

METHOD AND SYSTEM FOR DETERMINING CAMPAIGN VALUE

Abstract

5 Described herein is a method for determining campaign value for a campaign event. The method comprises tracking travel route of a vehicle during a campaign event, generating a total route value based on the tracked travel route, determining entry status of the travel route into at least one special geographical zone and generating entry data therefrom, selecting one of a plurality of modifiers based on at least one of the determined entry into
10 the at least one special geographical zone and the entry data generated therefrom, and applying the selected one of the plurality of modifiers to the total route value to obtain a campaign value therefrom.

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Figure 1

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