

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

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
16 June 2022 (16.06.2022)



(10) International Publication Number
WO 2022/123302 A1

- (51) International Patent Classification:
G06Q 30/06 (2012.01) *H04L 29/08* (2006.01)
- (21) International Application Number:
PCT/IB2020/062032
- (22) International Filing Date:
16 December 2020 (16.12.2020)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
17/116,813 09 December 2020 (09.12.2020) US
- (71) Applicant: **COUPANG CORP.** [KR/KR]; 570 Songpa-daero, Songpa-gu, Seoul, Seoul 05510 (KR).
- (72) Inventors: **VERMA, Vinay**; 570 Songpa-daero, Songpa-gu, Seoul, Seoul 05510 (KR). **VADLAMUDI,**

Satyavaraprasad; 570 Songpa-daero, Songpa-gu, Seoul, Seoul 05510 (KR). **BAO, Xinli**; 570 Songpa-daero, Songpa-gu, Seoul, Seoul 05510 (KR). **CEMBALI, Tiziano**; 570 Songpa-daero, Songpa-gu, Seoul, Seoul 05510 (KR).

(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,

(54) Title: SYSTEMS AND METHODS FOR RECURRENT AND ADAPTIVE ELECTRONIC NOTIFICATIONS



Lifecycle Category Configuration						
Category	Category rank	Max pushes	Days between repeat pushes	Audience segment	Actions	
Home-Tools & Home Improvement	1	2	5	Clusters 1-10	☐	
Home-Furniture & Storage	2	2	12	Clusters 1-10	☐	
Baby Care-Wipes	3	3	10	Clusters 2-8 & 9	☐	
Personal Care-Body Care	4	2	10	Clusters 1-10	☐	
Personal Care-Electric Toothbrush	5	2	11	Clusters 1-10	☐	
Beauty-Makeup	6	4	10	Clusters 3-5 & 7-9	☐	
Baby Convenience-Baby Home	7	2	10	Clusters 3-5 & 7-9	☐	
Baby Convenience-Baby Safety	8	2	13	Clusters 1-10	☐	
Beauty-Tools & Accessories	9	6	10	Clusters 1-10	☐	
Baby Necessaries-Mom & Baby Care	10	2	10	Clusters 2 & 8	☐	
Personal Care-Oral Care	11	2	2	Clusters 1-10	☐	
Beauty-Nailcare	12	7	10	Clusters 1-10	☐	
Personal Care-Hair Care	13	2	10	Clusters 2-6 & 8-10	☐	
Personal Care-Digital Scale	14	8	10	Clusters 2-6 & 8-10	☐	

FIG. 20

(57) Abstract: A system for generating adaptive notifications including processors and memories storing instructions that configure the processors to perform operations. The operations may include generating an item list for notifications to a client ID, selecting a first item from the item list for notification, the first item being selected having a highest priority score and a lowest lifecycle timer, encoding a first landing page by encoding a product code and a tracking cookie in a URL configured for redirection to a first webpage by a redirect server, and transmitting a first notification with a payload including the first landing page and a first message. The operations may also include after transmitting the first notification, modifying priority scores and updating lifecycle timers based on determining whether the client device visited the first landing page. Further, the operations may also include selecting a second item from the item list for notification.

[Continued on next page]

WO 2022/123302 A1

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).

Published:

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