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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
27 March 2003 (27.03.2003)

PCT

(10) International Publication Number
WO 03/025695 A3

(51) International Patent Classification[7]: G06F 15/16, 17/40

(21) International Application Number: PCT/IB02/05540

(22) International Filing Date:
20 September 2002 (20.09.2002)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/323,798 20 September 2001 (20.09.2001) US

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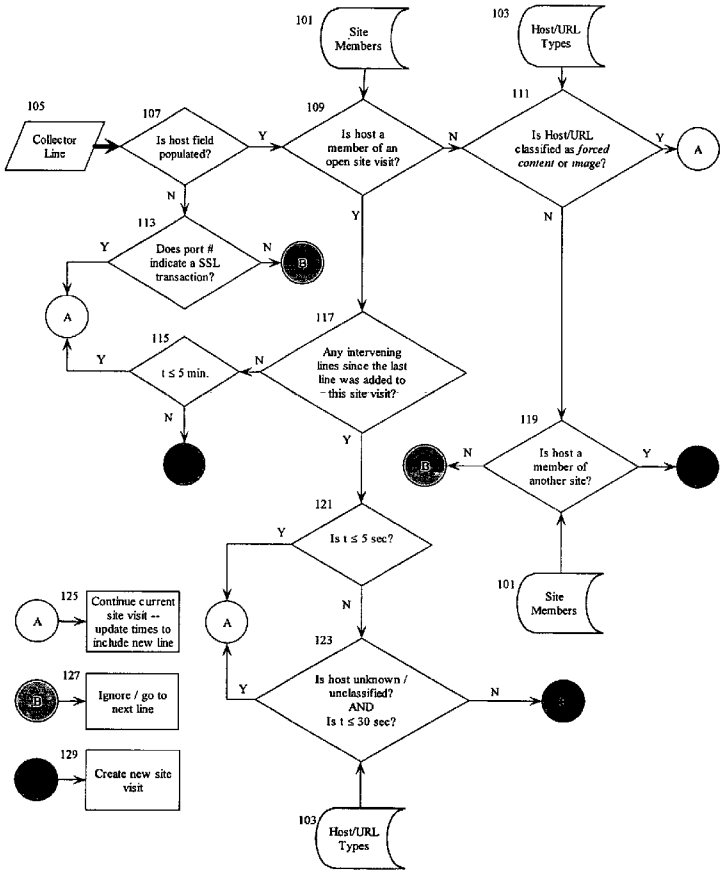
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(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SK,

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR CHARACTERIZATION OF ONLINE BEHAVIOR



(57) Abstract: Data about computer network traffic is collected as user website visit recording sessions. The data captured is analyzed and organized with sufficient level of detail or granularity to determine a single request from a server. Each data request is analyzed to determine if it comes from a server with which an ongoing end user interaction or open site visit is occuring. If not, a new site visit is created as a general proposition. If the data request is part of an open site visit, then the time is compared to the time of the last interaction and if the interval is sufficiently small, the data request is treated as a continuation of the visit. If the interval is large, a new site visit is created.

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TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

(88) Date of publication of the international search report:
25 September 2003

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.