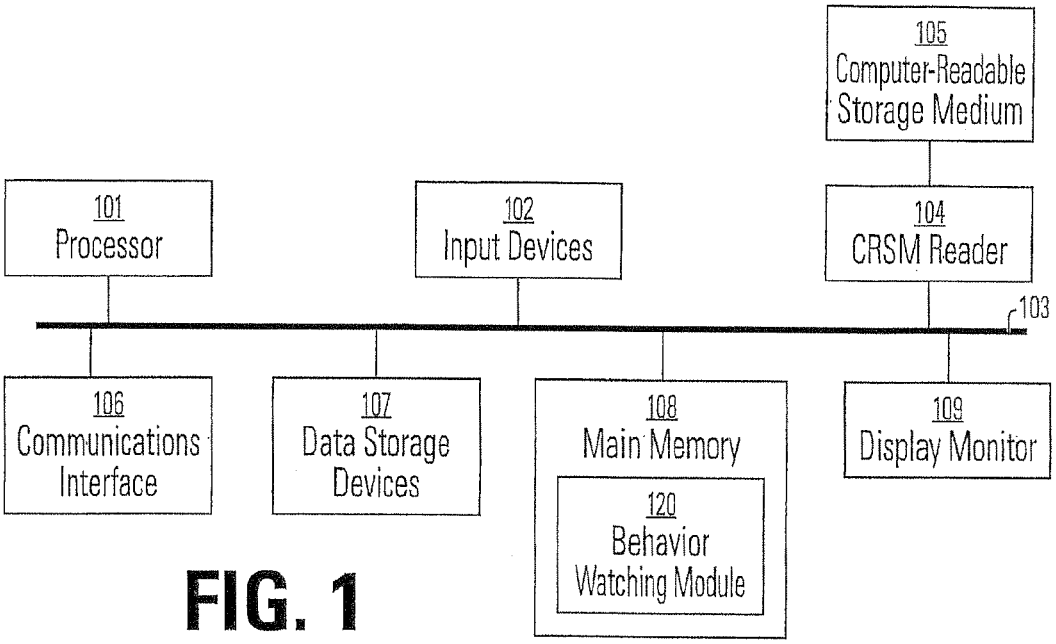

105
Computer-Readable Storage Medium
101
Processor
102
Input Devices
104
CRSM Reader
103
106
Communications Interface
107
Data Storage Devices
108
Main Memory
120
Behavior Watching Module
109
Display Monitor

FIG. 1

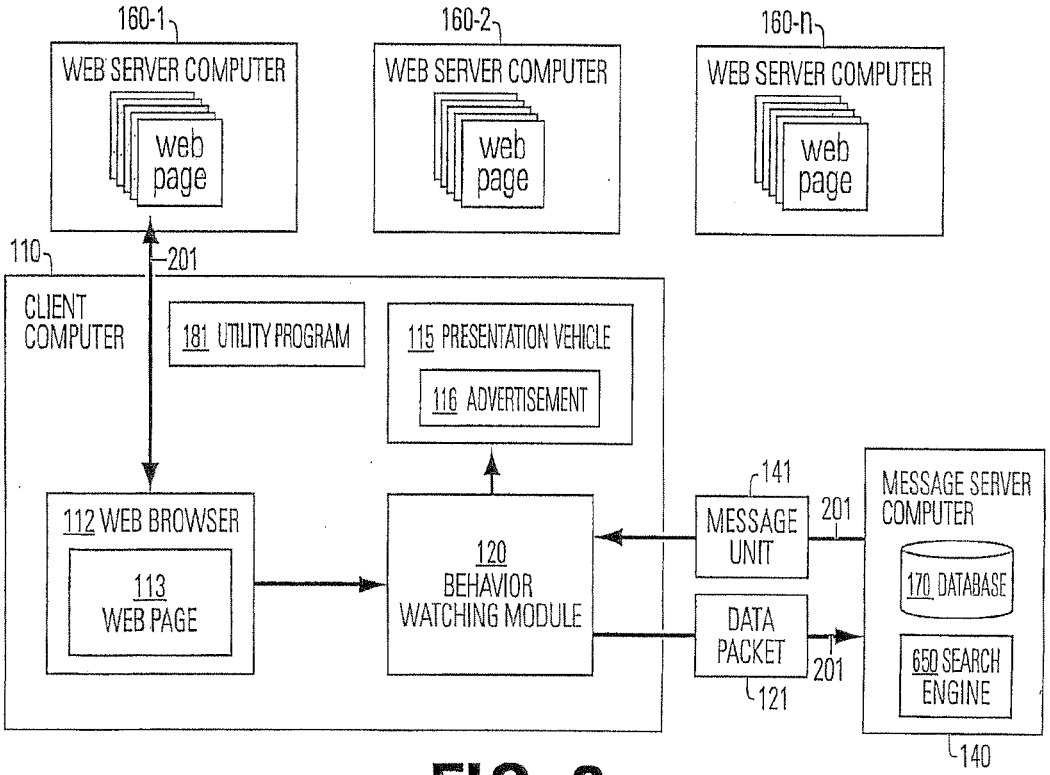

160-1
WEB SERVER COMPUTER
web page
160-2
WEB SERVER COMPUTER
web page
160-n
WEB SERVER COMPUTER
web page
110
201
CLIENT COMPUTER
181 UTILITY PROGRAM
115 PRESENTATION VEHICLE
116 ADVERTISEMENT
112 WEB BROWSER
113
WEB PAGE
120
BEHAVIOR WATCHING MODULE
141
MESSAGE UNIT
201
DATA PACKET
121
201
MESSAGE SERVER COMPUTER
170 DATABASE
650 SEARCH ENGINE
140

FIG. 2

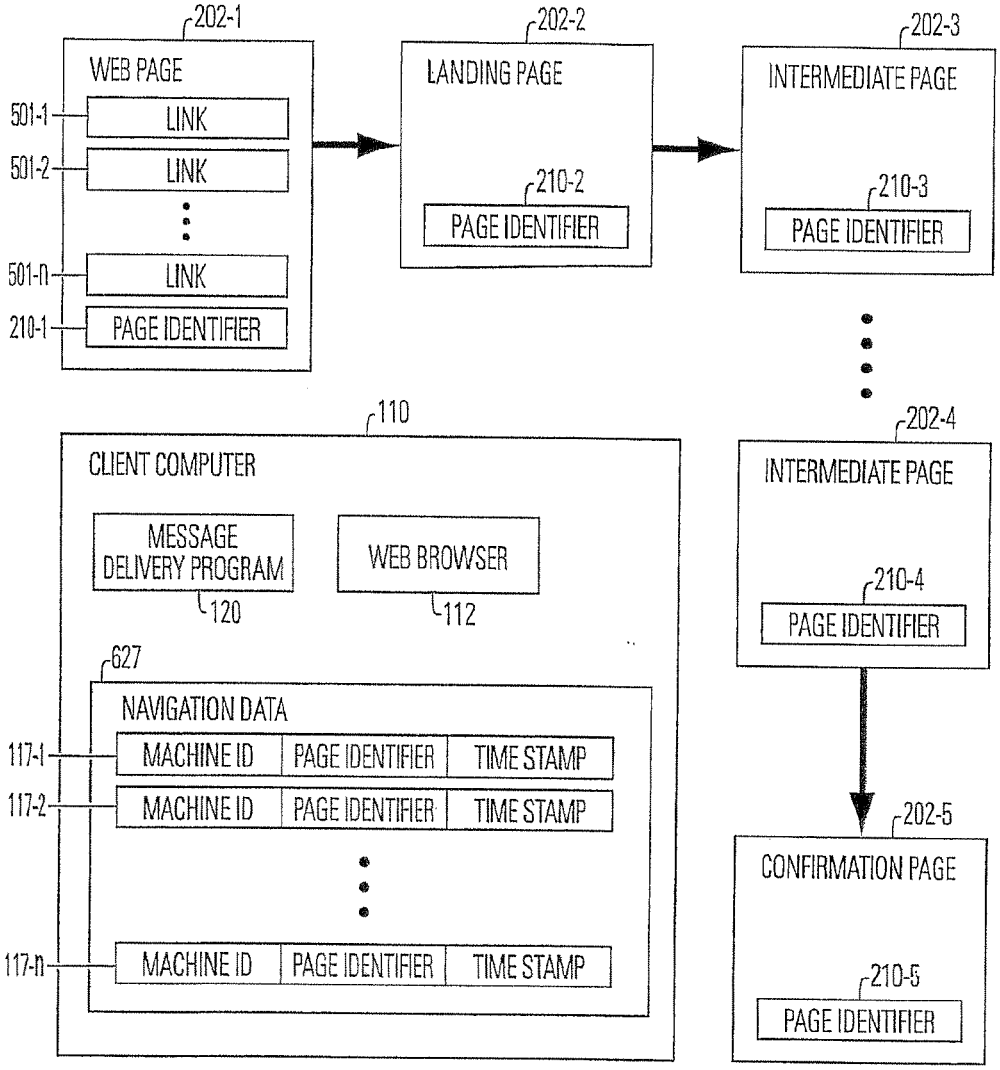

202-1
WEB PAGE
501-1
LINK
501-2
LINK
501-n
LINK
210-1
PAGE IDENTIFIER
202-2
LANDING PAGE
210-2
PAGE IDENTIFIER
202-3
INTERMEDIATE PAGE
210-3
PAGE IDENTIFIER
202-4
INTERMEDIATE PAGE
210-4
PAGE IDENTIFIER
202-5
CONFIRMATION PAGE
210-5
PAGE IDENTIFIER
110
CLIENT COMPUTER
MESSAGE DELIVERY PROGRAM
120
WEB BROWSER
112
627
NAVIGATION DATA
117-1
MACHINE ID
PAGE IDENTIFIER
TIME STAMP
117-2
MACHINE ID
PAGE IDENTIFIER
TIME STAMP
117-n
MACHINE ID
PAGE IDENTIFIER
TIME STAMP

FIG. 3

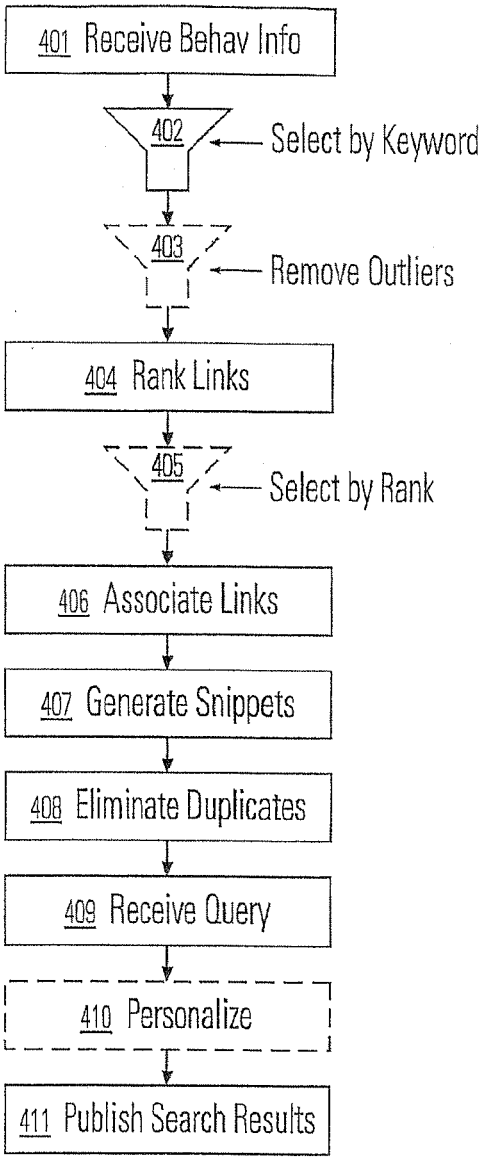

401 Receive Behav Info
402
Select by Keyword
403
Remove Outliers
404 Rank Links
405
Select by Rank
406 Associate Links
407 Generate Snippets
408 Eliminate Duplicates
409 Receive Query
410 Personalize
411 Publish Search Results

FIG. 4

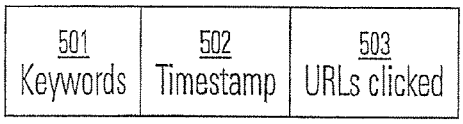

501
Keywords
502
Timestamp
503
URLs clicked

FIG. 5

602 Version of crumb	604 Time Written	606 Commercial Flag	608 Keyword	610 Character Set
3	secs since 1970 hex. eg: 4166FAFC	0 = no, 1 = yes, 2 = unknown (always 1)	2005 Chevrolet Corvette	utf-8

FIG. 6

802 CatID	702 Day	0	–1	–2	–3
10494	704 Hit?	1	0	1	1

FIG. 7

802 CategoryID	804 Recency	806 Frequency	808 Banner Clicks
10494	3	4	4
98409	1	6	4
65625	14	6	3
68530	1	0	0
147374	12	0	0

810 Comment
Heavy and recent
Heavy last month
Light but recent
Light last month

FIG. 8

Bucket #	0	1	2	3	4	5	6	7
Time Slice	N/A	0-5 min	5-15 min	15-30 min	30-60 min	1-2 hrs	2-4 hrs	4-12 hrs
Bucket #	8	9	10	11	12	13	14	15
Time Slice	12-24 hrs	1-3 days	3-7 days	7-14 days	14-21 days	21-30 days	30-45 days	45-60 days

FIG. 9

Bucket #	0	1	2	3	4	5	6	7
# Days w/ a visit	0	1	2	3	4 or 5	6 to 10	11 to 30	31 to 60

FIG. 10

1102 CategoryID	1104 Category Leaf Name	1106 Revenue Priority
9870	Uncategorized	0
10494	Luxury Auto	1
98409	SUVs	2
95625	Payroll Software	3
68530	Florida except Orlando	4

FIG. 11

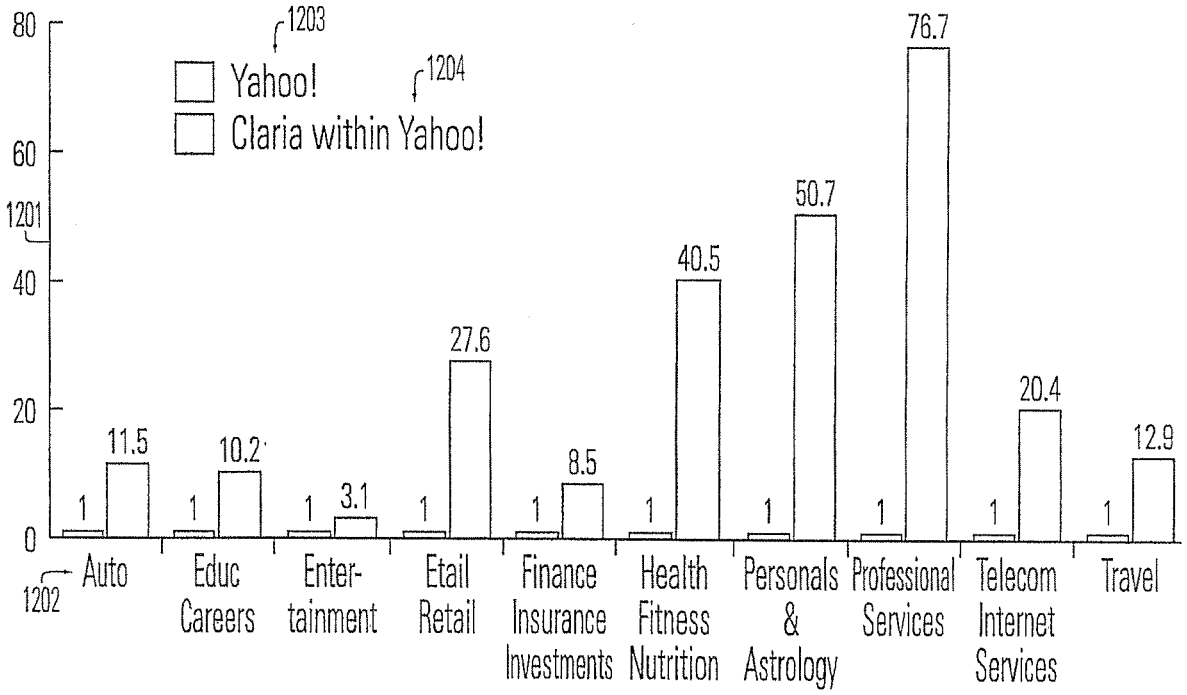
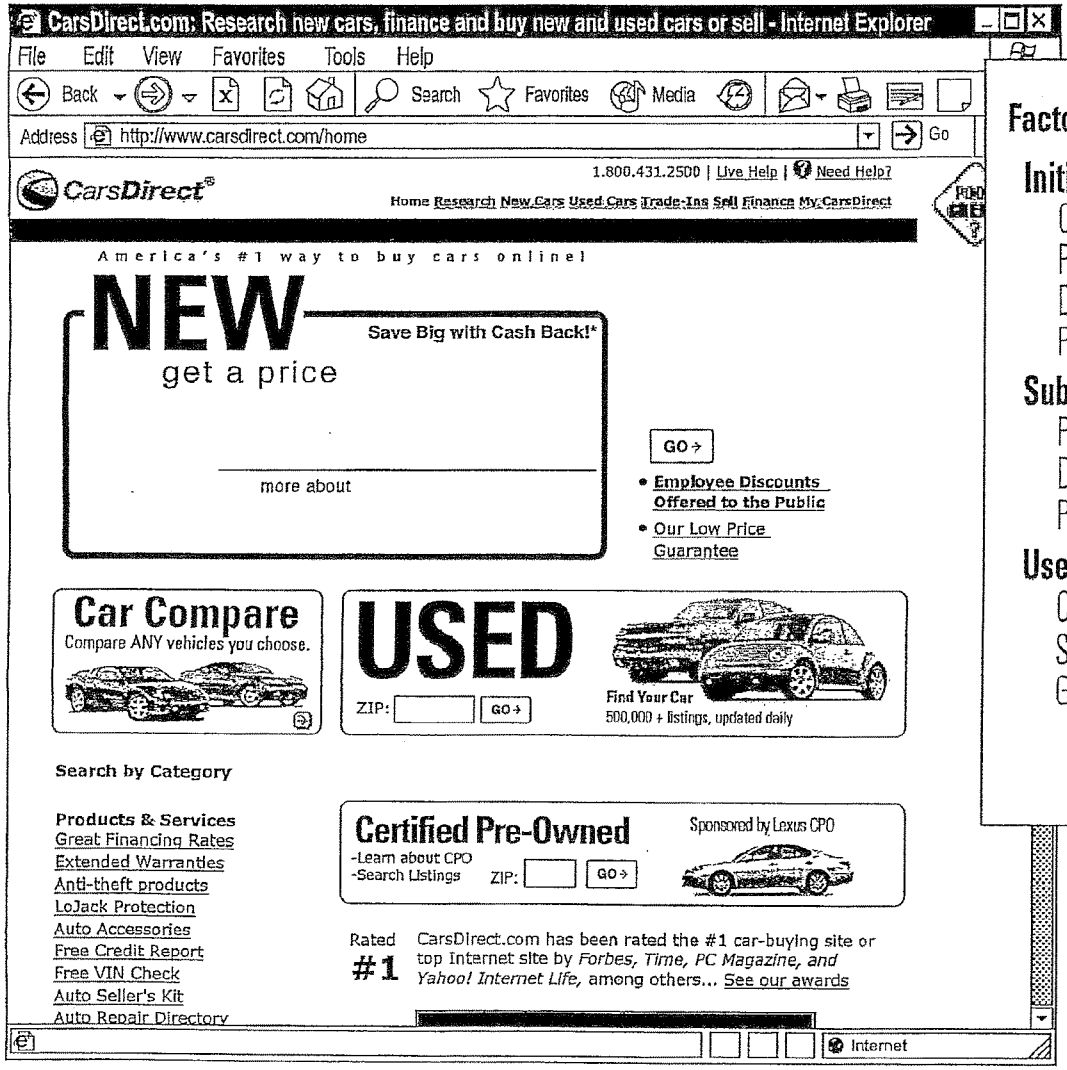

80
60
40
20
0
1201
1202
1203
1204
Yahoo!
Claria within Yahoo!
1
11.5
1
10.2
1
3.1
1
27.6
1
8.5
1
40.5
1
50.7
1
76.7
1
20.4
1
12.9
Auto
Educ Careers
Enter-tainment
Etail Retail
Finance Insurance Investments
Health Fitness Nutrition
Personals & Astrology
Professional Services
Telecom Internet Services
Travel

FIG. 12



Factors Used To Determine Relevance Score

Initial Visit Metrics—

Click Rate:	12% (high)
Pages Viewed:	5
Dwell Time:	55 sec.
Purchase/ Registration:	80% yes

Subsequent Visit Metrics—

Pages Viewed:	15
Dwell Time:	300 sec.
Purchase/ Registration:	15% yes

User Level Metrics—

Category Involvement Level:	Expert
Search Engine Usage Level:	Maven
Geography Relevance Score:	High

Relevance Score: 97

FIG. 13

WO 2006/023765 PCT/US2005/029615

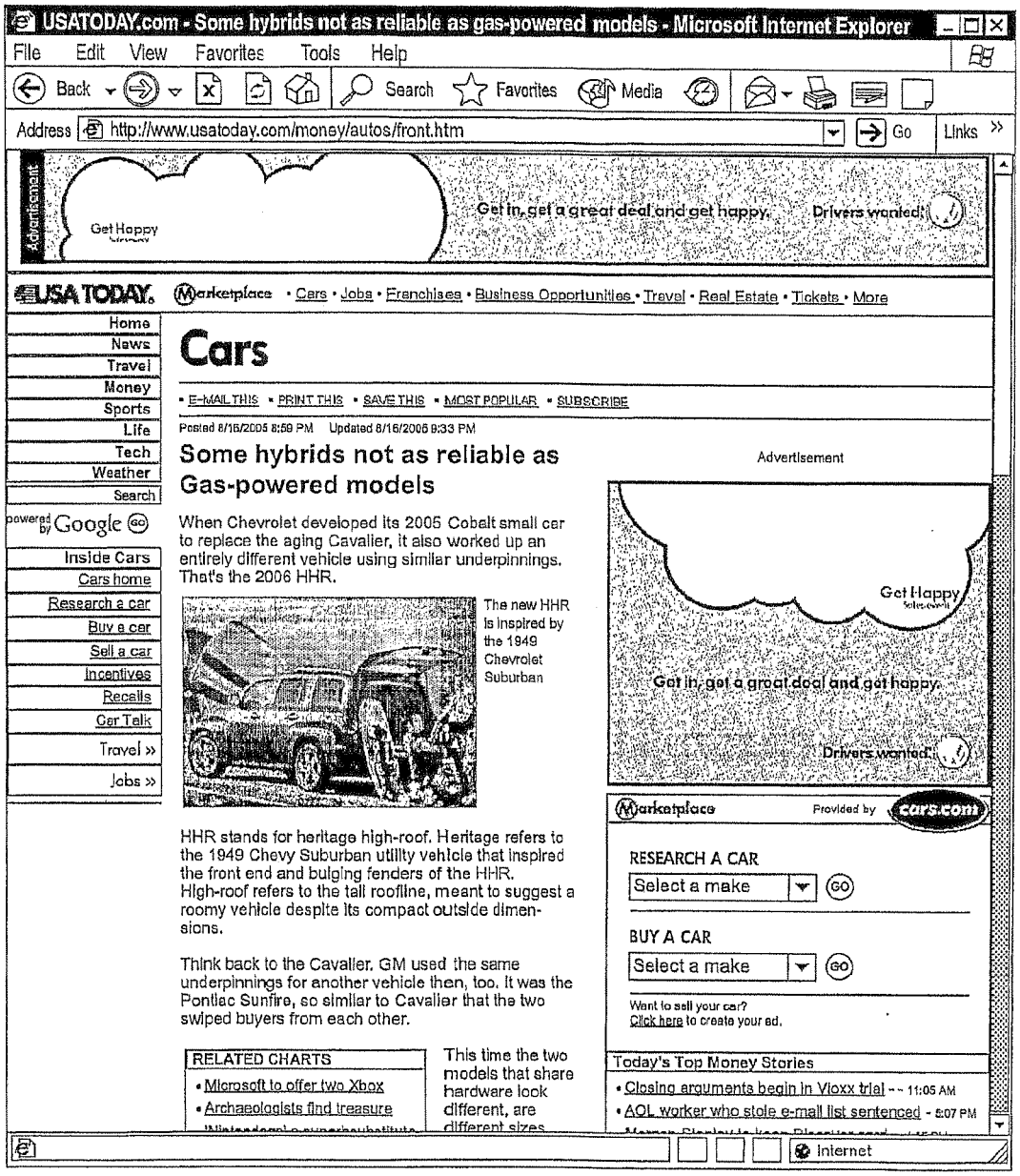

USATODAY.com - Some hybrids not as reliable as gas-powered models - Microsoft Internet Explorer
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Go Links
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Get in, get a great deal and get happy. Drivers wanted.
USA TODAY. Marketplace • Cars • Jobs • Franchises • Business Opportunities • Travel • Real Estate • Tickets • More
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Posted 8/15/2005 8:59 PM Updated 8/16/2005 9:33 PM
Some hybrids not as reliable as Gas-powered models
When Chevrolet developed its 2005 Cobalt small car to replace the aging Cavalier, it also worked up an entirely different vehicle using similar underpinnings. That's the 2006 HHR.
The new HHR is inspired by the 1949 Chevrolet Suburban
HHR stands for heritage high-roof. Heritage refers to the 1949 Chevy Suburban utility vehicle that inspired the front end and bulging fenders of the HHR. High-roof refers to the tall roofline, meant to suggest a roomy vehicle despite its compact outside dimensions.
Think back to the Cavalier. GM used the same underpinnings for another vehicle then, too. It was the Pontiac Sunfire, so similar to Cavalier that the two swiped buyers from each other.
RELATED CHARTS
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• Archaeologists find treasure
This time the two models that share hardware look different, are different sizes
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Get Happy
Get in, get a great deal and get happy.
Drivers wanted.
Marketplace Provided by cars.com
RESEARCH A CAR
Select a make GO
BUY A CAR
Select a make GO
Want to sell your car?
Click here to create your ad.
Today's Top Money Stories
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Internet

FIG. 14

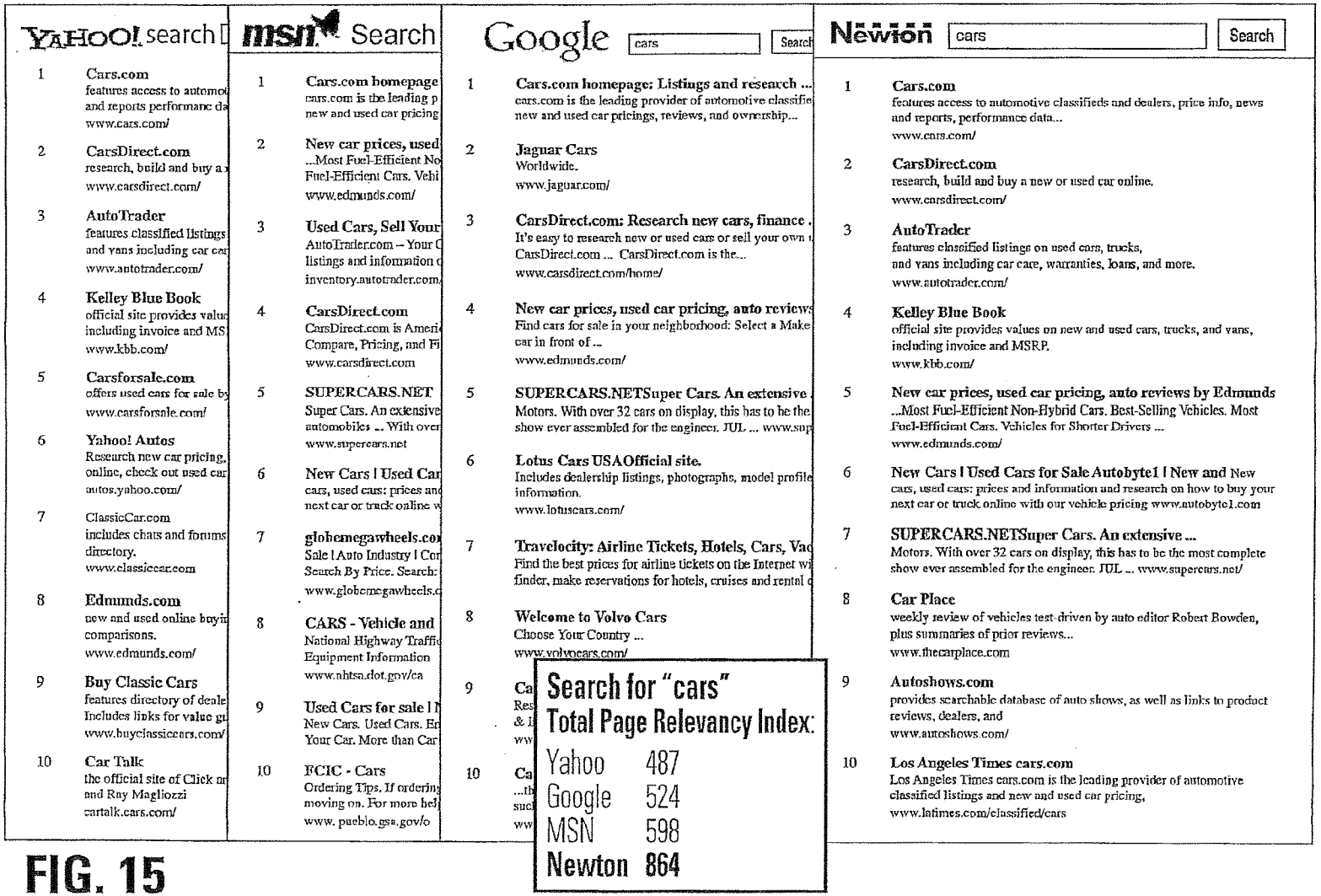

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and reports performanc da
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2 CarsDirect.com
research, build and buy a
www.carsdirect.com/
3 AutoTrader
features classified listings
and vans including car car
www.autotrader.com/
4 Kelley Blue Book
official site provides valu
including invoice and MS
www.kbb.com/
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offers used cars for sale by
www.carsforsale.com/
6 Yahoo! Autos
Research new car pricing,
online, check out used car
autos.yahoo.com/
7 ClassicCar.com
includes chats and forums
directory.
www.classiccar.com
8 Edmunds.com
new and used online buyi
comparisons.
www.edmunds.com/
9 Buy Classic Cars
features directory of deale
Includes links for value gu
www.buyclassiccars.com/
10 Car Talk
the official site of Click a
and Ray Magliozzi
cartalk.cars.com/
msn Search
1 Cars.com homepage
cars.com is the leading p
new and used car pricing
2 New car prices, used
...Most Fuel-Efficient No
Fuel-Efficient Cars. Vehi
www.edmunds.com/
3 Used Cars, Sell Your
AutoTrader.com – Your C
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4 CarsDirect.com
CarsDirect.com is Ameri
Compare, Pricing, and Fi
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5 SUPERCARS.NET
Super Cars. An extensive
automobiles ... With over
www.supercars.net
6 New Cars | Used Car
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next car or truck online w
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Search By Price. Search:
www.globemegawheels.c
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National Highway Traffic
Equipment Information
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10 FCIC - Cars
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moving on. For more hel
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new and used car pricings, reviews, and ownership...
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4 New car prices, used car pricing, auto reviews
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car in front of ...
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5 SUPERCARS.NETSuper Cars. An extensive
Motors. With over 32 cars on display, this has to be the
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6 Lotus Cars USAOfficial site.
Includes dealership listings, photographs, model profile
information.
www.lotuscars.com/
7 Travelocity: Airline Tickets, Hotels, Cars, Vac
Find the best prices for airline tickets on the Internet w
finder, make reservations for hotels, cruises and rental
8 Welcome to Volvo Cars
Choose Your Country ...
www.volvocars.com/
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Res
& I
ww
10 Ca
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suc
ww
Newton cars Search
1 Cars.com
features access to automotive classifieds and dealers, price info, news
and reports, performance data...
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plus summaries of prior reviews...
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reviews, dealers, and
www.autoshows.com/
10 Los Angeles Times cars.com
Los Angeles Times cars.com is the leading provider of automotive
classified listings and new and used car pricing.
www.latimes.com/classified/cars
Search for "cars"
Total Page Relevancy Index:
Yahoo 487
Google 524
MSN 598
Newton 864

FIG. 15

1602

	Loyal	Switcher	Competitive Loyal
Heavy	Uniques **333,253** CTR **7.90%** Conv. Rate **8.00%**	Uniques **500,332** CTR **6.20%** Conv. Rate **4.10%**	Uniques **1,990,098** CTR **3.82%** Conv. Rate **2.15%**
1601 — Medium	Uniques **467,000** CTR **5.40%** Conv. Rate **7.20%**	Uniques **898,922** CTR **5.50%** Conv. Rate **3.15%**	Uniques **1,210,000** CTR **2.20%** Conv. Rate **1.05%**
Light	Uniques **211,009** CTR **3.00%** Conv. Rate **6.50%**	Uniques **524,422** CTR **3.10%** Conv. Rate **2.80%**	Uniques **1,299,878** CTR **1.40%** Conv. Rate **.55%**

FIG. 16

Advertiser Short Domain	Traffic Source	Keyword	Impressions	Clicks	Click Through Rate (CTR%)	Conversion Rate	AVG Rank in Listing
orbitz.com	google.com	acapulco	258	0	0.00%	0.00%	2.9
		aer lingus	249	3	1.20%	0.00%	2.4
		aeromexico	307	3	0.98%	0.00%	2.5
		air canada	2	0	0.00%	0.00%	21.5
		air china	211	3	1.42%	0.00%	1.8
		air fare	565	17	3.01%	0.00%	3.9
		air fares	731	44	6.02%	6.82%	3.3
		air ticket	227	19	8.37%	0.00%	1.6
		air tickets	353	31	8.78%	0.00%	1.6
		air tran	16	0	0.00%	0.00%	3.1
		air travel	307	29	9.45%	3.45%	1.9
		airfare	2,268	187	8.25%	3.74%	1.8
		airfares	967	105	10.86%	1.90%	1.8
		airline	726	40	5.51%	2.50%	3.7
		airline fares	493	33	6.69%	6.06%	2.2
		airline flights	549	65	11.84%	15.38%	1.6
		airline ticket	603	61	10.12%	0.00%	1.9
		airline tickets	10,717	800	7.46%	5.75%	2.0
		airlines	4,318	125	2.89%	3.20%	1.5
		airplane tickets	405	11	2.72%	0.00%	2.9

FIG. 17

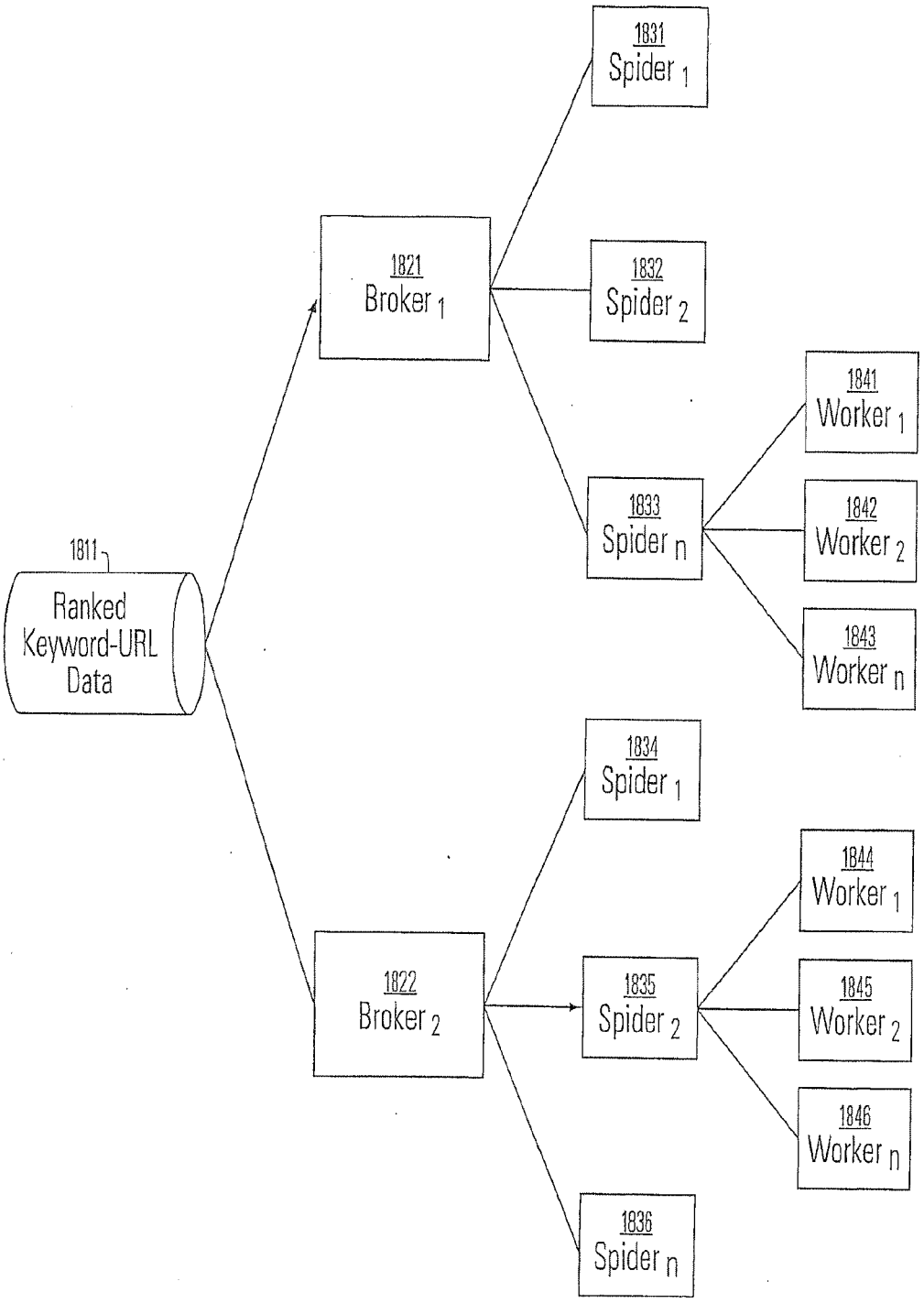

1811
Ranked Keyword-URL Data
1821 Broker 1
1822 Broker 2
1831 Spider 1
1832 Spider 2
1833 Spider n
1834 Spider 1
1835 Spider 2
1836 Spider n
1841 Worker 1
1842 Worker 2
1843 Worker n
1844 Worker 1
1845 Worker 2
1846 Worker n

FIG. 18

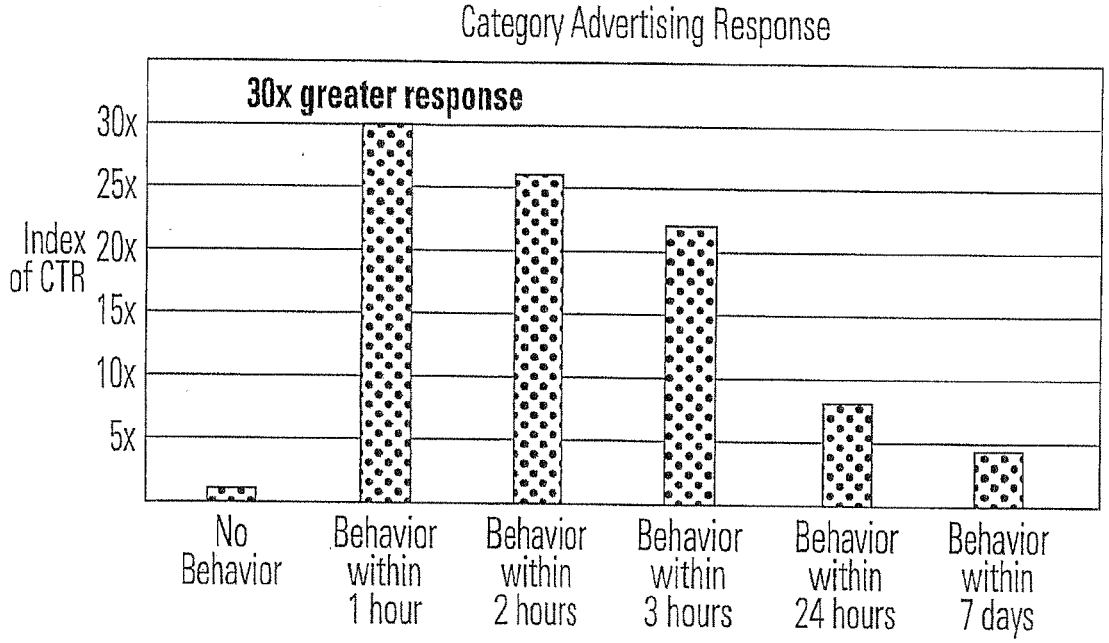

Category Advertising Response
30x greater response
30x
25x
Index of CTR 20x
15x
10x
5x
No Behavior
Behavior within 1 hour
Behavior within 2 hours
Behavior within 3 hours
Behavior within 24 hours
Behavior within 7 days

FIG. 19

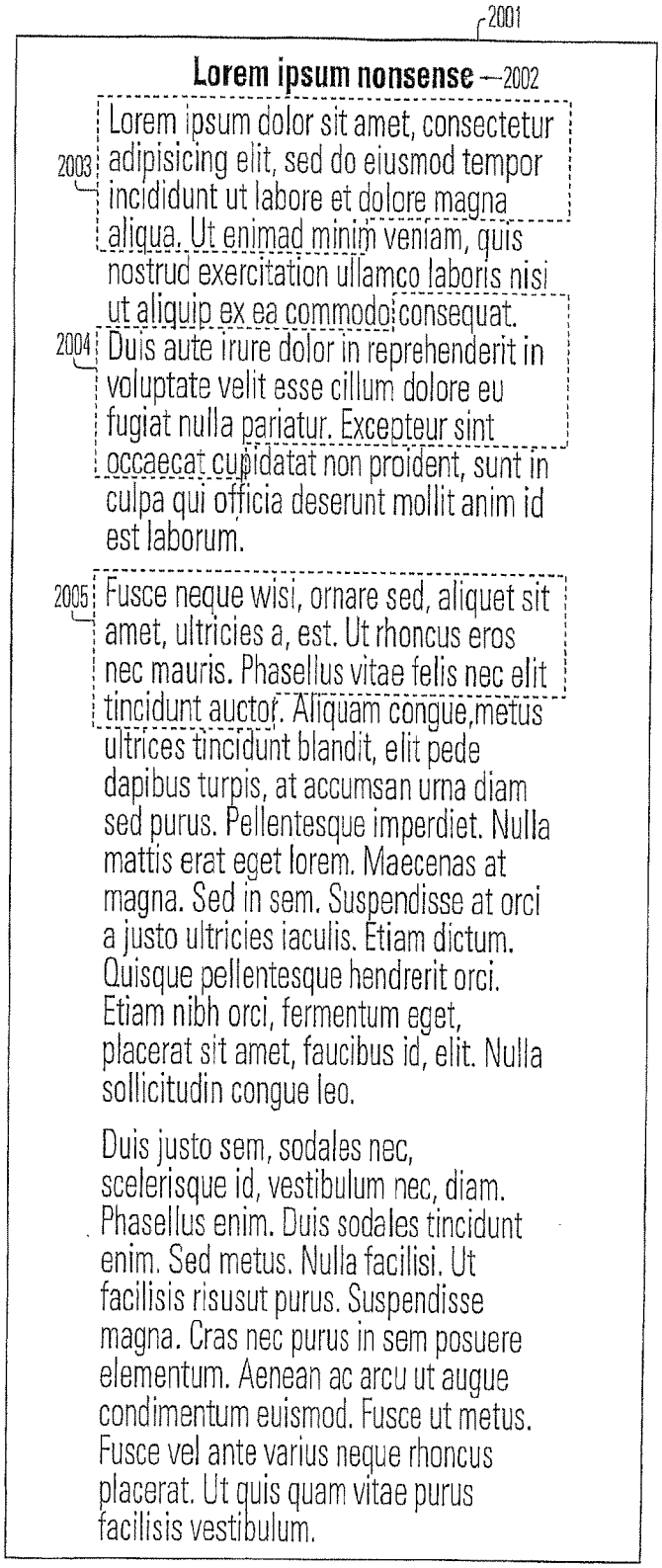

2001
Lorem ipsum nonsense
2002
2003
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enimad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
2004
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
2005
Fusce neque wisi, ornare sed, aliquet sit amet, ultricies a, est. Ut rhoncus eros nec mauris. Phasellus vitae felis nec elit tincidunt auctor. Aliquam congue,metus ultrices tincidunt blandit, elit pede dapibus turpis, at accumsan urna diam sed purus. Pellentesque imperdiet. Nulla mattis erat eget lorem. Maecenas at magna. Sed in sem. Suspendisse at orci a justo ultricies iaculis. Etiam dictum. Quisque pellentesque hendrerit orci. Etiam nibh orci, fermentum eget, placerat sit amet, faucibus id, elit. Nulla sollicitudin congue leo.
Duis justo sem, sodales nec, scelerisque id, vestibulum nec, diam. Phasellus enim. Duis sodales tincidunt enim. Sed metus. Nulla facilisi. Ut facilisis risusut purus. Suspendisse magna. Cras nec purus in sem posuere elementum. Aenean ac arcu ut augue condimentum euismod. Fusce ut metus. Fusce vel ante varius neque rhoncus placerat. Ut quis quam vitae purus facilisis vestibulum.

FIG. 20