Title: REAL-TIME ACCESSOR MARKETING SYSTEM AND METHOD

(57) Abstract: The present invention relates generally to a real-time accessor marketing system and method thereof. According to the present invention, an operator can read the location of a corresponding ID and generate a real-time from an accessor and database the real location in order for an administrator to confirm the location of a corresponding ID, so that a place where the accessor is located within a website can be grasped in real-time. It is also possible to track even IP change of the server of a user who gains access to the site of a variable IP user with respect to illegal click by competitor companies but not legal click by customers during the advertisement, such as Internet keyword advertising method in which the fee is billed per click on a keyword basis, during the Internet advertisement by employing the real-time accessor marketing program of the present invention. Furthermore, an open market seller, a cafe operator and so on can, in realtime, consult with an accessor who gains access to a specific web page of a plurality of websites into which REFFER including IFRAME and a scriber for location value communication have been inserted through a main web server without program installation, an applet (application) server and membership subscription. It is also possible to classify the frequency of visits to a site of all accessors, according to first visitors and revisitors by assigning the visitors with unique cookies and corresponding IPs and automatically send greetings, set by an operator, to the accessors.
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.
Description

REAL-TIME ACCESSOR MARKETING SYSTEM AND METHOD

Technical Field

The present invention relates generally to a real-time accessor marketing system and method thereof, and more particularly, to a real-time accessor marketing system and method thereof, in which an operator can previously input and store contents that are frequently used during consultation with an accessor and can converse with the accessor using the contents through mouse click, in which an operator can send the download path of a necessary file to an accessor screen during consultation with the accessor in order for the accessor to download the file through mouse click, in which an operator can read the location of a corresponding ID that is generated in real-time from an accessor and database the read location in order for an administrator to confirm the location of a corresponding ID, so that a place where the accessor is located within a website can be grasped in real-time, in which it is possible to track even IP change of the server of a user who gains access to the site of a variable IP user with respect to illegal click by competitor companies but not legal click by customers during the advertisement, such as Internet keyword advertising method in which the fee is billed per click on a keyword basis, during the Internet advertisement by employing the real-time accessor marketing program of the present invention, in which an open market seller, a cafe operator and so on can, in real-time, consult with an accessor who gains access to a specific web page of a plurality of websites into which REFFER including IFRAME and a scripter for location value communication have been inserted through a main web server without program installation, an applet (application) server and membership subscription, in which it is possible to classify all accessors who visit a site according to first visitors and revisitors by assigning the visitors with unique cookies and corresponding IPs and automatically send greetings, set by an operator, to the accessors, and in which it is possible to output a warning message to the screen of a server of a user who accesses Internet advertisement, charged per click, by clicking on the advertising or register the screen with the favorites and then induce the user to access the favorites.

Background Art

In the prior art, in order to employ information such as contents, a community and counsel, users who access a website require databased (OfB) unique IDs. Even when website information is simply used, users have to experience an unnecessary user ID registration process.
Furthermore, a variety of types related to conventional dialog and guidance services are described.

First, Cyworld has a function of exchanging instant messages in real-time, but has a form in which members exchange instant messages after login. Cyworld is not a dialog (chatting window) form.

Second, SayClub enables chatting between members without installing a chatting program, but requires members to login after member subscription.

Third, some of chatting sites require an ActiveX program or an execution program to be installed in a personal server in order to perform chatting without member subscription.

Fourth, some sites provided a real-time chatting (dialog) with an operator after login after member subscription, but now have all stopped service. The site adopted a simple bulletin modified form in which all persons can share information in opened space not an 1:1 form of a website visitor and an operator. In this case, a visitor became not a unique ID, hindering separate dialog.

All the conventional sites require that a program for member subscription or a dialog/counsel community be installed. However, the present invention can provide a smooth community between users and an operator without member subscription or the installation of a program.

Accordingly, there is an urgent need for the development of a real-time accessor marketing system, in which an operator can read the location of a corresponding ID that is generated in real-time from an accessor and database the read location in order for an administrator to confirm the location of a corresponding ID, so that a place where the accessor is located within a website can be grasped in real-time, it is possible to track even IP change of the server of a user who gains access to the site of a variable IP user with respect to illegal click by competitor companies but not legal click by customers during the advertisement, such as Internet keyword advertising method in which the fee is billed per click on a keyword basis, during the Internet advertisement by employing the real-time accessor marketing program of the present invention, an open market seller, a cafe operator and so on can, in real-time, consult with an accessor who gains access to a specific web page of a plurality of websites into which REFFER including IFRAME and a scripter for location value communication have been inserted through a main web server without program installation, an applet (application) server and membership subscription, and it is possible to classify all accessors who visit a site according to first visitors and revisitors by assigning the visitors with unique cookies and corresponding IPs and automatically send greetings, set by an operator, to the accessors.
Disclosure of Invention

Technical Problem

Accordingly, the present invention has been made keeping in mind the above problems occurring in the prior art, and an object of the present invention is to provide a real-time accessor marketing system and method thereof, in which an operator can previously input and store contents that are frequently used during consultation with an accessor and can converse with the accessor using the contents through mouse click.

Further, another object of the present invention is to provide a real-time accessor marketing system and method thereof, in which an operator can send the download path of a necessary file to an accessor screen during consultation with the accessor in order for the accessor to download the file through mouse click.

Furthermore, still another object of the present invention is to provide a real-time accessor marketing system and method thereof, in which it is possible to output a warning message to the screen of a server of a user who gains access to Internet advertisement, charged per click, by clicking on the advertising or register the screen with the favorites and then induce the user to access the favorites.

Technical Solution

According to the present invention, an operator can read the location of a corresponding ID that is generated in real-time from an accessor and database the read location in order for an administrator to confirm the location of a corresponding ID, so that a place where the accessor is located within a website can be grasped in real-time. It is possible to track even IP change of the server of a user who gains access to the site of a variable IP user with respect to illegal click by competitor companies but not legal click by customers during the advertisement, such as Internet keyword advertising method in which the fee is billed per click on a keyword basis, during the Internet advertisement by employing the real-time accessor marketing program of the present invention.

Furthermore, according to the present invention, an open market seller, a cafe operator and so on can, in real-time, consult with an accessor who gains access to a specific web page of a plurality of websites into which REFFER including IFRAME and a scripter for location value communication have been inserted through a main web server without program installation, an applet (application) server and membership subscription. It is also possible to classify the frequency of visits to a site, of all accessors, according to first visitors and revisitors by assigning the visitors with unique cookies and corresponding IPs and automatically send greetings, set by an operator, to the accessors.

Advantageous Effects
As described above, according to the present invention, an operator can read the location of a corresponding ID that is generated in real-time from an accessor and database the read location in order for an administrator to confirm the location of a corresponding ID, so that a place where the accessor is located within a website can be grasped in real-time. It is also possible to track even IP change of the server of a user who gains access to the site of a variable IP user with respect to illegal click by competitor companies but not legal click by customers during the advertisement, such as Internet keyword advertising method in which the fee is billed per click on a keyword basis, during the Internet advertisement by employing the real-time accessor marketing program of the present invention. Furthermore, an open market seller, a cafe operator and so on can, in real-time, consult with an accessor who gains access to a specific web page of a plurality of websites into which REFFER including IFRAME and a scripter for location value communication have been inserted through a main web server without program installation, an applet (application) server and membership subscription. It is also possible to classify the frequency of visits to a site, of all accessors, according to first visitors and revisitors by assigning the visitors with unique cookies and corresponding IPs and automatically send greetings, set by an operator, to the accessors.

Brief Description of the Drawings

FIG. 1 is a block diagram of a real-time accessor marketing system according to an embodiment of the present invention;

FIGS. 2 to 7 illustrate screens shown to describe the embodiment of FIG. 1;

FIG. 8 is a block diagram of a real-time accessor marketing system according to another embodiment of the present invention;

FIGS. 9 and 10 illustrate screens shown to describe the embodiment of FIG. 8;

FIG. 11 is a block diagram illustrating a relationship in which an operator previously inputs and stores contents that are frequently used during consultation with an accessor in order to use them for a conversation according to an embodiment of the present invention;

FIG. 12 illustrates a screen shown to describe the embodiment of FIG. 11;

FIG. 13 is a block diagram illustrating a relationship in which an operator sends the download path of a necessary file to an accessor screen during consultation with an accessor in order for the accessor to download the file according to an embodiment of the present invention;

FIG. 14 illustrates a screen shown to describe the embodiment of FIG. 13;

FIG. 15 is a block diagram illustrating a relationship in which at which place within a website an accessor is located can be confirmed according to an embodiment of the
present invention; and

FIG. 16 illustrates a screen shown to describe the embodiment of FIG. 15.

Mode for the Invention

In order to accomplish the above objects, a real-time accessor marketing system includes a user server having a function of allowing a user to gain access to a web server through the user server, a function of automatically downloading a unique cookie value connected to a corresponding IP generated within the web server and storing the unique cookie value connected to the corresponding IP, a function of confirming greetings of an operator of a website, and a function of allowing the user server to receive an access history warning message, a favorite registration menu and a changed IP from the web server, wherein the access history warning message, the favorite registration menu and the changed IP are displayed on a screen of the server of the user who gains access to the web server by clicking on Internet advertisement charged per click; and the web server having a function of reading REFERER and a location value, confirming an access time (click time), clicked sites (overture CPC advertisement sites, Naver, Daum, etc.), referred keywords and an IP, and classifying CPC advertisement click accessors, when the user accesses the web server through the user server, a function of determining whether the IP is an IP that has ever accessed the web server before, if, as a result of the determination, the IP is an IP that has ever accessed the web server before, matching the IP that has been stored and has ever accessed the web server before to a unique cookie/an access history pattern comparing the IP and the IP that has ever accessed the web server before, determining whether the user is a user who uses the same IP as the IP that has ever accessed the web server before, storing and counting a changed IP and an access history, and if, as a result of the determination, the IP is an IP that has never accessed the web server, determining whether the unique cookie value exists in the user server, a function of, if, as a result of the determination, the unique cookie value exists in the user server, finding an IP that has ever been connected before, storing and counting an access history along with the changed IP, generating a unique cookie value connected to a corresponding IP, and automatically downloading the unique cookie value on the user server, a function of making reference to the access history, classifying visitors and revisitors and automatically transmitting set corresponding greetings, etc. to the user server, a function of, after making reference to the access history, classifying CPC advertisement click accessors, sending an access history warning message, a favorite registration menu and a changed IP to a screen of a server of a user who gains access to Internet advertisement charged per click by clicking on the Internet advertisement, a function of reading the whole history of an accessor of a corresponding site, which is stored at an
output point of time depending on the number of times that the accessor who clicks on
the CPC advertisement set by the operator visits a warning window, and if a cor-
responding accessor accesses the CPC advertisement, automatically outputting an
access history, a changed IP, the frequency of access, portal sites clicked on, keywords
clicked on after inquiry, and click hour, minutes and seconds of a corresponding
accessor, a favorite addition menu and a warning message, instead of greetings, and a
function of sending a warning message to a screen of a server of a user who accesses
Internet advertisement charged per click by clicking on the Internet advertisement,
registering the user with the favorites, and inducing access to the favorites.

Furthermore, in order to accomplish the above objects, a real-time accessor
marketing system includes a user server having a function of allowing a user to gain
access to a website through the user server or finishing access to the website, and a
function of transmitting conversations between temporary IDs of users or con-
versations between a user and a logined operator ID, storing received conversations,
and allowing each ID (of the user or the operator) to automatically scan the stored con-
versations in real-time, send and store a message in order to confirm the conversation;
a web server having a function of, when the user accesses a website through the user
server, reading a session and an IP, automatically generating the user's unique
temporary ID, determining whether such access is a member login access, and
assigning the generated unique temporary ID to the user, or if the user inputs a
dialogue name, automatically generating the input dialogue name as a unique ID and
assigning the unique ID to the user, a function of databasing the generated temporary
ID, a function of, when the session is ended, automatically deleting the temporary ID, a
function of removing the generated temporary ID from the database, a function of
displaying the databased temporary ID list so that the ID list can be seen by an operator
only or all of accessors, a function of reading a location of a corresponding temporary
ID assigned to the accessor, databasing the read location, allowing an administrator to
confirm the location so that the administrator can know whether the accessor has
accessed a website, moved to which place and stayed how long, a function of
displaying the displayed operator ID so that the displayed operator ID can be seen by
all of accessors, or when showing the operator login status to the user, displaying, to
bad accessors, an operator login status underlined by using an IP and cookies so that
the operator login status is not seen by the bad accessors, and a function of, in con-
versations between temporary IDs that are automatically generated when users gain
access to a website or conversations between a user and a logined operator ID,
transmitting conversations between corresponding IDs, storing received conversations,
and allowing each ID (of the user or the operator) to automatically scan the stored con-
versations in real-time and confirm the conversations; an operator server having a
function of allowing the operator to login to a website through the operator server and view the temporary ID list of the databased accessors, a function of sending conversations between the user and the logged in operator ID, storing received conversations, and sending and storing a message so that each ID (of the user or the operator) can automatically scan the stored conversations in real-time and confirm the conversations, a function of allowing an operator of a website to previously input and store contents that are frequently used during consultation with an accessor and perform a conversation with the accessor through mouse click, and a function of allowing the operator to send a download path of a file, which is required by the accessor who has registered with a web library, to an accessor screen while the operator of the website consults with the accessor so that the accessor can download the file through mouse click; a user server using an open market having a function of allowing the user to access a web page with which IFRAME tags of specific web pages with which HTML codes of a web server, such as an open market, can be registered and a dialogue window has been registered, and enter or exit the web page, and a function of allowing the user to send a written message to the web page and confirm the message; and a web page of the open market web server having a function of allowing the user who uses the open market to gain access to the web page, write a message and confirm the written message, and a function of allowing the user to send an IP, REFFER, a unique cookie, a location, a session and the written message to a main web server and receive a temporary ID, operator information and an answer message.

Furthermore, in order to accomplish the above objects, a real-time accessor marketing method includes the steps of allowing a user to gain access to a web server by clicking on an advertising keyword of a click-based billing method through a user server; when the user accesses the web server through the user server, reading REFFER, a location value and a cookie to confirm an access time, a clicked site on which advertising has been posted, referred keywords and an IP, and classifying CPC advertisement click accessors; determining whether the IP is an IP that has ever accessed the web server before, if, as a result of the determination, the IP is an IP that has ever accessed the web server before, comparing the IP with the IP that has been stored in and has ever accessed the web server before by matching the IP that has ever accessed the web server before to a unique cookie/an access history pattern, determining whether the user is a user who uses the same IP, and storing and counting a changed IP and an access history, and if, as a result of the determination, the IP is not an IP that has ever accessed the web server before, determining whether there is a unique cookie value in the user server; if, as a result of the determination, there exists a unique cookie value in the user server, finding an IP that has ever been connected.
before, storing and counting an access history along with a changed IP, and if, as a result of the determination, there does not exist a unique cookie value in the user server, generating a unique cookie value that is connected to a corresponding IP, and automatically downloading the unique cookie value onto the user server; downloading a unique cookie value connected to a corresponding IP that is generated within the web server, and storing a unique cookie value connected to a corresponding IP; inquiring an access history, classifying visitors and revisitors, automatically sending set corresponding greetings, etc. to the user server, classifying CPC advertisement click accessors, and sending an access history warning message, and a favorite registration menu and a changed IP to a screen of a server of a user who accesses Internet advertisement charged per click by clicking on the Internet advertisement; and confirming greetings of an operator of a website from the user server, and outputting a warning window.

[29] The present invention will now be described in detail in connection with a preferred embodiment with reference to the accompanying drawings.

[30] FIG. 1 is a block diagram of a real-time accessor marketing system according to an embodiment of the present invention. FIGS. 2 to 7 illustrate screens shown to describe the embodiment of FIG. 1.

[31] Referring to FIGS. 1 to 7, a real-time dialogue and guidance service system according to an embodiment of the present invention includes a user server 100 and a web server 200. The functions of each of the servers are described below.

[32] The user server 100 has a function of allowing a user to gain access to a web server through a user server, a function of automatically downloading a unique cookie value connected to a corresponding IP generated within the web server and storing the unique cookie value connected to a corresponding IP, a function of confirming greetings of an operator of a website, and a function of allowing the user server to receive an access history warning message, which is received on a screen of the server of the user who gains access to the web server by clicking on Internet advertisement charged per click, a favorite registration menu and a changed IP from the web server.

[33] The web server 200 has a function of reading REFFER and a location value, confirming an access time (click time), clicked sites (overture CPC advertisement sites, Naver, Daum, etc.), referred keywords and an IP, and classifying CPC advertisement click accessors, when the user accesses the web server through the user server, a function of determining whether the IP is an IP that has ever accessed the web server before, if, as a result of the determination, the IP is an IP that has ever accessed the web server before, matching the IP that has been stored and has ever accessed the web server before to a unique cookie/an access history pattern comparing the IP and the IP that has ever accessed the web server before, determining whether the user is a user...
who uses the same IP as the IP that has ever accessed the web server before, storing and counting a changed IP and an access history, and if, as a result of the determination, the IP is an IP that has never accessed the web server, determining whether the unique cookie value exists in the user server, a function of, if, as a result of the determination, the unique cookie value exists in the user server, finding an IP that has ever been connected before, storing and counting an access history along with the changed IP, generating a unique cookie value connected to a corresponding IP, and automatically downloading the unique cookie value on the user server, a function of making reference to the access history, classifying visitors and revisitors, and automatically transmitting set corresponding greetings, etc. to the user server, and a function of, after making reference to the access history, classifying CPC advertisement click accessors, sending an access history warning message, a favorite registration menu and a changed IP to a screen of a server of a user who gains access to Internet advertisement charged per click by clicking on the Internet advertisement.

In a web page screen as illustrated in FIG. 2, while Internet advertisement, advertising such as overture and so on of a method in which a charge is per click on a keyword basis, of Internet advertisement employing a corresponding program, illegal click by competitor companies not legal customers can be tracked. Furthermore, when a user server of an accessed IP gains access to a website, a cookie value that is automatically shut down can be encrypted, made unique and downloaded. Thus, when a user accesses the website, the user can read the unique cookie value and count the frequency of access of an accessor IP. In the case of a variable IP, when an IP is changed, a unique cookie value that is automatically downloaded from the website of the user server, and the IP of the user server connected to a corresponding unique cookie and a changed IP history are stored in the web server.

In other words, if an accessor accesses a website, it is determined whether the IP of the accessor is an IP that has visited the website. It is then determined whether a unique cookie value of a corresponding site exists in a user server. The number of access is then counted. Furthermore, a website operator can know an access time, inquired sites and clicked advertisings, portal sites that are posted and exposed, searched keyword information, a changed IP and a previous IP of accessors by reading REFERER and a location value when they gain access to (keyword advertising such as overture and click choice).

As can be seen from an accessor screen and an operator automatic message function setting screen as illustrated in FIGS. 3 to 7, if an automatic greeting mode or a administrator direct entry mode is selected, greetings can be selectively sent to a person with whom a conversation is held for the first time and a person with whom a conversation was held.
FIG. 3 illustrates an access screen in which messages can be automatically received from an operator simultaneously with access, and FIG. 4 illustrates an access screen for an access consultation content input when a query message is received from an accessor. Further, FIG. 5 illustrates a screen for generating an accessor list by assigning a temporary ID to an accessor who gains access to a website. In this case, after querying the access history of the accessor, a database is queried as to a consultation history, etc. of revisitors and first visitors, and greetings is set to an ID that is temporarily generated. The greetings are colored on the screen in order to classify them. Referring to FIG. 6, when the automatic greeting mode or the administrator direct entry mode is selected, greetings is selectively sent to a person with whom a conversation is held for the first time and a person with whom a conversation was held. Furthermore, referring to FIG. 7, illegal click by competitor companies, etc. that access a website through CPC advertisement click is sensed, and a favorites menu, an access history, a warning sentence, a changed IP and so on are output to the screen of an accessor.

Furthermore, when an accessor accesses a website, a corresponding IP is read and is matched to an access history pattern in order to discriminate different users who access the same website with the same IP. In other words, in the process of determining whether a corresponding IP of an accessor is an IP that has ever accessed the website before and storing the IP, if the accessor is an accessor of an IP existing in the past access history, the IP that has ever accessed the web server before is read based on a unique cookie and an access history pattern prior to a current IP of a current accessor, and is then compared with IPs that have ever accessed the web server before IPs remaining in the past access history are changed in order to determine different accessors who access the same website using the same IP of variable IP accessors. Furthermore, in the case where an IP of a corresponding accessor is an IP that has ever accessed the website server before, an IP that has ever been used before is tracked and at the same time a unique cookie of a user server is read in order to determine different user servers of the same IP of accessors who use an IP router and find a unique access history of the user server.

The above embodiment is described below. A variable IP address used by an accessor [A] who had accessed http.or.kr twice on October, 2006 is:

- 111.111.111.1 ← once, and
- 222.222.222.2 ← twice. This is the access history pattern of [A].

A variable IP address used by an accessor [B] who had accessed http.or.kr for the first time on November, 2006 is:

- 222.222.222.2 ← once.

In the case where while [B] who has been allocated with the variable IP...
222.222.222.2 used by [A] and uses the variable IP 222.222.222.2, [B] gains access to the same website, the variable IP of 222.222.222.2 is recognized as a different IP by matching it to the access history pattern of the variable IP of the past access history

The present invention will now be described in detail in connection with another preferred embodiment with reference to the accompanying drawings.

FIG. 8 is a block diagram of a real-time accessor marketing system according to another embodiment of the present invention. FIGS. 9 and 10 illustrate screens shown to describe the embodiment of FIG. 8.

Referring to FIGS. 8 and 10, a real-time dialogue and guidance service system according to another embodiment of the present invention includes a user server 100, a web server 200, an operator server 300, a user server 400 employing an open market, and a web page 500 of an open market web server. The functions of each of the technical means are described below.

The user server 100 has a function of allowing a user to gain access to a website through the user server or finishing access to the website, a function of transmitting conversations between temporary IDs of users or conversations between a user and a logined operator ID, storing received conversations, and allowing each ID (of the user or the operator) to automatically scan the stored conversations in real-time, send and store a message in order to confirm the conversation.

The web server 200 has a function of, when the user accesses a website through the user server, reading a session and an IP, automatically generating the user's unique temporary ID, determining whether such access is a member login access, and assigning the generated unique temporary ID to the user, or if the user inputs a dialogue name, automatically generating the input dialogue name as a unique ID and assigning the unique ID to the user, a function of databasing the generated temporary ID, a function of, when the session is ended, automatically deleting the temporary ID, a function of removing the generated temporary ID from the database, a function of displaying the databased temporary ID list so that the ID list can be seen by an operator only or all of accessors, a function of displaying the displayed operator ID so that the displayed operator ID can be seen by all of accessors, or when showing the operator login status to the user, displaying, to bad accessors, an operator login status underlined by using an IP and cookies so that the operator login status is not seen by the bad accessors, and a function of, in conversations between temporary IDs that are automatically generated when users gain access to a website or conversations between a user and a logined operator ID, transmitting conversations between corresponding IDs, storing received conversations, and allowing each ID (of the user or the operator) to automatically scan the stored conversations in real-time and confirm the con-
versations.

The operator server 300 has a function of allowing the operator to login to a website through the operator server and to view the temporary ID list of the databased accessors, and a function of sending conversations between the user and the logined operator ID, storing received conversations, and allowing each ID (of the user or the operator) to automatically scan the stored conversations in real-time and confirm the conversations.

The user server 400 employing an open market has a function of allowing the user to access a web page with which IFRAME tags of specific web pages with which HTML codes of a web server, such as an open market, can be registered and a dialogue window has been registered, and enter or exit the web page, and a function of allowing the user to send a written message to the web page and confirm the message.

The web page 500 of the open market web server has a function of allowing the user who uses the open market to gain access to the web page, write a message and confirm the written message, and a function of allowing the user to send an IP, REFER, a unique cookie, a location, a session and the written message to a main web server and receive a temporary ID, operator information and an answer message.

In a web page screen as illustrated in FIGS. 9 and 10, in a website real-time conversation program between an accessor and an operator without program installation, an applet (application) server and membership subscription, in the case of clients or websites, such as several open markets and cafes, or open markets employing a main web server in which a program is installed, an IFRAME html code is inserted into each of regions in which a html web of a seller can be edited (FIG. 9). An open market seller, a cafe operator and so on can consult with an accessor who gains access to specific web pages of several websites into which tags are inserted in real-time through the main web server (FIG. 10). For example, a seller who registers goods with an open market, such as AUCTION, Gmarket or Interpark, and sells the goods can consult with an accessor who accesses product pages within each website even without program installation, an applet (application) server and membership subscription. In other words, an accessor can consult with an operator in real-time. Furthermore, the seller can perform real-time consultation by using the main web server in which a program is installed.

When registering goods with several open markets, etc., IFRAME tag is inserted into a region whose HTML code can be inserted and edited. A session of IFRAME, an IP, REFER and a location value of a corresponding web page are read from a main web server. A temporary ID is generated based on the ID and the session. A corresponding domain is classified according to the location value. A specific page access path of an open market is read based on the REFER value. Accordingly, a real-time
dialogue and consultation at a website can be performed between an accessor of a specific page, such as an open market, and an operator (seller) without program installation, an applet (application) server and membership subscription.

FIG. 11 is a block diagram illustrating a relationship in which an operator previously inputs and stores contents that are frequently used during consultation with an accessor in order to use them for a conversation according to an embodiment of the present invention. FIG. 12 illustrates a screen shown to describe the embodiment of FIG. 11.

As illustrated in FIGS. 11 and 12, in real-time consultation between an operator of a website and an accessor, the operator can previously input and store contents that are frequently used during consultation, and perform conversation with the accessor through mouse click.

FIG. 13 is a block diagram illustrating a relationship in which an operator sends the download path of a necessary file to an accessor screen during consultation with an accessor in order for the accessor to download the file according to an embodiment of the present invention. FIG. 14 illustrates a screen shown to describe the embodiment of FIG. 13.

As illustrated in FIGS. 13 and 14, in real-time consultation between an operator of a website and an accessor, the operator previously registers a file, which is required during consultation, with a web library (DB) so that the file can be sent to the accessor during consultation. The operator sends a file download path to the accessor screen during consultation through once mouse click so that the accessor can download the file through mouse click.

FIG. 15 is a block diagram illustrating a relationship in which at which place within a website an accessor is located can be confirmed according to an embodiment of the present invention. FIG. 16 illustrates a screen shown to describe the embodiment of FIG. 15.

As illustrated in FIGS. 15 and 16, in real-time consultation between an operator of a website and an accessor, it is possible to know whether the accessor has accessed a website, moved to which place, and been located at which place within the website in real-time. It allows the accessor to read the location of a corresponding generated ID in real-time and database the location so that an administrator can confirm the location. It is also possible to know whether a program has been installed, or the movement path of a site of a simple website visitor who has not been registered with the website as a member.

Although the specific embodiments of the present invention have been disclosed for illustrative purposes, those skilled in the art will appreciate that various modifications, additions and substitutions are possible, without departing from the scope and spirit of
the invention as disclosed in the accompanying claims.

Industrial Applicability

As described above, according to the present invention, an operator can read the location of a corresponding ID that is generated in real-time from an accessor and database the read location in order for an administrator to confirm the location of a corresponding ID, so that a place where the accessor is located within a website can be grasped in real-time. It is also possible to track even IP change of the server of a user who gains access to the site of a variable IP user with respect to illegal click by competitor companies but not legal click by customers during the advertisement, such as Internet keyword advertising method in which the fee is billed per click on a keyword basis, during the Internet advertisement by employing the real-time accessor marketing program of the present invention. Furthermore, an open market seller, a cafe operator and so on can, in real-time, consult with an accessor who gains access to a specific web page of a plurality of websites into which REFFER including IFRAME and a scripter for location value communication have been inserted through a main web server without program installation, an applet (application) server and membership subscription. It is also possible to classify the frequency of visits to a site, of all accessors, according to first visitors and revisitors by assigning the visitors with unique cookies and corresponding IPs and automatically send greetings, set by an operator, to the accessors.
Claims

[1] A real-time accessor marketing system, comprising:

a user server having a function of allowing a user to gain access to a web server through the user server, a function of automatically downloading a unique cookie value connected to a corresponding IP generated within the web server and storing the unique cookie value connected to the corresponding IP, a function of confirming greetings of an operator of a website, and a function of allowing the user server to receive an access history warning message, a favorite registration menu and a changed IP from the web server, wherein the access history warning message, the favorite registration menu and the changed IP are received on a screen of the server of the user who gains access to the web server by clicking on Internet advertisement charged per click; and

the web server having a function of reading REFFER and a location value, confirming an access time (click time), clicked sites (overture CPC advertisement sites, Naver, Daum, etc.), referred keywords and an IP, and classifying CPC advertisement click accessor sites, when the user accesses the web server through the user server, a function of determining whether the IP is an IP that has accessed the web server, if, as a result of the determination, the IP is an IP that has ever accessed the web server, matching the IP that has been stored and has ever accessed the web server before to a unique cookie/an access history pattern, comparing the IP and the IP that has ever accessed the web server before, determining whether the user is a user who uses the same IP as the IP that has ever accessed the web server before, storing and counting a changed IP and an access history, and if, as a result of the determination, the IP is an IP that has never not accessed the web server, determining whether the unique cookie value exists in the user server, a function of, if, as a result of the determination, the unique cookie value exists in the user server, finding an IP that has ever been connected before, storing and counting an access history along with the changed IP, generating a unique cookie value connected to a corresponding IP, and automatically downloading the unique cookie value on the user server, a function of making reference to the access history, classifying visitors and revisitors and automatically transmitting set corresponding greetings, etc. to the user server, a function of, after making reference to the access history, classifying CPC advertisement click accessor sites, sending an access history warning message, a favorite registration menu and a changed IP to a screen of a server of a user who gains access to Internet advertisement charged per click by clicking on the Internet advertisement, a function of reading the whole history of an accessor of
a corresponding site, which is stored at an output point of time depending on the number of times that the accessor who clicks on the CPC advertisement set by the operator visits a warning window, and if a corresponding accessor accesses the CPC advertisement, automatically outputting an access history, a changed IP, the frequency of access, portal sites clicked on, keywords clicked on after inquiry, and click hour, minutes and seconds of a corresponding accessor, a favorite addition menu and a warning message, instead of greetings, and a function of sending a warning message to a screen of a server of a user who accesses Internet advertisement charged per click by clicking on the Internet advertisement, registering the user with the favorites, and inducing access to the favorites.

A real-time accessor marketing system comprising:

a user server having a function of allowing a user to gain access to a website through the user server or finishing access to the website, and a function of transmitting conversations between temporary IDs of users or conversations between a user and a logined operator ID, storing received conversations, and allowing each ID (of the user or the operator) to automatically scan the stored conversations in real-time, send and store a message in order to confirm the conversation;

a web server having a function of, when the user accesses a website through the user server, reading a session and an IP, automatically generating the user's unique temporary ID, determining whether such access is a member login access, and assigning the generated unique temporary ID to the user, or if the user inputs a dialogue name, automatically generating the input dialogue name as a unique ID and assigning the unique ID to the user, a function of databasing the generated temporary ID, a function of, when the session is ended, automatically deleting the temporary ID, a function of removing the generated temporary ID from the database, a function of displaying the databased temporary ID list so that the ID list can be seen by an operator only or all of accessors, a function of reading a location of a corresponding temporary ID assigned to the accessor, databasing the read location, allowing an administrator to confirm the location so that the administrator can know whether the accessor has accessed a website, moved to which place and stayed how long, a function of displaying the displayed operator ID so that the displayed operator ID can be seen by all of accessors, or when showing the operator login status to the user, displaying, to bad accessors, an operator login status underlined by using an IP and cookies so that the operator login status is not seen by the bad accessors, and a function of, in conversations between temporary IDs that are automatically generated when
users gain access to a website or conversations between a user and a logined operator ID, transmitting conversations between corresponding IDs, storing received conversations, and allowing each ID (of the user or the operator) to automatically scan the stored conversations in real-time and confirm the conversations;

an operator server having a function of allowing the operator to login to a website through the operator server and view the temporary ID list of the databased accessors, a function of sending conversations between the user and the logined operator ID, storing received conversations, and sending and storing a message so that each ID (of the user or the operator) can automatically scan the stored conversations in real-time and confirm the conversations, a function of allowing an operator of a website to previously input and store contents that are frequently used during consultation with an accessor and perform a conversation with the accessor through mouse click, and a function of allowing the operator to send a download path of a file, which is required by the accessor who has registered with a web library, to an accessor screen while the operator of the website consults with the accessor so that the accessor can download the file through mouse click;

a user server using an open market having a function of allowing the user to access a web page with which IFRAME tags of specific web pages with which HTML codes of a web server, such as an open market, can be registered and a dialogue window has been registered, and enter or exit the web page, and a function of allowing the user to send a written message to the web page and confirm the message; and

a web page of the open market web server having a function of allowing the user who uses the open market to gain access to the web page, write a message and confirm the written message, and a function of allowing the user to send an IP, REFFER, a unique cookie, a location, a session and the written message to a main web server and receive a temporary ID, operator information and an answer message.

A real-time accessor marketing method, comprising the steps of:

allowing a user to gain access to a web server by clicking on an advertising keyword of a click-based billing method through a user server;

when the user accesses the web server through the user server, reading REFFER, a location value and a cookie to confirm an access time, a clicked site on which advertising has been posted, referred keywords and an IP, and classifying CPC advertisement click accessors;

determining whether the IP is an IP that has ever accessed the web server before,
if, as a result of the determination, the IP is an IP that has ever accessed the web server before, comparing the IP with the IP that has been stored in and has ever accessed the web server before by matching the IP that has ever accessed the web server before to a unique cookie/access history pattern, determining whether the user is a user who uses the same IP, and storing and counting a changed IP and an access history, and if, as a result of the determination, the IP is not an IP that has ever accessed the web server before, determining whether there is a unique cookie value in the user server;
if, as a result of the determination, there exists a unique cookie value in the user server, finding an IP that has ever been connected before, storing and counting an access history along with a changed IP, and if, as a result of the determination, there does not exist a unique cookie value in the user server, generating a unique cookie value that is connected to a corresponding IP, and automatically downloading the unique cookie value onto the user server;
downloading a unique cookie value connected to a corresponding IP that is generated within the web server, and storing a unique cookie value connected to a corresponding IP;
inquiring an access history, classifying visitors and revisitors, automatically sending set corresponding greetings, etc. to the user server, classifying CPC advertisement click accessors, and sending an access history warning message, and a favorite registration menu and a changed IP to a screen of a server of a user who accesses Internet advertisement charged per click by clicking on the Internet advertisement; and
confirming greetings of an operator of a website from the user server, and outputting a warning window.
[Fig. 1]

User server

- Output warning window
- Confirm greetings of website operator
- Store unique cookie value connected to corresponding IP
- Access user website

Web server

- Access history warning message, favorite registration menu and changed IP
- Classify visitor and revisitor and automatically transmit set corresponding greetings, etc.
- Classify CFC advertisement click access visitor

- Generate unique cookie value connected to corresponding IP
- Determine whether unique cookie value exists in user server
- Yes
  - Find IP that has ever been connected before, and store and count access history along with changed IP
  - Store and count changed IP and access history
  - Match IP that has been stored and has ever accessed the web server before to unique cookie/access history pattern in order to compare the IP that has ever accessed, and determine whether the user is the same user

No
- Read REFerrer and location value, confirm access time, clicked sites, inquired keywords and IP, and classify CFC advertisement click access
Fig. 2

접속 회원 보기

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접속한 아이피의 사용자에게 웹사이트에 접속할 때 원도우의 자동으로 다음의 쿠키 값을 추가합니다. 고유한 더우도 되도록 하여 사용자가 웹사이트에 접속일 때 그 고유 쿠키 값을 얻어 접속자 아이피의 접속횟수를 기록하되, 유동 아이피의 경우 아이피가 변경될 때 사용자의 서버의 웹사이트에서 자동 다운로드 된 고유 쿠키 값을 얻어서 해당 사용자 서버의 IP 변경 내역을 저장합니다.

 즉, 접속자가 웹 사이트에 접속하면, 인증에 필요한 적이는 아이피인지 확인 후 사용자 서버에 해당사이트의 고유 쿠키 값이 있는지를 체크하여 접속한 횟수를 기록한다.

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웹 사이트 운영자는 접속자의 접속시간, 접속한 사이트와 클릭한 사이트 검색한 키워드 정보와 변경된 아이피와 이전 아이피에 접속자가 접속 시 (오버주어, 클릭조회 등) 키워드를 PFEPTER값과 Location값을 예약시 할 수 있다.
세션을 이용한 임시 데이터 생성 후 접속자에게 자동 환발

자동모드로 설정되어 접속자에게 자동으로 메세지가 전송됨.
요약요: 부정통행은 가계의 주요요지.

경고!
이는 정부 방책에 해당되며, 추천된 IP로 관할 경찰서에 형사고소를 할 수 있습니다.

전체: 13건

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귀하의 주소지 컴퓨터에서 오배추 매매 클릭으로 본서버에 접속한 내용입니다.

주소(1) http://www.http.or.kr/?0VRA%EF%B0%91%EF%B5%88%ED%EC%9E%95%EB%A7%88%EC%9D%8C%ED%BC%88%&
[Fig. 8]

Web server

100 Access website

User server

Write message

Finish access

Read session and IP and generate accessor ID

Database generated temporary ID DB

When generated temporary ID session is finished, delete temporary ID

Remove generated temporary ID from DB

D/P so that database temporary ID list can be seen by only an operator or all of accessors and operator ID can be seen by all of accessors

Operate

Login

Write message

Confirm message

Operator server

Operate

Login

Write message

Confirm message

Transmit conversation from generated temporary unique ID to operator ID, or automatically scan received operator message in real-time, confirm message and login member

Real-time dialog

Operator ID accesses site, transmit conversation to temporary generated ID, or automatically scan received operator message in real-time, confirm message and login member

Show desired page or information of operator to user and instantly move user to desired page using IP and session ID

IP, Referer, location, session, Transmit written message

Temporary ID, Operator information, Transmit answer message

User server using open market, etc.

Access

Finish access

Write message

Confirm message

web Page of web servers of open markets with which IFRAME tag and dialogue window of specific web pages with which HTML tag can be registered have been registered

400

500
아이레인 디카 DC 361
디지털카메라 DC 361/16번째/체대현이북만

1566-2842

폭 전화 후 구매 오징하세요!

전체자에 계 설치시 분격

설명 - 옵션의 판매자의 HTML 맨점이 가능한 영역에
iframe HTML 테그를 삽입(iframe 최표 0,0)
접속 회원 보기

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- 옵션 접속자와 대화
### Fig. 12

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- 관리자( ) 남의 파일전송
  - 보는사람 290
  0 / 500 Byte
- 안녕하세요 반갑습니다. http 홈페이지
- 파일 전송가능 합니다. 올려 보시는게 궁금하신것 있으시면 말씀하십시오.

[파일목록 ▼] 보너가 [파일목록 ▲]

Click!!! 저장된 파일목록이 표시됩니다.

- 추가 버튼 클릭하면 자주쓰는 파일을 저장합니다.
- 파일목록을 누르고 "보너가" 버튼을 누르시면 저장된 내용이 검색됩니다.

- 파일목록을 수정합니다.
- 파일목록을 열고 "수정" 버튼을 누르시면 파일목록을 수정합니다.
- 파일목록을 열고 "수정" 버튼을 누르시면 파일목록을 수정합니다.

※ 내용은 500Byte 이상은 저장되지 않습니다. (한글기준 250자)

### Fig. 13

```
Operator server  Web server  User server

Upload necessary file  Specify file path and store it in D/B

Retrieve file path  Output file path  Click on and download file path
```
접속 회원 보기

접속 시간

242 (37:219:235) 03/31 04:32:11 4번 관리자 △/□ △ V X
290 (37:219:235) 03/31 04:32:10 0번 관리자 △/□ △ V X
594(Ov) (2) 220.94 03/31 04:30:50 2번 관리자 △/□ 재임승 △ V X

http://http.or.kr - 시사간. [X] [X]

Click!!! 파일목록을 엽니다.

파일을 추가하기 위해 *추가* 버튼을 클릭합니다.

번호 링크명
1 파일추가.테스트 변경

Click로 "보내기"를 누르면 해당 파일이 접속자에게 전송됩니다.

[Fig. 14]
[Fig. 16]

접속 환경 보기

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Click !!!

HTTP

서비스개요

- 관리자 로그인 및 정보변경
  1. 관리자 모드 접속방법

주소(D): http://http.or.kr/info/service_readme.asp

화면 퀄리티: 화면 닫기, 화면 채울, 화면 정렬, 화면 가로, 화면 세로

- 주요기능
  - 사용 설명서
  - 주요점

- 관리자에게 실시간 문의

- 위 그림에서 보듯이 접속자는 사용설명서를 보고 있습니다.
  - 관리자 접속자가 보기는 왼쪽을 하여 보편화 섭적을 할 수 있어 섭적 및 마케팅에
    매우 유용한 기능입니다.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

G06Q 30/00(2006.01)

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)

IPC8 G06F19/00, G06F17/00, G06Q 10/00-99/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean Utility models and applications for Utility models since 1975

Japanese Utility models and applications for Utility models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PAJ, FPD, USPAT, eKIPASS(KIPO internal) "Keyword IP, cookie, dishonest click, CPC and similar terms"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
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<td>A</td>
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<td>KR 10-2006-0028463 A (JUNG, SUNG WOOK) 29 MARCH 2006 See abstract, page 2, lines 7 ~ 51</td>
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<td>KR 10-2006-0004625 A (BANG, YONG JUNG) 12 JANUARY 2006 See abstract, claim 1</td>
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☐ Further documents are listed in the continuation of Box C ☒ See patent family annex

* Special categories of cited documents

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

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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

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance, the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

31 JULY 2007 (31 07 2007)

Date of mailing of the international search report

31 JULY 2007 (31.07.2007)

Name and mailing address of the ISA/KR

Korean Intellectual Property Office
920 Dunsan-dong, Seo-gu, Daejeon 302-701, Republic of Korea

Facsimile No 82-42-472-7140

Authorized officer

KIM Seung Oh

Telephone No 82-42-481-8543

Form PCT/ISA/210 (second sheet) (April 2007)
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