- 9 JUL 2004

ABSTRACT OF THE INVENTION

SYSTEM AND METHOD FOR ENHANCING E-COMMERCE TRANSACTIONS BY ASSESSING THE USERS' ECONOMIC PURCHASE VALUE RELATIVE TO ADVERTISERS

A tracking system (10) and method record the user's (200) actions during a visit to various web servers (A,B...N). The user's actions include for example the queries made by the user (220), the URLs visited by the user (220), the products and/or services purchased by the user (220), the quotes requested by the user (220), the prices provided to the user (220), individual session profiles. The ebusinesses can assess an economic purchase value to the user (220) relative to each advertiser. Based on this economic purchase value, the ebusinesses allot a corresponding advertising referral fee for this particular user (220) and for the particular session in progress.

Fig. 2

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