travelled. However, in addition to the tracked distance 40, the zone value can be further determined from duration 48 spent in each of the at least one of the plurality of predefined geographical zones 214 entered into by the travel route 210. A time-based rate 50 is assigned to each of the plurality of predefined geographical zones 214 for using duration 48 as one of the contributing factors to determine the zone value 46. In each of the plurality of
 25 predefined geographical zones, either the tracked distance 40, duration 48 or a combination of both either in tandem or in sequential fashion can be used to determine the zone value 46.

It is preferred that the main contributing factor to the zone value 46 be the tracked distance 40 in each of the plurality of predefined geographical zones 214. The tracked distance 40
 30 includes and accounts for multiple exits and re-entry into each of the plurality of predefined

geographical zones 214 by the travel route 210 of the vehicle 212. A combination of both tracked distance 40 and the duration 48 for prime or relatively higher value at least one of the plurality of predefined geographical zones 214 and/or travel of the vehicle 212 during specific at least one time periods in a day. In addition, a mutually exclusive use of either the tracked distance 40 or the duration 48 may be employed especially when the vehicle 212 is stationary in traffic in a prime or relatively higher value at least one of the plurality of predefined geographical zones 214. Whether to use either the tracked distance 40, duration 48 or a combination of both either in tandem or in sequential fashion can be used to determine the zone value 46 will be determined by the processing module 204 or the central server 42.

In the step 116, the total route value 218 accumulated from the zone value 46 of the tracked distance 40 of each of the at least one of the plurality of predefined geographical zones 214 entered into by the travel route 210 is also displayable on the UI module 202. Preferably, the total route value 218 and the zone value 46 of the tracked distance 40 of each of the at least one of the plurality of predefined geographical zones 214 entered into by the travel route 210 is generated and updated on the UI module 202 in real time or with little time delay. Preferably, the UI module 202 is disposed in the vehicle 212. Alternatively, the UI module 202 is a mobile computing device, for example, a smart device, a smart phone or a communications device.

Alternatively, or in addition, the campaign value 224 is obtained from summing up all the zone values 46 obtained from the at least one of the plurality of geographical zones 214 entered into by the travel route 210 subsequent to applying the selected one of the plurality of modifiers 222 to the respective zone value 46 of at least one of the plurality of geographical zones 214 which corresponds with the at least one special geographical zone 219. Additionally, the plurality of modifiers 222 can further comprise an ad-hoc modifier generated or assigned during an ad-hoc or sudden occurrence of an event or an event-within-an-event, for example during a swarm or a call-to-swarm event require as many vehicles to show up at a particular location and at a particular time or within a particular time-frame,

which will be applied to the specific zone value 46 of the special geographical zone 219 entered into by the travel route 210 during the specified time-frame or at the specified time prior contributing towards obtaining of the campaign value 224.

- 5 The plurality of modifiers 222 can further comprise content-based modifiers that are selected in accordance with content or adverts that are being displayed within the vehicle 212 and/or the passengers' reaction to the adverts and content. For example, in the case of the taxi or a private hire vehicle, the campaign value system 200 may select a group of adverts or content based on the pick-up location, destination location, user profile and/or
- 10 travel habits of a passenger at the point when the trip has been booked, either through a ride hailing service app or through a ride booking centre service. The selected group of adverts and content may have a fixed one of the plurality of modifiers 222 associated therewith, or may have more than one of the plurality of modifiers 222 associated therewith. If there are more than one of the plurality of modifiers 22 associated with a chosen group of adverts and
- 15 content to be shown to the passenger, for example by an in-car entertainment system, or a screen or mobile device that is attached to the headrest and/or dash of the vehicle 212, the more than one plurality of modifiers 222 are cycled from one modifier to another initially based on a starting rate, and subsequently based on user interaction with the display, or touch display, being presented to the passenger. Such interactions can include tracking of
- 20 the passenger's focus on the display, interacting with selectable options on the display or the passenger making a purchase, a booking or provision of contact information for more details on the adverts being shown on the display.

- 25 The amount of interaction and/or the duration of these interactions will also affect the modifier being chosen as this translate into sales or sales interest conversion relating to the advertising campaign. Further, the adverts displayed outside the vehicle 212 may also be made changeable through the use of an external display, for example an OLED display being integrated with the exterior car panels of the vehicle 212. Again, the external display may show default adverts or content but may be changed, based on prior arrangements with
- 30 advertisers and/or advertising campaign owners, depending on the locations being travelled

to by the vehicle, the destination location of the vehicle 212 and the availability of adverts and content being associated therewith. The location-based or destination-based adverts may attract a higher advertising value, in addition to the location being travelled through by the vehicle 212, and will therefore have a more valuable one or more of the plurality of
5 modifiers 22 associated therewith.

In a step 120, the UI module 202 generates at least one of a visible alert and an audible alert when the travel route 210 transits or is about to transit from one to another of the plurality of predefined geographical zones 214.

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In a step 122, the total route value 218 accumulated from the zone value 46 of the tracked distance 40 of each of the at least one of the plurality of predefined geographical zones 214 entered into by the travel route 210 is deducted from a reference value 54 to obtain a remaining value 56 therefrom. The reference value is pre-determined. Preferably, the
15 reference value 54 is specific to at least one of the vehicle 212, a user account and a job/task account.

Both the reference value 54 and the remaining value 56 are also displayable on the UI module 202. An alert limit 58 can be set and processed by at least one of the UI module 202
20 and the processing module 204 to enable at least one of a visual alert and an audible alert to be generated by the UI module 202 once the remaining value 56 reaches or goes below the alert limit 58 in a step 124.

For clarity, the vehicle 212 can be an automobile vehicle, for example a car, bus, truck or
25 transport machinery that is powered by a hydrocarbon-fueled engine, an electric motor or a hybrid of both, a motor-cycle, a locomotive or mass transit transport, a personal mobility device such as an electric bike, an electric kick or seated scooter. In addition or alternatively, the vehicle 212 can be a carrier of articles, such as a shopping card, a trolley bag, a back pack or a duffle bag. For implementation as the carrier, the UI module 202 may
30 be simplified to present very simple outputs and inputs, either physically enabled through

touch controls/displays or input switches and simple LED displays, or be wirelessly communicated with a smart device, for example a smartphone, to enable inputs thereto and outputs therefrom. In such an instance, the campaign value system 200 may feed location data, the total route value 218 and/or the calculated campaign value 224 to signal
 5 locator/receivers or beacons placed at specific locations within the various zones. Transmission of the data may be enabled through, for example, LP-WAN. This will enable a user carrying the carrier to also participate in a particular campaign by travelling through various locations for obtaining and benefitting from the campaign value 224.

10 In an implementation of the campaign value system 200 employing the route value method 100, an advertising and promotions business provides a platform 60 for advertisers 62 to request for, pay for and book an advertisement campaign. For each advertisement campaign, the advertiser 62 can specify campaign parameters 64. The campaign parameters 64 can comprise requirement for one or more vehicles and the type of vehicles to be in the
 15 advertisement campaign. Further, the advertiser 62 may specify or select from a list of one or more pre-specified options a preferred at least one of the plurality of predefined geographical zones 214 and zone rates 44 for the selected predefined geographical zone 214.

The platform 60 is preferably embodied by the central server 42 and will allow the
 20 advertiser to further specify campaign parameters 64 such as a maximum distance a maximum duration, for example an campaign expiry date and time, and a minimum required distance for each of the selected predefined geographical zone 214, maximum of the zone value 46 for each of the selected predefined geographical zones 214 and the maximum amount of total route value 218, for example the reference value 54, for the advertisement
 25 campaign. The advertiser 62 may further specify as campaign parameters 64 the willingness to factor the time duration 48 spent in specific one or more of the selected predefined geographical zones 214 when the vehicle 212, even when the vehicle 212 remains stationary, alternative or in addition to the distance 40 travelled therein. Additional campaign parameters 64 may include geographical zones to avoid and effective advertising
 30 time periods for each day or dates.

In addition to advertisers 62, the platform 60 also enables registration by vehicle owners 66 for advertisement campaigns. Each vehicle owner 66 can specify vehicle owner parameters 68 which comprise make, model and colour of the vehicle 212, modifications impacting visual outlook of the vehicle, vehicle's registration details, driver's details and affiliation of the vehicle owners 66 with associate and partner platforms or platforms where fees may be earned in the utilization of the vehicle 212 being registered. The vehicle owner parameters 68 may further comprise a selection of preferred one or more of the predefined geographical zones 214, preferred duration of the advertisement campaign and typical duration and time of use of the vehicle 212 each day or for specific days.

Once the campaign parameters 64 and the vehicle owner parameters 68 have been captured by the platform 60, an association between an advertisement project and the vehicle owner 66 may be achieved by automatic and/or optimized matching of the campaign parameters 64 with the vehicle owner parameters 68, selection or offer to undertake the advertisement campaign by the vehicle owner 66 via and subjected to approval by the platform 60 and/or the associated advertiser 62 or selection or offer to award of the vehicle owners 66 or vehicle 212 for the advertisement campaign subject to approval by the platform and/or the vehicle owner 66.

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The vehicle owner 66 registered with the platform must already have the UI module 202 and/or the processing module 204. The UI module 202 may be integrated with the processing module 204 and installed as an in-vehicle device in the vehicle 212 prior to registration with the platform 60 or prior to selecting or being awarded with the advertisement campaign. In addition or alternative to the in-vehicle device, the UI module 202 can be embodied in a mobile computing device, for an example a smart phone or a smart tab which has an app associated with the platform 60 installed to work in tandem with or independent of the in-vehicle unit.

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Once the advertisement campaign has been associated with the vehicle owner 66, the vehicle owner will interact with the UI module 202 to initiate the campaign value system 200 and to perform the route value method 100. Prior to initiating the step 110 of the route value method 100, the campaign value system 200 will detect if a proximity/identity authentication module, for example an iBeacon module, has been installed in the vehicle 212, specifically constituting a sub-module of the geo-location module 34. If presence of the proximity/identity authentication module is detected, an identifier (ID) of the proximity-identity authentication module, for example an iBeacon module ID, and the ID of the vehicle owner 66 are captured by the processing module 204 and/or the UI module 202 and sent to the central server 42. If the proximity/identity authentication module is detected to be absent, the ID of the vehicle owner 66 is still captured by the processing module 204 and/or the UI module 202 and sent to the central server 42. However, an additional step of requiring an image of the odometer, or the like device in the vehicle 212, to be captured using the UI module 202 functioning as a mobile computing device or a standalone image capture device in data communication with the UI module 202 will be required and prompted via the UI module 202 before or at the start of each journey or campaign and at the end of each journey of the advertisement campaign. Alternatively or additionally, images may be captured randomly by the UI module 202 when the vehicle 212 is progressing along the travel route 210 during the advertisement campaign. However, this may require privacy disclaimer and/or permission for random image capture being provided by the vehicle owner 66,

Capturing of images of the odometer of the vehicle 212, specifically the display thereof, may be required or may mark the start and end of the travel route 210 and are sent by the processing module 204 and/or the UI module 202 to the central server 42 for immediate or future verification or evidencing purposes. The ID of the vehicle owner 66 may be captured through prompts during interaction of the vehicle owner 66 with the UI module 202. Alternatively or in addition, the ID of the vehicle owner 66 may be automatically read from a transponder tag, for example an NFC device or an RFID tag carried on or by the vehicle owner 66, by the UI module. The platform 60 also serves to keep a historical record of

details of past and ongoing advertisement campaigns participated by each of the vehicle owners.

During progress of the advertisement campaign, the campaign value system 200 will track
 5 and register the reference geo-location (i.e. a start location for the advertisement campaign
 and consequently for the travel route 210) and the subsequent geo-locations 36 for the
 course of the advertisement campaign. Alternatively or in conjunction, as afore mentioned,
 distance 40 is further tracked by tracking of distance travelled from a starting date and time,
 distance travelled from a start location, distance travelled during a time duration from a start
 10 date and time, distance travelled during a time duration from a start location, distance
 travelled between a start location and an end location, and distance travelled within the at
 least one special geographical zone.

At the start of each journey on the vehicle 212, the driver of the vehicle 212 will preferably
 15 be informed on or reminded of the predefined geographical zones 214, and/or the special
 geographical zones 216, both visually and audibly via the UI module 202. For example,
 reference names or area name of the predefined geographical zones 214, and/or the special
 geographical zones 216, may be announced by the UI module 202, and textually displayed
 and listed and graphically indicated on a map on the UI module 202. The UI module 202
 20 will update the vehicle owner 66, who is assumed to be the driver of the vehicle 212, on the
 distance 40 travelled by the vehicle 212 in and the zone value 46 of each of the at least one
 of the plurality of predefined geographical zones 214 entered into by the vehicle 212 during
 travel of the vehicle 212 along the travel route 210. The total route value 218, the reference
 value 54 and the remaining value 56 is preferably also displayed on the UI module 202.

25 The total route value 218, the reference value 54 and the remaining value 56 may be
 displayed as credits, codes, weighted averages or currency denomination on the UI module
 202 which may receive input from the vehicle owner 66 via interaction therewith for display
 options or for communicating with the processing module 204 and central server 42. Once
 30 the reference value 54 has been exhausted or at the expiry of the advertisement campaign,

the central server 42 will be alerted by at least one of the UI module 202 and the processing module 204 automatically or in response to initiation by the vehicle owner 66 via the UI module 202.

- 5 The entry status of the travel route 210 into at least one of the predefined geographical zones 214, or special geographical zone 216, is then determined to generate the entry data 220 and one of a plurality of modifiers 222 is selected based on at least one of the determined entry into the at least one special geographical zone 216, or predefined geographical zones 214, and the entry data 220 generated therefrom. The selected one of the plurality of modifiers
- 10 222 is then applied to the total route value 218 to obtain a campaign value 224 therefrom.

The platform 60 will then proceed with effecting payment based on the campaign value 224 on terms specified or arranged at point of registration of the vehicle 212 or the vehicle owner 66 with the platform. In certain situations, the platform 60 may just effect payment

- 15 based on the total route value 218 instead of the campaign value 224. Although the areas of interest are only the special geographical zones 216 in situations where the special geographical zones 216 constitute one or more, but not all, of the predefined geographical zones 214, having the predefined geographical zones 214 is still important for analytics purposes. Specifically, data on travel habits, whether normalised to the
- 20 background/demographical category of the driver of the vehicle or otherwise, can be made more meaningful if perspective can be garnered on a vehicle's travel beyond just the special geographical zones 216. Further, the enumerated occurrence of entry and re-entries, number of times of entry and re-entries, date and time of entry and re-entries, specific geographical location of entry and re-entries, and unique identifier of the special geographical zones 218
- 25 entered and re-entered by the travel route 210 is determined/captured captured by entry data 220 is also important for analytics.

Preferably, the campaign value system 200 further captures first order parameters like date, time and location when the reference value 54 and the remaining value 56 is made know to

- 30 the driver of the vehicle 212 so that second order parameters, for example the time of

response to the changing parameters, may be determined. Study on reactions to when the reference value 54 has been exhausted or when it nears or reaches the expiry of the advertisement campaign can be performed. Information on the travel route 210, specification on the associated vehicle 212 and the bio-data of the associated driver can be

5 reorganized, formatted and/or filtered to extract and/or collate information for use by existing advertisers, future advertisers or the like parties interested in obtaining such information or the processed analytics results or data interpretation of such information/data. When used for future advertisers, the analysed data may be correlated to real-world reaction of customers or purveyors of services and products, for example based on revenue or

10 quantity sales increase, advertised during or subsequent to the advertising campaign.

Similarly, the route value method 300 may be implemented through a machine-readable medium having stored therein a plurality of programming instructions, which when executed, the instructions cause the machine to track travel route of a vehicle during a

15 campaign event, generate a total route value based on the tracked travel route, determine entry status of the travel route into at least one special geographical zone and generating entry data therefrom, select one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated therefrom, and apply the selected one of the plurality of modifiers to the total route value to

20 obtain a campaign value therefrom.

Similarly, the route value method 100 may be implemented through use of a machine-readable medium having stored therein a plurality of programming instructions, which when executed, the instructions cause the machine to determine a travel route of a vehicle from a

25 reference geo-location and subsequent geo-locations of the vehicle during travel thereof with the travel route entering into at least one of a plurality of predefined geographical zones and the plurality of predefined geographical zones being predefined. The instructions further causes the machine to track distance travelled in each of the at least one of the plurality of predefined geographical zones entered into with each of the plurality of

30 predefined geographical zones having an assigned rate, and determine zone value from at

least one of the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of predefined geographical zones entered into by the travel route. The zone value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being displayable on the UI module.

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Aspects of particular embodiments of the present disclosure address at least one aspect, problem, limitation, and/or disadvantage associated with existing campaign value and route value determination methods and systems. While features, aspects, and/or advantages associated with certain embodiments have been described in the disclosure, other
10 embodiments may also exhibit such features, aspects, and/or advantages, and not all embodiments need necessarily exhibit such features, aspects, and/or advantages to fall within the scope of the disclosure. It will be appreciated by a visitor of ordinary skill in the art that several of the above-disclosed structures, components, or alternatives thereof, can be desirably combined into alternative structures, components, and/or applications. In addition,
15 various modifications, alterations, and/or improvements may be made to various embodiments that are disclosed by a visitor of ordinary skill in the art within the scope of the present disclosure, which is limited only by the following claims.

Claims

1. A method for determining campaign value for a campaign event, the method comprising:

5 tracking travel route of a vehicle into at least one of a plurality of geographical zone during a campaign event;

 determining zone value from tracked distance travelled in and assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the
10 plurality of geographical zones;

 determining entry status of the travel route into at least one special geographical zone and generating entry data therefrom;

 selecting one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated
15 therefrom; and

 obtaining a campaign value from one of:

 applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route; and

20 summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of geographical zones which corresponds with the at least one special geographical zone.

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2. The method as in claim 1, the campaign value being determined after the end of the campaign event.

3. The method of claim 1, tracking travel route during the campaign event comprising:

tracking distance travelled from a starting date and time, distance travelled from a start location, distance travelled during a time duration from a start date and time, distance travelled during a time duration from a start location, distance travelled between a start location and an end location, and distance travelled within the at least one special geographical zone.

4. The method as in claim 1, determining entry status of the travel route into at least one special geographical zone comprising:

tracking entry and re-entries by the travel route into each of the at least one special geographical zone to generate the entry data therefrom.

5. The method as in claim 1, determining entry status of the travel route into at least one special geographical zone comprising:

determining one of absence and presence of entry of the travel route into at least one special geographical zone to generate the entry data therefrom.

6. The method as in claim 1, the plurality of modifiers comprising at least one of a multiplier applicable to the total route value to obtain the campaign value, and a fixed value for one of adding to or subtracting from the total route value to obtain the campaign value.

7. The method as in claim 6, at least one of the plurality of modifiers being generated from at least one of a rank, a weighting and an index assigned to each of the at least one special geographical zone entered into by the travel route

8. The method as in claim 1, the plurality of modifiers comprising a base value being selectable for replacing the total route value to obtain the campaign value therefrom.

9. The method as in claim 1, further comprising:

determining at least one of a plurality of predefined geographical zones entered into by the travel route of the vehicle during travel thereof with the campaign event, the plurality of predefined geographical zones comprising the at least one special geographical zone;

5 tracking distance travelled in each of the at least one of a plurality of predefined geographical zones entered into, each of the plurality of predefined geographical locations having an assigned rate; and

determining the total route value from at least one of the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of predefined geographical zones entered into by the travel route,

10 wherein at least one of the total route value, the campaign value and the value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being displayable on a user interface (UI) system.

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10. The method as in claim 9, further comprising:

displaying at least one of total route value and the value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being displayable on the UI system

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11. The method as in claim 9, the value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being further determined from duration spent in each thereof.

25 12. The method as in claim 1, wherein the travel route of the vehicle is determined from geo-location data obtained from a geo-location module, the geo-location module being at least one of a GPS module, an A-GPS module, Bluetooth beacon module and a WiFi module.

13. The method as in claim 12, each of the geo-location module and the UI system being in data communication with a processing system, the processing system for at least one of determining the travel route of the vehicle, tracking distance travelled in each of the at least one of the plurality of predefined geographical zones entered into, and determining the total route value from at least one of the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of predefined geographical zones entered into by the travel route,

wherein the processing system being one of disposed within the vehicle and disposed away from the vehicle.

14. A system for determining campaign value for a campaign event, the system comprising:

a geo-location module for tracking travel route of a vehicle during a campaign event; and

a processing system for determining zone value from tracked distance travelled in and assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones, determining entry status of the travel route into at least one special geographical zone and generating entry data therefrom, selecting one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated therefrom, and obtaining a campaign value from one of applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route, and summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of geographical zones which corresponds with the at least one special geographical zone.

15. The system as in claim 14, the campaign value being determined by the processing system after the end of the campaign event.
- 5 16. The system of claim 14, the processing system tracking distance travelled from a starting date and time, distance travelled from a start location, distance travelled during a time duration from a start date and time, distance travelled during a time duration from a start location, distance travelled between a start location and an end location, and distance travelled within the at least one special geographical zone.
- 10 17. The system as in claim 14, the processing system determines entry status of the travel route into at least one special geographical zone by tracking entry and re-entries by the travel route into each of the at least one special geographical zone to generate the entry data therefrom.
- 15 18. The system as in claim 14, the processing system determines entry status of the travel route into at least one special geographical zone by determining one of absence and presence of entry of the travel route into at least one special geographical zone to generate the entry data therefrom.
- 20 19. The system as in claim 14, the plurality of modifiers comprising at least one of a multiplier applicable to the total route value to obtain the campaign value, and a fixed value for one of adding to or subtracting from the total route value to obtain the campaign value.
- 25 20. The system as in claim 19, at least one of the plurality of modifiers being generated from at least one of a rank, a weighting and an index assigned to each of the at least one special geographical zone entered into by the travel route
- 30 21. The system as in claim 14, the plurality of modifiers comprising a base value being selectable for replacing the total route value to obtain the campaign value therefrom.

22. The system as in claim 14, the geo-location module further for determining at least one of a plurality of predefined geographical zones entered into by the travel route of the vehicle during travel thereof with the campaign event, the plurality of predefined geographical zones comprising the at least one special geographical zone, and the processing system further for tracking distance travelled in each of the at least one of a plurality of predefined geographical zones entered into, each of the plurality of predefined geographical locations having an assigned rate and determining the total route value from at least one of the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of predefined geographical zones entered into by the travel route.
23. The system as in claim 22, further comprising:
a user interface (UI) system for displaying at least one of total route value and the value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being displayable on the UI system, the value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being further determinable from duration spent in each thereof.
24. The system as in claim 14, the geo-location module being at least one of a GPS module, an A-GPS module, Bluetooth beacon module and a WiFi module.

25. A machine-readable medium having stored therein a plurality of programming instructions, which when executed, the instructions cause the machine to:

track travel route of a vehicle into at least one of a plurality of geographical zone during a campaign event;

5 determine zone value from tracked distance travelled in and assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones;

10 determine entry status of the travel route into at least one special geographical zone and generating entry data therefrom;

select one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated therefrom; and

obtain a campaign value from one of:

15 applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route; and

20 summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of geographical zones which corresponds with the at least one special geographical zone.

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26. A method for determining campaign value for a vehicle, the method comprising:

5 determining a travel route of a vehicle from a reference geo-location and subsequent geo-locations of the vehicle during travel thereof, the travel route entering into at least one of a plurality of geographical zones, the plurality of geographical zones being predefined;

tracking distance travelled in each of the at least one of the plurality of geographical zones entered into during travel of the vehicle, each of the plurality of geographical zones having an assigned rate;

10 determining zone value from the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones; and

15 determining total campaign value accumulated from the zone value of the tracked distance of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones,

20 wherein at least one of the total campaign value and the zone value of the tracked distance of each of the at least one of the plurality of geographical zones entered into by the travel route being progressively updated and displayable on a user interface (UI) module during progress of the vehicle along the travel route, and

wherein the geo-location of the vehicle is determined by a geo-location module during travel of the vehicle, the geo-location module being at least one of a GPS module, an A-GPS module, Bluetooth beacon module and a WiFi module.