(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
14 February 2013 (14.02.2013)

WIPO | PCT

(10) International Publication Number
WO 2013/022852 A1

(51) **International Patent Classification**:
G06Q 10/06 (2012.01)

(21) **International Application Number**:
PCT/US2012/049782

(22) **International Filing Date**:
6 August 2012 (06.08.2012)

(25) **Filing Language**: English

(26) **Publication Language**: English

(30) **Priority Data**:
13/204,585 5 August 2011 (05.08.2011) US

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(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, IS, JP, KE, KG, KM, 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, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, 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, ML, MR, NE, SN, TD, TG).

Published:

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

WO 2013/022852 A1

(54) **Title**: CROSS-MEDIA ATTRIBUTION MODEL FOR ALLOCATION OF MARKETING RESOURCES

(57) **Abstract**: A software facility that analyzes consumer interactions with one or more marketing campaigns and the results of those interactions to generate a cross-media or cross-channel attribution model representing the true impact of marketing resource allocation decisions is provided. The facility collects, from a plurality of sources, information representing consumer interactions with marketing campaigns and any results of those interactions. The facility aggregates the information to assess or determine the behavior of consumers with respect to different marketing campaigns and marketing channels. The facility analyzes the information according to varying depths or levels of channel granularity to generate models representative of the true impact of resources allocated to each channel or sub-channel on the performance or effectiveness of the marketing campaign. The facility or other processes may use the generated models to inform future marketing resource allocation decisions.