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(54) Title: METHOD AND SYSTEM FOR TARGETED CONTENT PLACEMENT

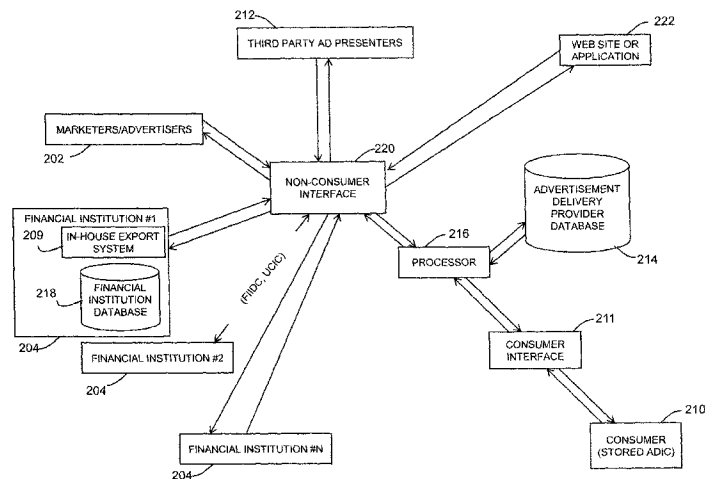


Fig. 7

(57) Abstract: A system for delivering targeted content to a device includes a database and a processor. The database stores anonymous identifications for a plurality of customers of at least one financial institution. Each anonymous identification is associated with financial information for a respective customer of the at least one financial institution. The processor includes software that is configured to classify consumers, create a targeted list of content viewers, and deliver a targeted advertisement over a network to a device used by a content viewer on the targeted list. The classifications can be based on the financial information associated with each anonymous identification. The target list of content viewers can be based on at least one selected classification. The advertisement can be delivered to a device used by a content viewer on the targeted list after the device has been used to log onto an application offered by the at least one financial institution.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
 IPC(8) - G06Q 30/00 (2009.01)
 USPC - 705/14
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
 Minimum documentation searched (classification system followed by classification symbols)
 USPC - 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC - 705/1; 705/50 -- text search, see search terms below

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 PubWEST (PGPB,USPT,EPAB,JPAB); Google; Search Terms Used:
 targeted advertisement, classification, persistent cookies, IP address, financial institution, anonymous, identification, demographic, encryption, login, assumption, trend, record, content, aggregate, transaction, database, list

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ----- Y	US 2003/0055723 A1 (English) 20 March 2003 (20.03.2003), especially Fig 4, 5, 7 and para [0014], [0037], [0048]-[0049], [0052], [0053], [0070], [0078], [0080], [0086]-[0087], [0093], [0109]	1-7, 15-32, 36 ----- 8-14, 33-35
Y	US 2006/0026067 A1 (Nicholas et al.) 02 February 2006 (02.02.2006), especially para [0010], [0126], [0161]-[0162], [0176]-[0177], [0283], [0301], [0324]	8-14, 33-35
A	US 2003/0208588 A1 (Segal) 06 November 2003 (06.11.2003)	11, 12, 33
A	US 2007/0011224 A1 (Mena) 11 January 2007 (11.01.2007)	1-36
A	US 2003/0040959 A1 (Fei et al.) 27 February 2003 (27.02.2003)	1-36
A	US 2007/0250390 A1 (Lee et al.) 25 October 2007 (25.10.2007)	1-36

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"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

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