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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
9 April 2015 (09.04.2015)

WIPO | PCT

(10) International Publication Number
WO 2015/051355 A1

(51) International Patent Classification:
G06Q 30/06 (2012.01) *G06Q 50/10* (2012.01)

(21) International Application Number:
PCT/US2014/059246

(22) International Filing Date:
6 October 2014 (06.10.2014)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
14/046,032 4 October 2013 (04.10.2013) 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, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, 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, ST, 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).

Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR MAKING A TARGET OFFER TO AN AUDIENCE USING AUDIENCE FEEDBACK

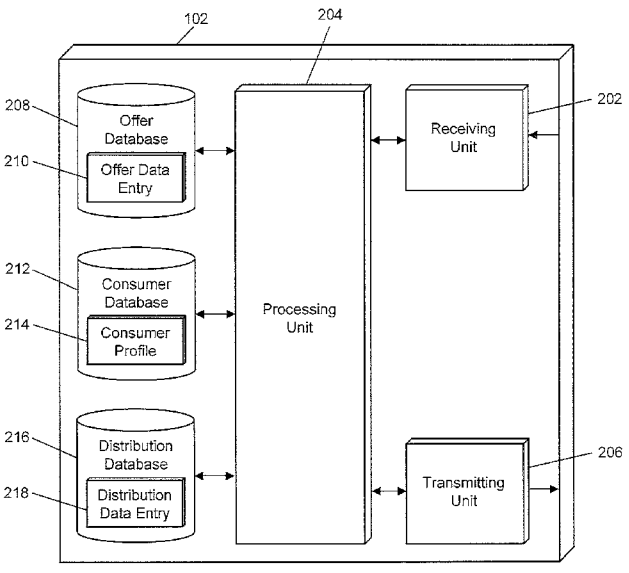


FIG. 2

(57) Abstract: A method for real-time ranking of offers for consumer distribution includes: storing a plurality of offer data entries, each entry including an offer identifier and offer data; storing a consumer profile, the profile including data related to a consumer including a consumer identifier and consumer characteristics; storing a plurality of distribution data entries, each entry including data related to an offer previously distributed to the consumer including an offer identifier, offer data, and indication of at least one of: receipt, viewing, and acceptance of the offer; identifying a ranking of the offer data entries based on the respective included offer data, the consumer characteristics, and the offer data and indication included in each of the distribution data entries; and transmitting the offer data included in at least one of the offer data entries based on the rank to a computing device associated with the consumer.

WO 2015/051355 A1

Published:

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

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*