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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
6 January 2005 (06.01.2005)

PCT

(10) International Publication Number
WO 2005/001631 A3

(51) International Patent Classification[7]: G06F 17/60

(21) International Application Number:
PCT/US2004/018444

(22) International Filing Date: 10 June 2004 (10.06.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/477,057 10 June 2003 (10.06.2003) US

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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*
— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
9 September 2005

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR ANALYZING MARKETING EFFORTS

1999–2001 U.S. AD EXPENDITURES

	1999 ($MILLIONS)	2000 ($MILLIONS)	2001 ($MILLIONS)	% CHANGE (99-00)	% CHANGE (00-01)
NATIONAL					
NEWSPAPERS	6,358	7,229	$6,615	13.7%	-8.5%
MAGAZINES	11,433	12,370	11,095	8.2%	-10.3%
NETWORK TV (4 Networks	13,961	15,888	14,300	13.8%	-10.0%
SPOT TV	10,500	12,264	9,223	16.8%	-24.8%
CABLE TV	9,405	11,765	11,883	25.1%	1.0%
SYNDICATED TV	2,870	3,108	3,102	8.3%	-0.2%
NETWORK RADIO	684	780	711	14.0%	-8.8%
SPOT RADIO	3,275	3,668	2,956	12.0%	-19.4%
YELLOW PAGES	1,986	2,093	2,087	5.4%	-0.3%
INTERNET	2,832	6,507	5,752	129.8%	-11.6%
BUSINESS Papers	4,274	4,915	4,468	15.0%	-9.1%
OUT OF HOME	1,910	2,068	2,051	8.3%	-0.8%
DIRECT MAIL	41,403	44,591	44,725	7.7%	0.3%
MISCELLANEOUS	21,279	24,418	22,829	14.8%	-6.5%
TOTAL NATIONAL ADV.	**132,170**	**151,664**	**141,797**	14.7%	-6.5%
LOCAL					
NEWSPAPERS	40,290	41,821	37,640	3.8%	-10.0%
LOCAL TV	12,680	13,542	12,256	6.8%	-9.5%
CABLE TV	3,165	3,690	3,653	16.6%	-1.0%
LOCAL RADIO	13,256	14,847	14,194	12.0%	-4.4%
BILLBOARDS	2,870	3,108	3,083	8.3%	-0.8%
YELLOW PAGES	10,666	11,135	11,505	4.4%	3.3%
MISCELLANEOUS	7,211	7,665	7,159	6.3%	-6.6%
TOTAL LOCAL ADV.	**90,138**	**95,808**	**89,490**	6.3%	-6.6%
TOTAL ALL ADVERTISING	**222,308**	**247,472**	**231,287**	**11.3%**	**-6.5%**

Note: Expenditures include all commissions and expenses in the advertising budget.
Source: Robert J. Coen, Universal McCann, 2002.

(57) Abstract: The present invention relates to a method and system for evaluating the cause and effect of advertising and marketing programs using card transaction data. In one embodiment, access is provided to voluminous card-holder transaction data detailing accurate-to-the-penny transaction amounts, twenty-four hour active customers, and a multi-year transaction history per customer. Furthermore, such data is captured in real-time, and due to the sample size, can provide granular, statistically significant information at a local level for client and merchant coverage.

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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.