



(51) **International Patent Classification:**
G06N 20/00 (2019.01) *G06F 16/95* (2019.01)

(21) **International Application Number:**
PCT/CA2021/050163

(22) **International Filing Date:**
16 February 2021 (16.02.2021)

(25) **Filing Language:** English

(26) **Publication Language:** English

(30) **Priority Data:**
62/978,746 19 February 2020 (19.02.2020) US

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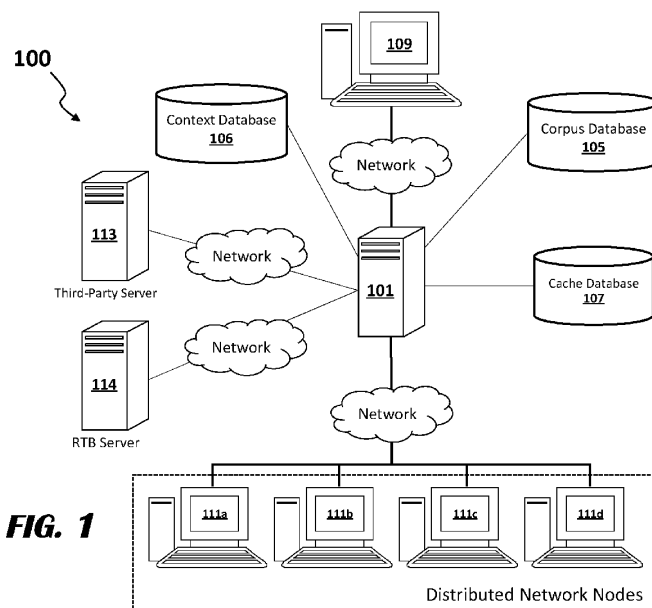
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(81) **Designated States** (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN, KP, KR, KW, 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, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, 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,

(54) **Title:** SYSTEMS AND METHODS OF GENERATING CONTEXT SPECIFICATION FOR CONTEXTUALIZED SEARCHES AND CONTENT DELIVERY



(57) **Abstract:** Systems and methods described herein may generate campaigns and efficiently calculate bids for placement of campaign data into Internet data. Embodiments may calculate context scores for campaign data based on campaign terms and beacon terms. The context scores may be used to identify Internet content that has a high page score. If the page score of particular Internet content exceeds a predetermined threshold, the system may place a bid for a campaign based on disclosed algorithms taking as inputs performance scores, context scores, page scores, campaign budgets, and other parameters. The systems therefore are capable of quickly and effectively calculating optimal bids to place for a particular campaign given parameters disclosed herein.

[Continued on next page]

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 the identity of the inventor (Rule 4.17(i))*
- *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))*

Published:

- *with international search report (Art. 21(3))*
- *with amended claims (Art. 19(1))*
- *in black and white; the international application as filed contained color or greyscale and is available for download from PATENTSCOPE*