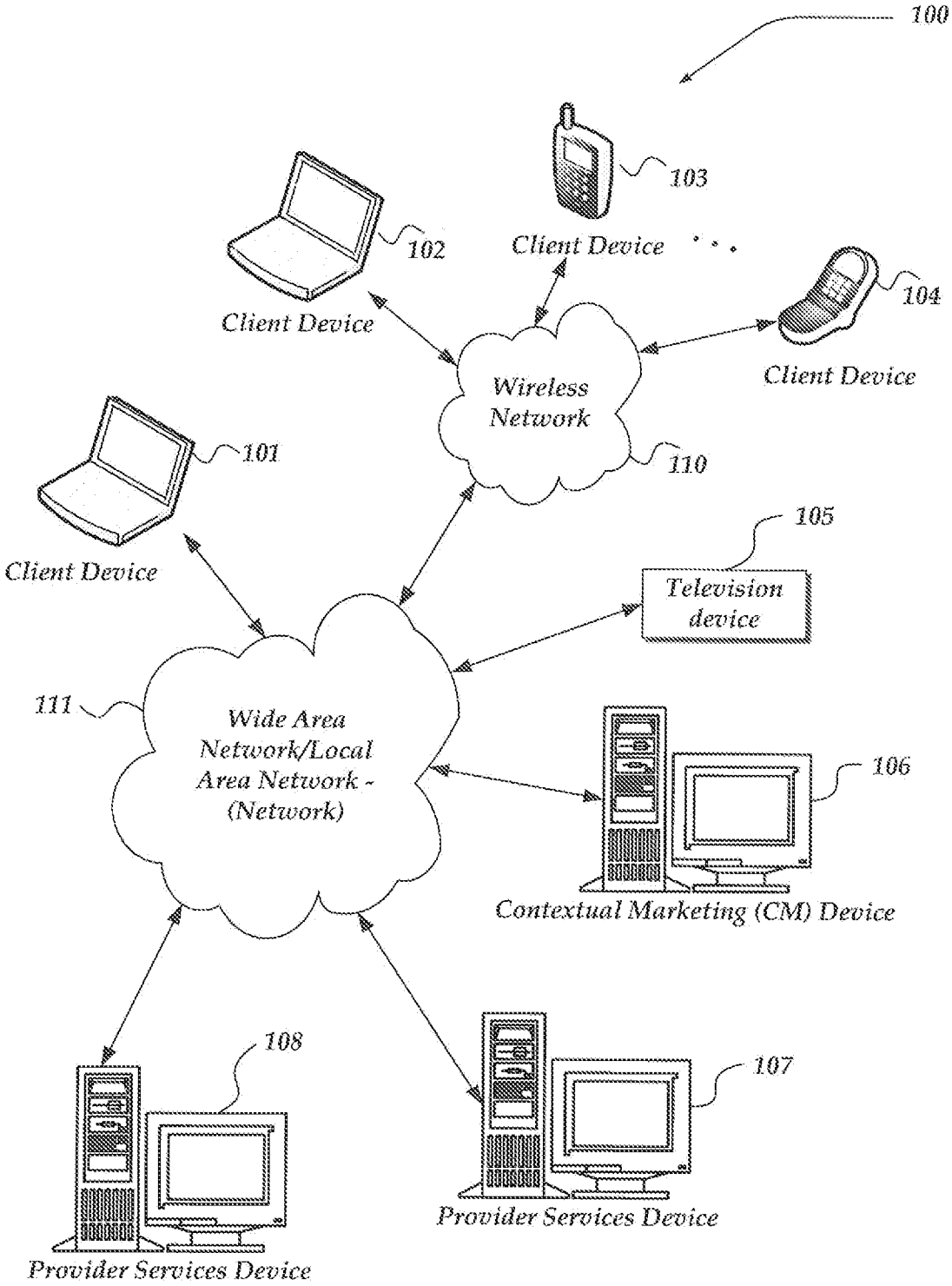

100
103
Client Device
102
Client Device
104
Client Device
Wireless Network
110
101
Client Device
105
Television device
111
Wide Area Network/Local Area Network - (Network)
106
Contextual Marketing (CM) Device
108
Provider Services Device
107
Provider Services Device

FIG. 1

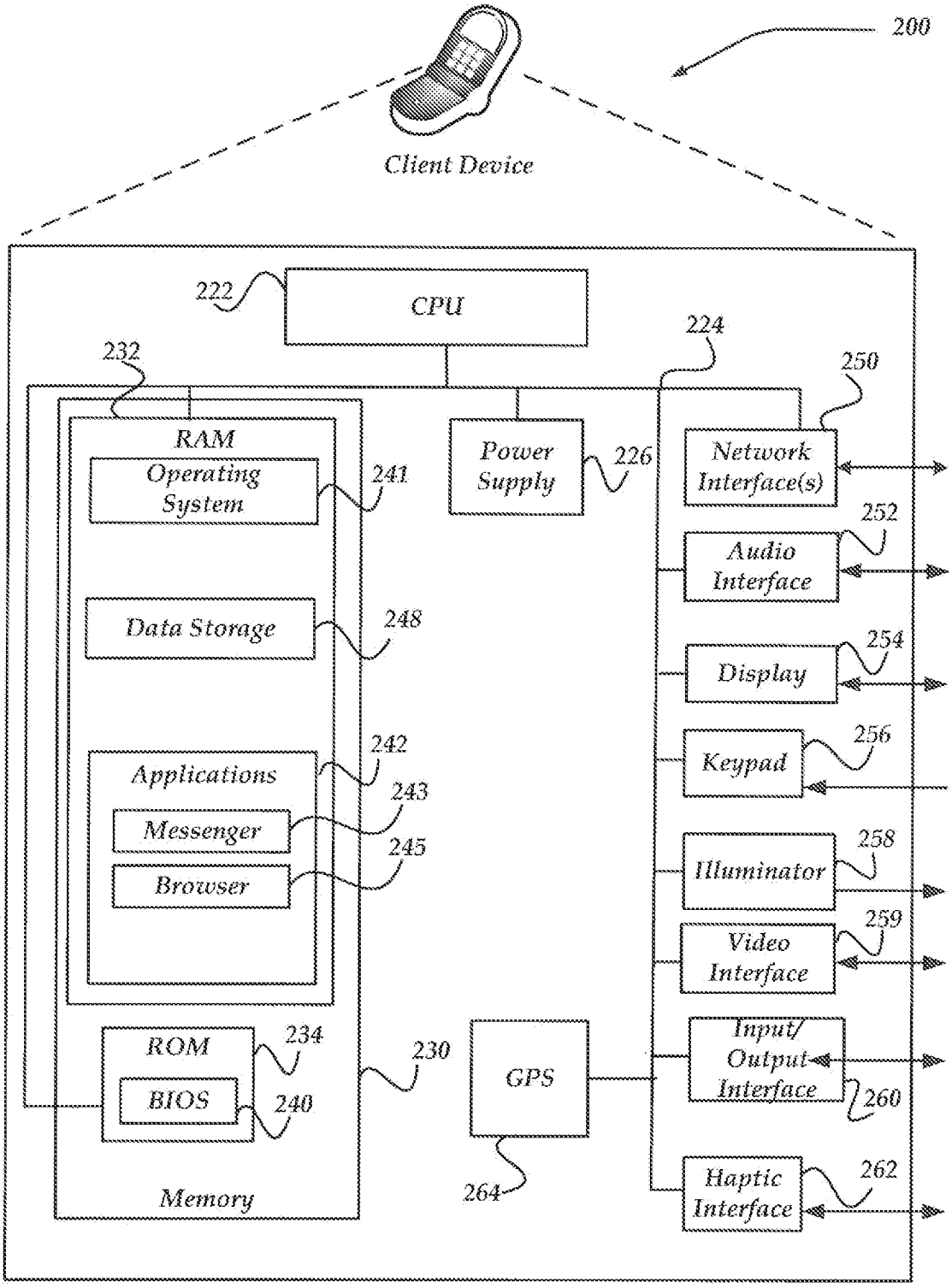

200
Client Device
222
CPU
224
232
250
RAM
Operating System
241
Power Supply
226
Network Interface(s)
252
Audio Interface
Data Storage
248
254
Display
242
Applications
243
Messenger
245
Browser
256
Keypad
258
Illuminator
259
Video Interface
ROM
234
230
GPS
Input/ Output Interface
260
BIOS
240
Haptic Interface
262
264
Memory

FIG. 2

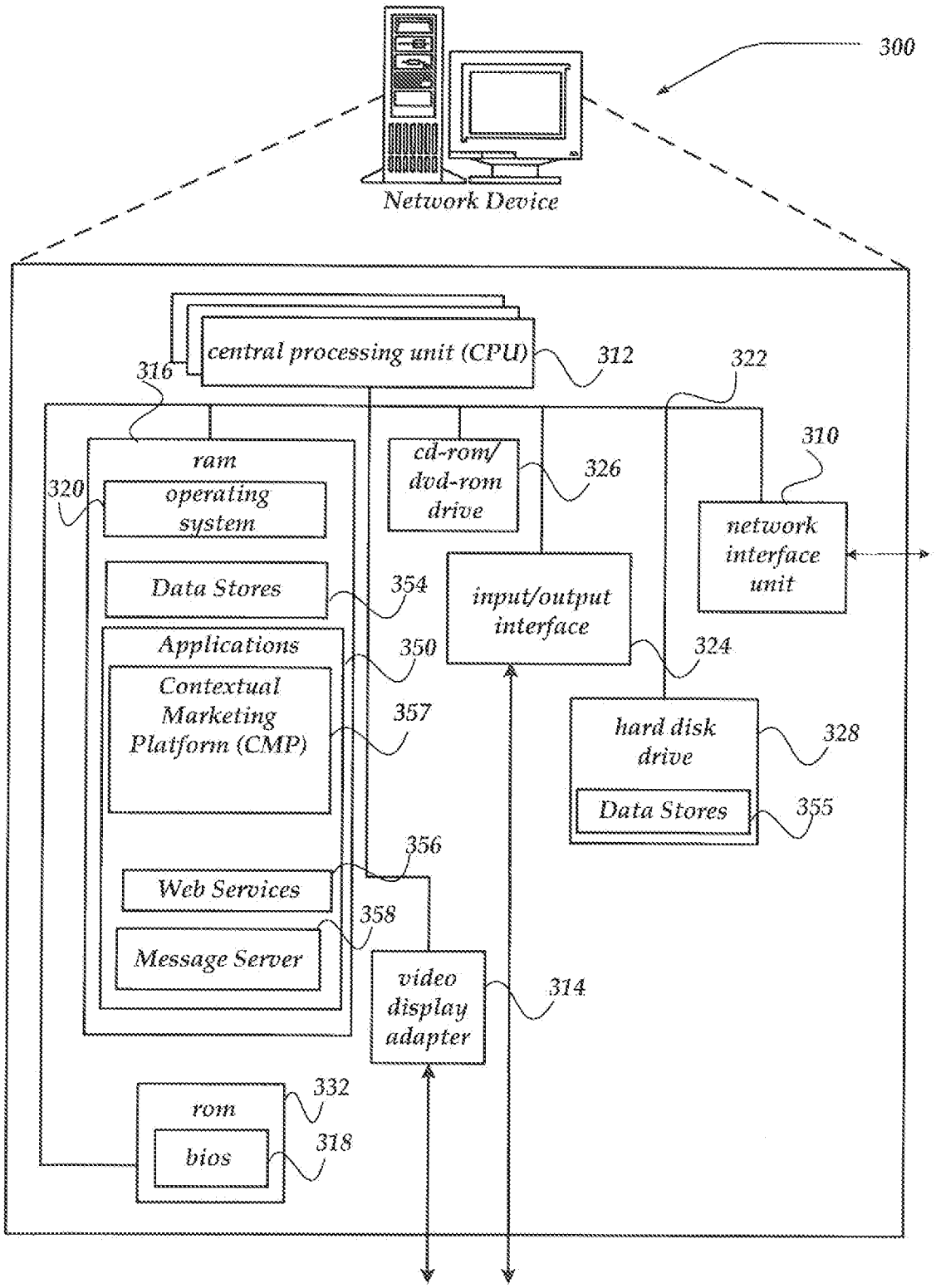

300
Network Device
central processing unit (CPU)
312
316
322
ram
320
operating system
Data Stores
354
Applications
350
Contextual Marketing Platform (CMP)
357
cd-rom/ dvd-rom drive
326
input/output interface
324
network interface unit
310
hard disk drive
328
Data Stores
355
356
Web Services
358
Message Server
video display adapter
314
rom
332
bios
318

FIG. 3

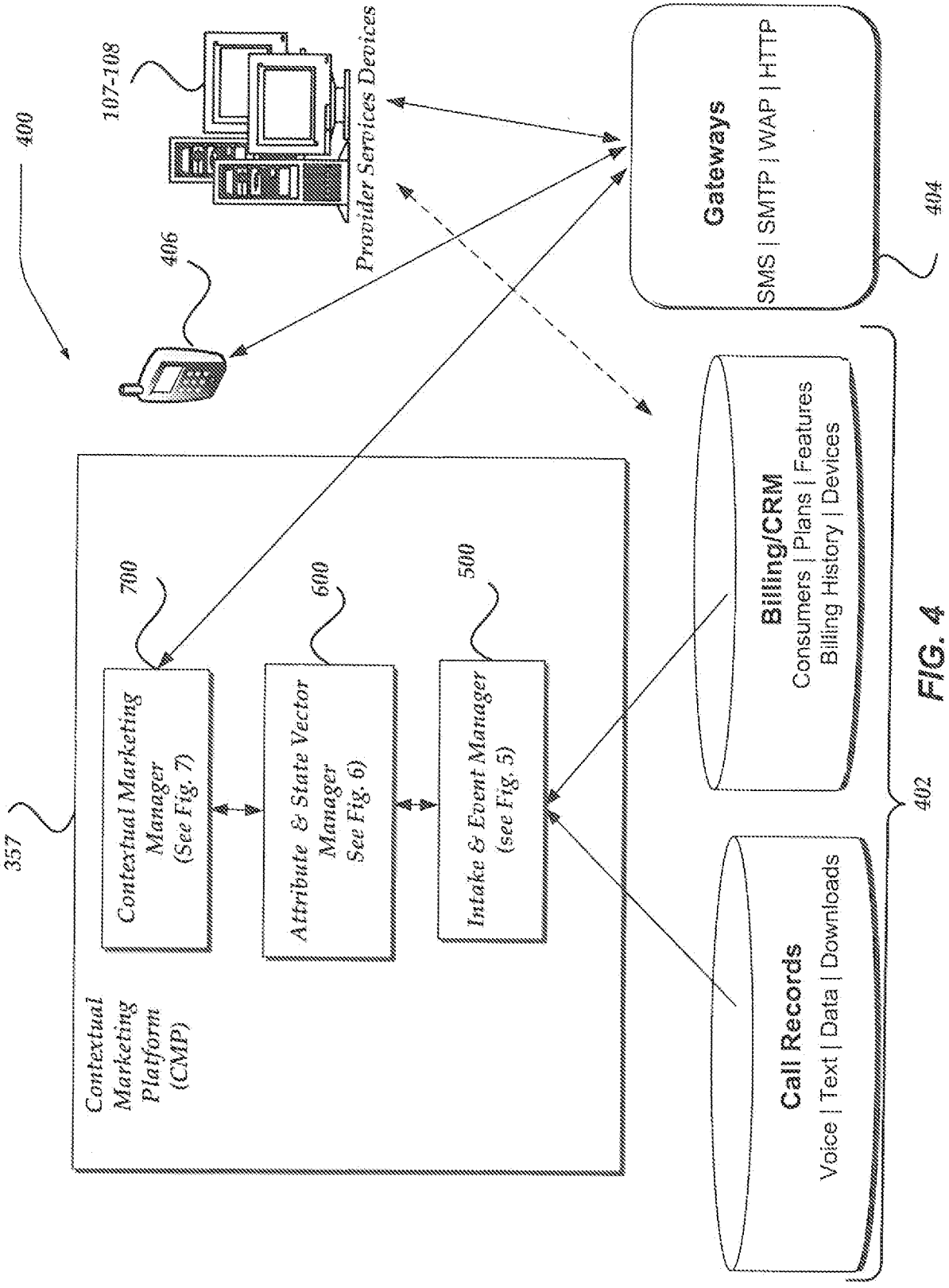

400
107-108
406
Provider Services Devices
Gateways
SMS | SMTP | WAP | HTTP
404
357
Contextual Marketing Platform (CMP)
Contextual Marketing Manager (See Fig. 7)
700
Attribute & State Vector Manager See Fig. 6)
600
Intake & Event Manager (see Fig. 5)
500
Billing/CRM
Consumers | Plans | Features
Billing History | Devices
Call Records
Voice | Text | Data | Downloads
402

FIG. 4

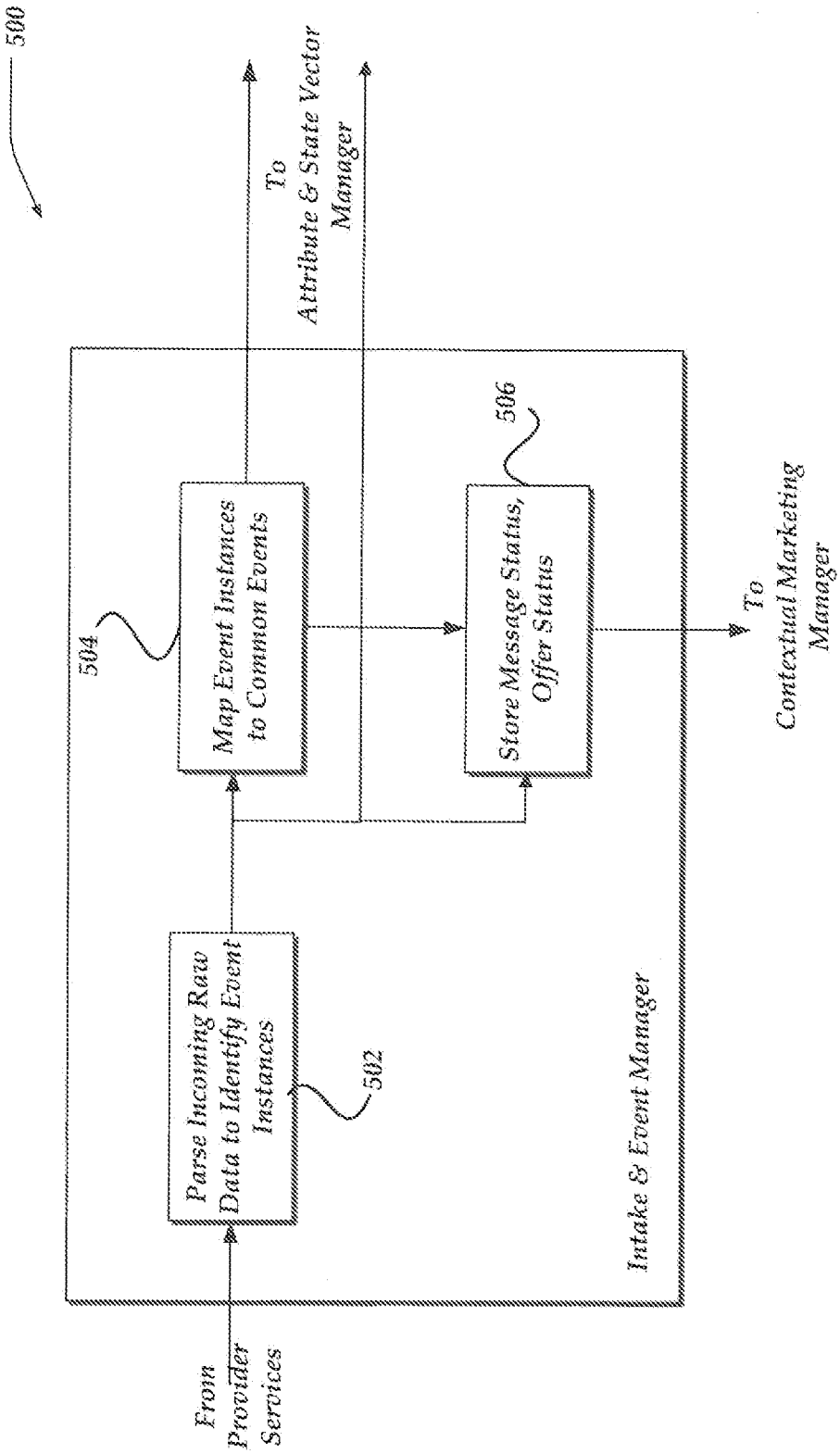

500
From Provider Services
Parse Incoming Raw Data to Identify Event Instances
502
Map Event Instances to Common Events
504
Store Message Status, Offer Status
506
To Attribute & State Vector Manager
To Contextual Marketing Manager
Intake & Event Manager

FIG. 5

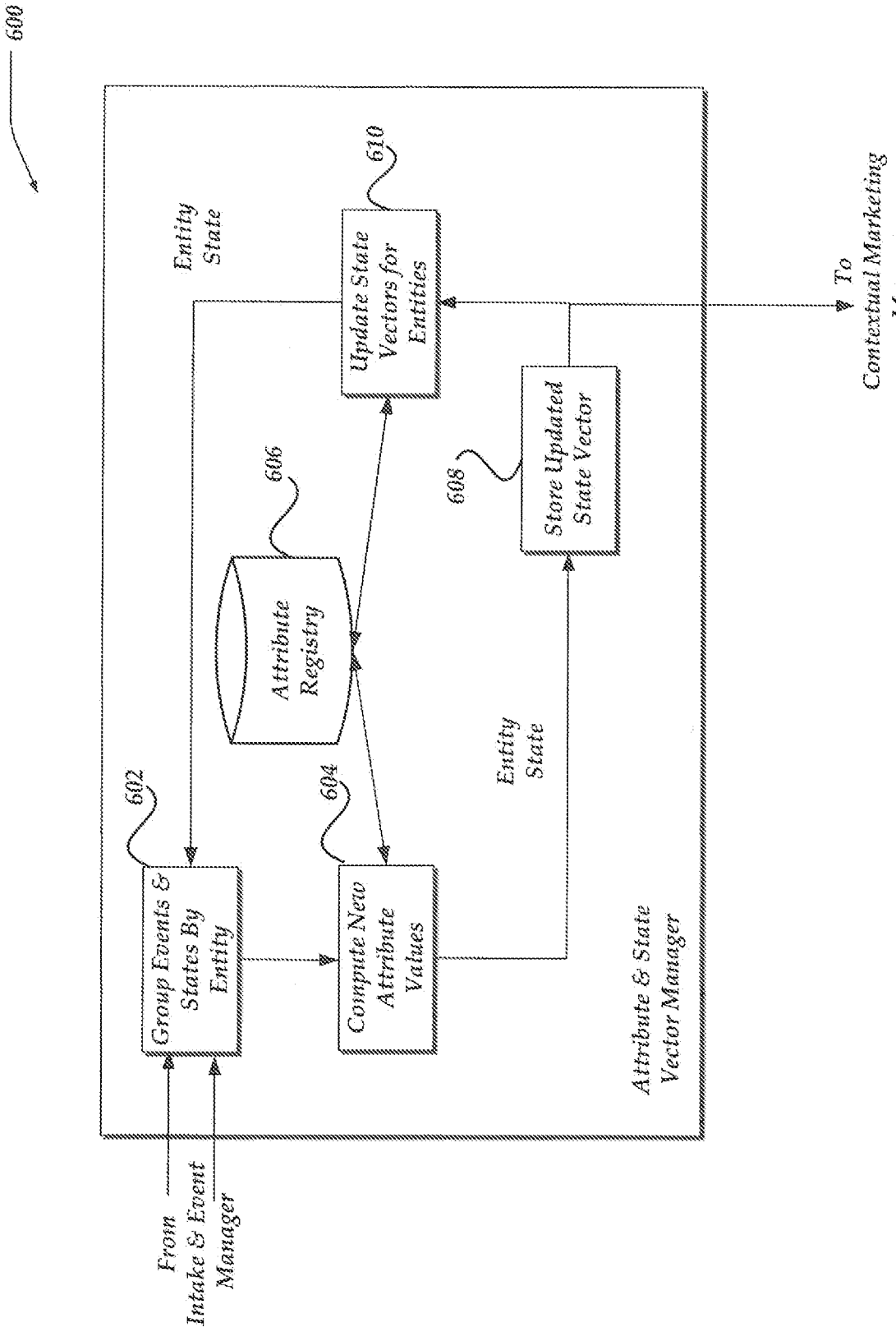

600
From Intake & Event Manager
Group Events & States By Entity
602
Compute New Attribute Values
604
Attribute Registry
606
Entity State
Update State Vectors for Entities
610
Entity State
Store Updated State Vector
608
To Contextual Marketing Manager
Attribute & State Vector Manager

FIG. 6

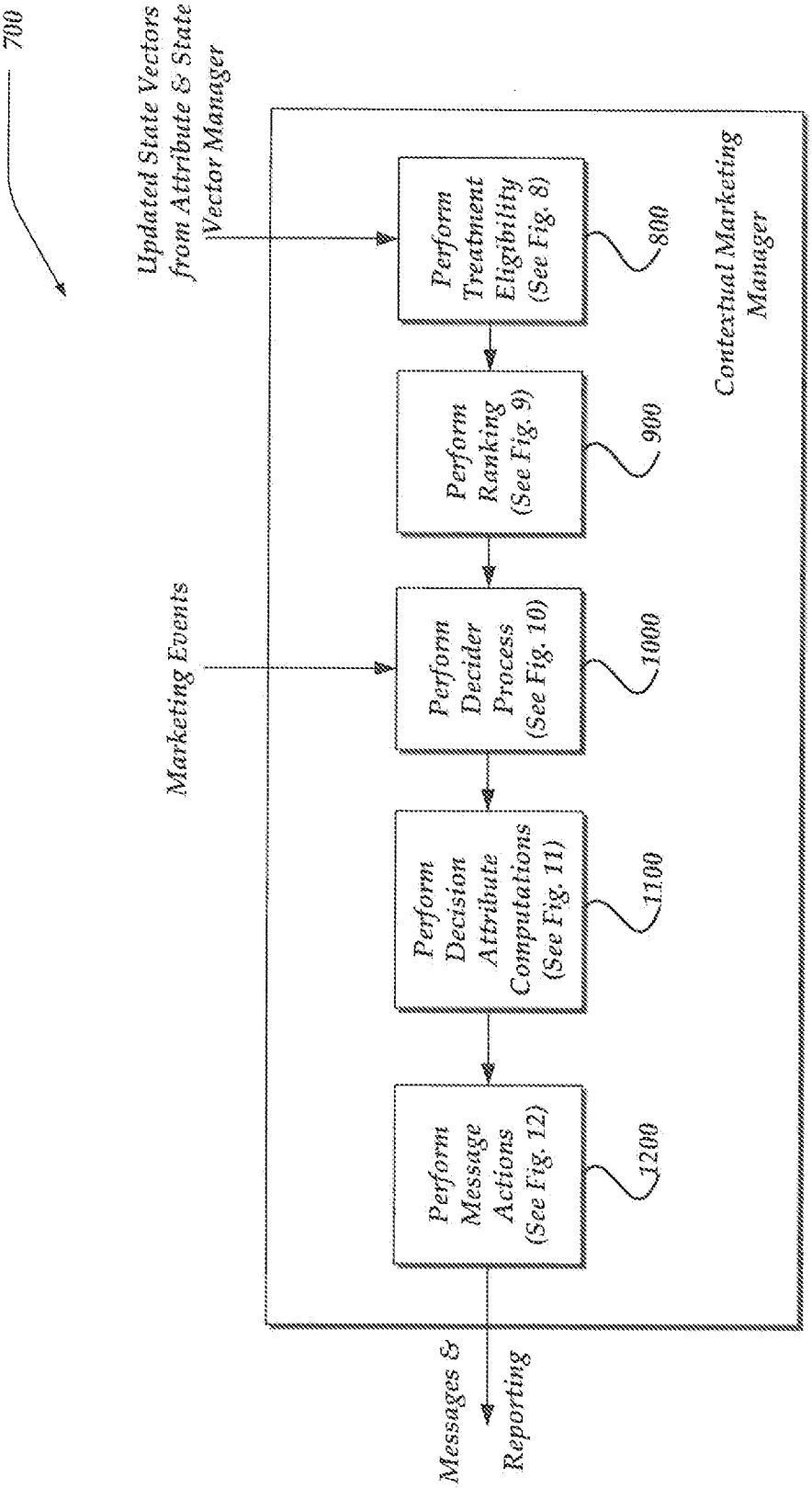

700
Updated State Vectors from Attribute & State Vector Manager
Marketing Events
Perform Treatment Eligibility (See Fig. 8)
800
Perform Ranking (See Fig. 9)
900
Perform Decider Process (See Fig. 10)
1000
Perform Decision Attribute Computations (See Fig. 11)
1100
Perform Message Actions (See Fig. 12)
1200
Contextual Marketing Manager
Messages & Reporting

FIG. 7

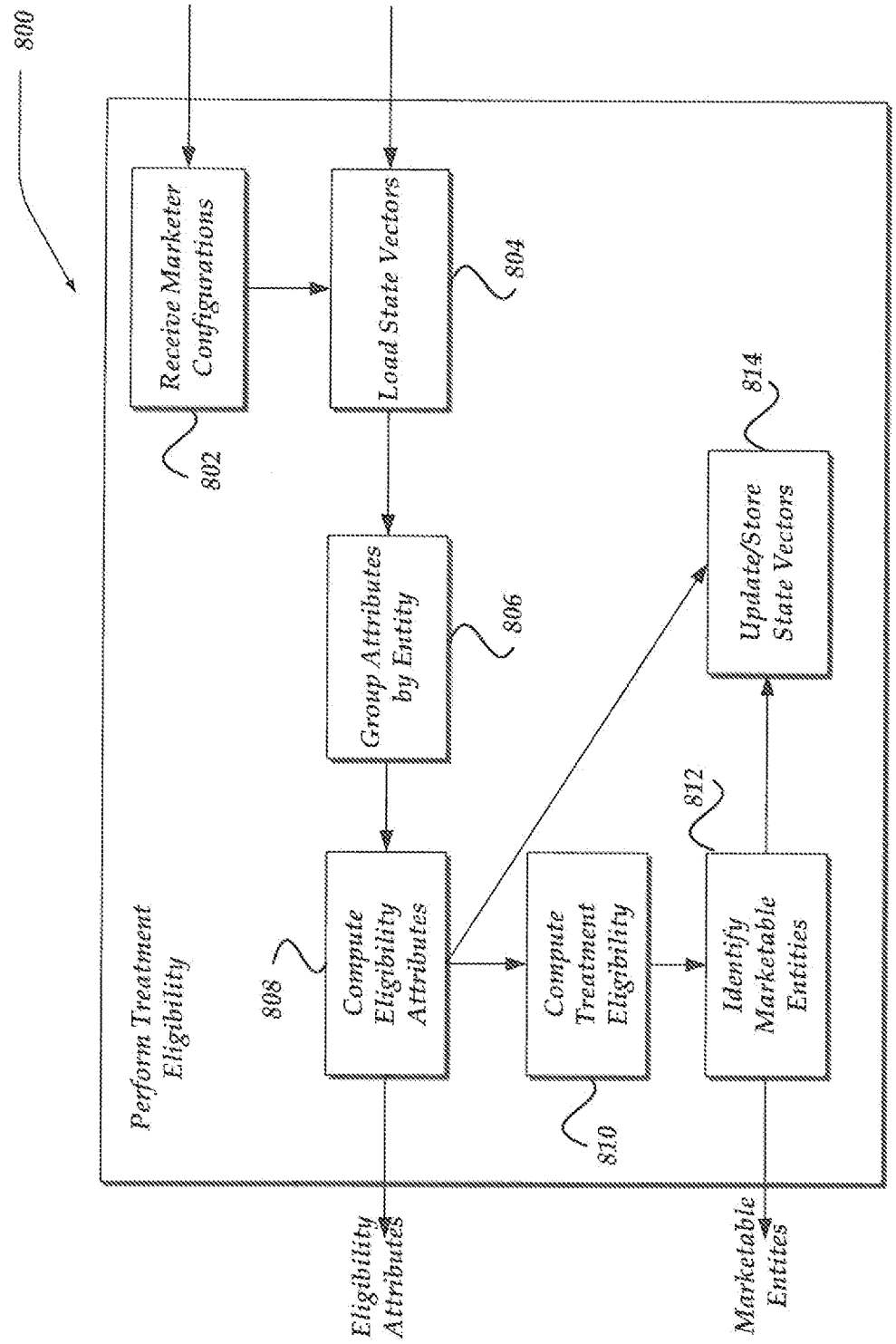

800
Perform Treatment Eligibility
Receive Marketer Configurations
802
Load State Vectors
804
Group Attributes by Entity
806
Compute Eligibility Attributes
808
Compute Treatment Eligibility
810
Identify Marketable Entities
812
Update/Store State Vectors
814
Eligibility Attributes
Marketable Entites

FIG. 8

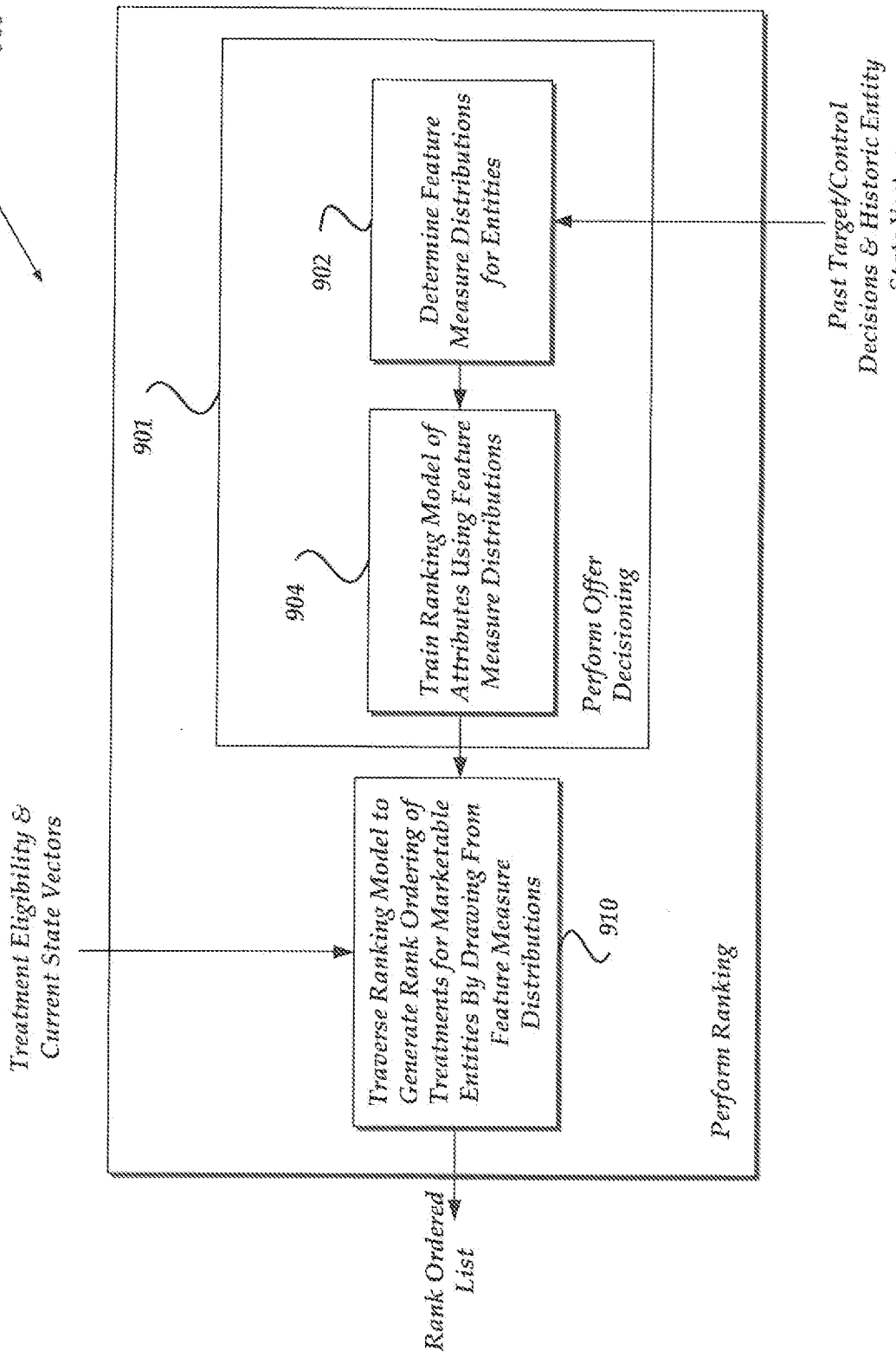

900
Perform Ranking
Perform Offer Decisioning
901
902
Determine Feature Measure Distributions for Entities
904
Train Ranking Model of Attributes Using Feature Measure Distributions
910
Traverse Ranking Model to Generate Rank Ordering of Treatments for Marketable Entities By Drawing From Feature Measure Distributions
Treatment Eligibility & Current State Vectors
Past Target/Control Decisions & Historic Entity State Vectors
Rank Ordered List

FIG. 9

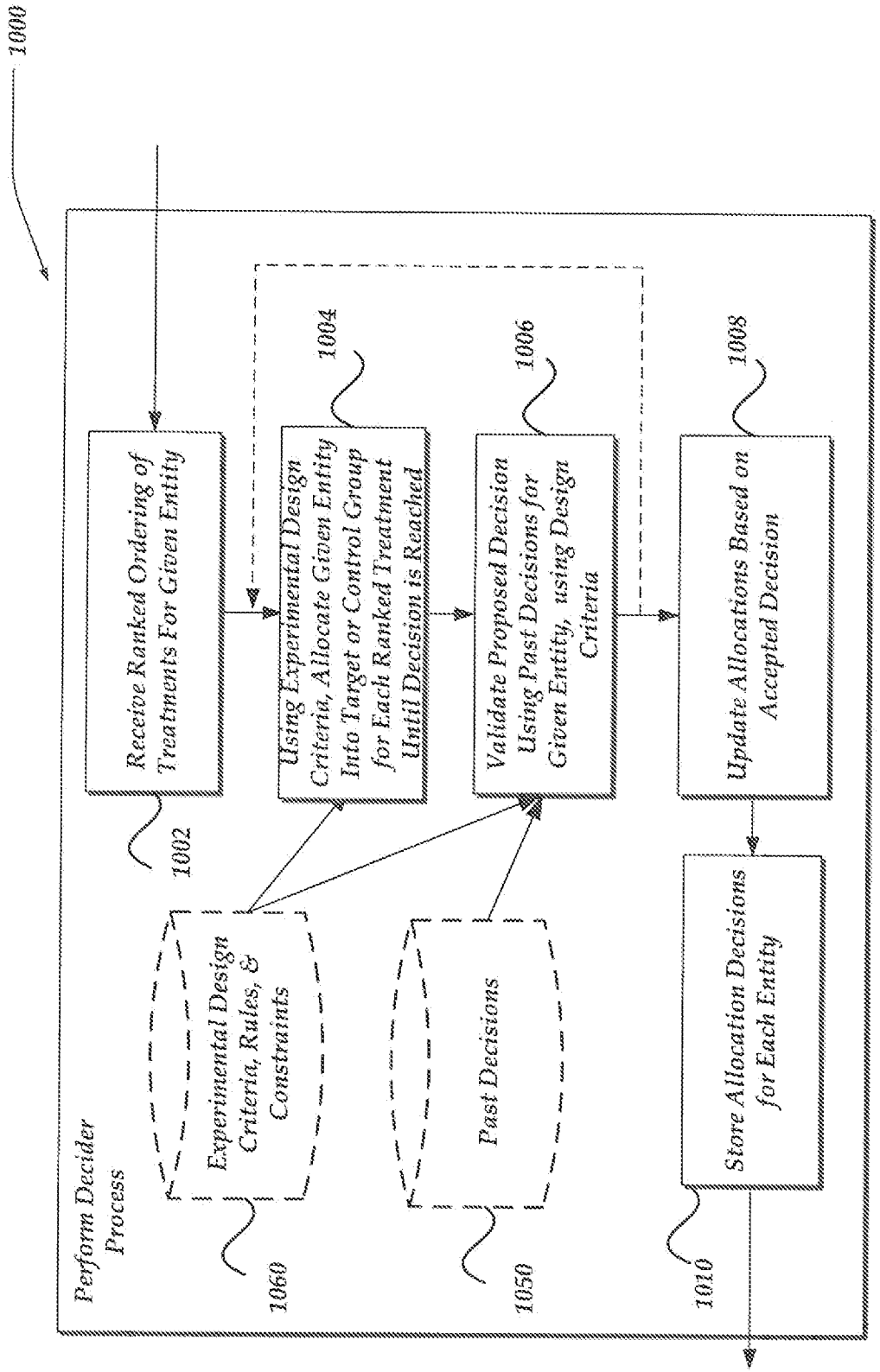

1000
Perform Decider Process
Receive Ranked Ordering of Treatments For Given Entity
1002
Using Experimental Design Criteria, Allocate Given Entity Into Target or Control Group for Each Ranked Treatment Until Decision is Reached
1004
Validate Proposed Decision Using Past Decisions for Given Entity, using Design Criteria
1006
Update Allocations Based on Accepted Decision
1008
Experimental Design Criteria, Rules, & Constraints
1060
Past Decisions
1050
Store Allocation Decisions for Each Entity
1010

FIG. 10

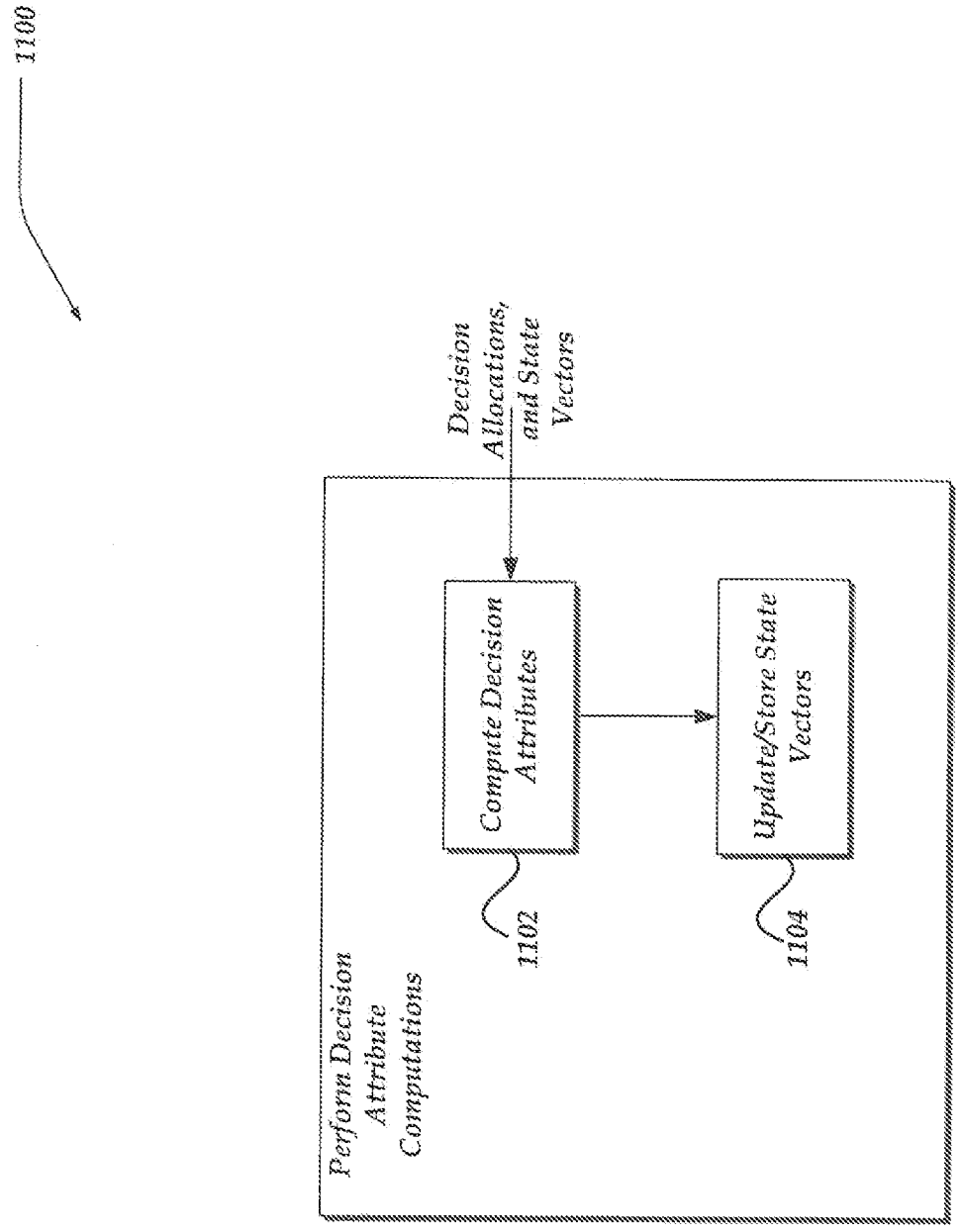

1100
Decision Allocations, and State Vectors
Perform Decision Attribute Computations
Compute Decision Attributes
1102
Update/Store State Vectors
1104

FIG. 11

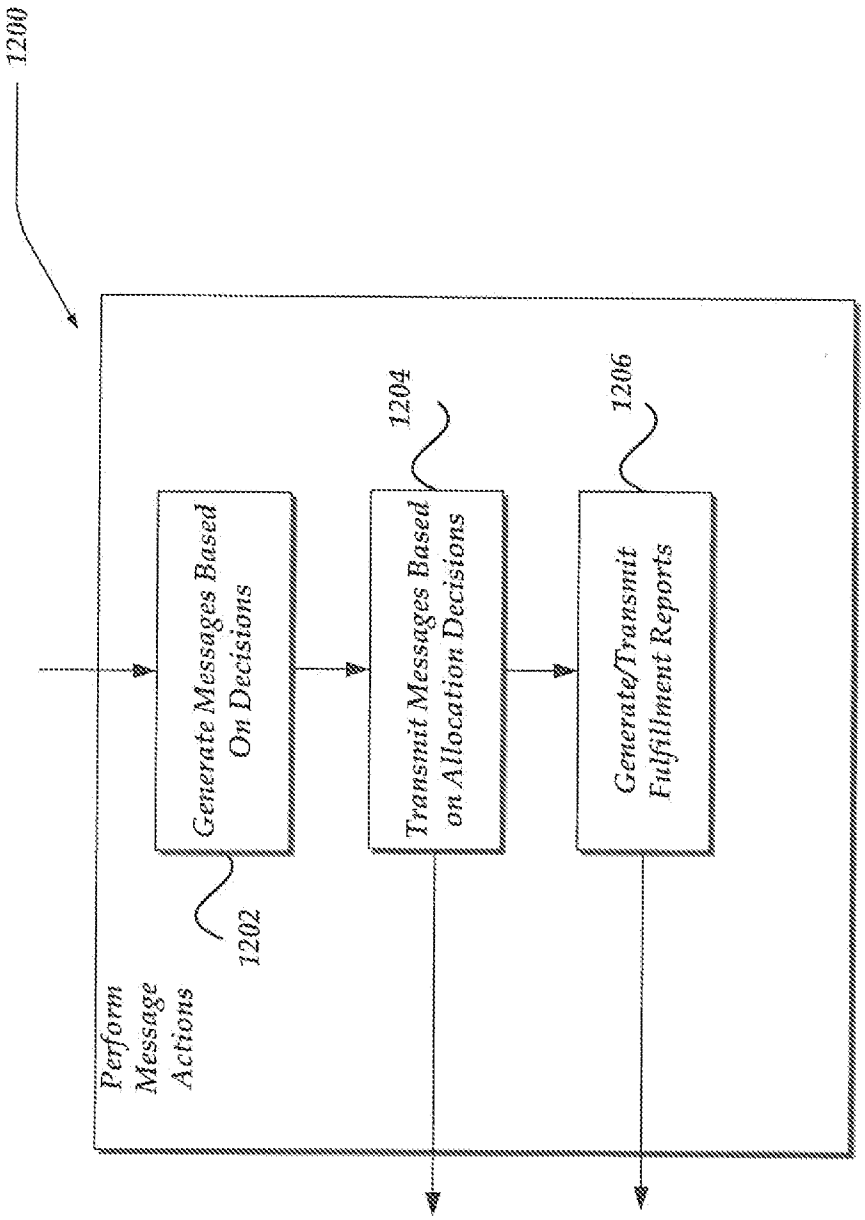

1200
Perform Message Actions
Generate Messages Based On Decisions
1202
Transmit Messages Based on Allocation Decisions
1204
Generate/Transmit Fulfillment Reports
1206

FIG. 12