



US007117193B1

(12) **United States Patent**
Basko et al.

(10) **Patent No.:** **US 7,117,193 B1**
(45) **Date of Patent:** ***Oct. 3, 2006**

(54) **PARSING NAVIGATION INFORMATION TO IDENTIFY OCCURRENCES OF EVENTS OF INTEREST**

6,728,769 B1 * 4/2004 Hoffmann 709/225
2002/0038388 A1* 3/2002 Netter 709/318

FOREIGN PATENT DOCUMENTS

(75) Inventors: **Roman Basko**, Newcastle, WA (US);
Jay Sauls, Woodinville, WA (US);
Radha Krishna Uppala, Redmond, WA (US)

EP 1246069 A2 * 8/2000

OTHER PUBLICATIONS

(73) Assignee: **Revenue Science, Inc.**, Bellevue, WA (US)

Microsoft Site Server, Nov. 17, 2000 (2 pages) www.microsoft.com/siteserver/site/ProductInfo/Datasheet.htm.
Microsoft Site Server, Nov. 17, 2000 (3 pages) www.microsoft.com/siteserver/site/30/downloads/ssdata.doc.
Microsoft Site Server, Nov. 17, 2000 (2 pages) www.microsoft.com/siteserver/site/ProductInfo/EvalGuide.htm.
Microsoft Site Server, Site Server Evaluation Guide, Nov. 17, 2000 (48 pages) www.microsoft.com/siteserver/site/30/downloads/sseval.exe.

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 743 days.

This patent is subject to a terminal disclaimer.

(Continued)

(21) Appl. No.: **10/005,224**

Primary Examiner—Don Wong
Assistant Examiner—Hanh Thai
(74) *Attorney, Agent, or Firm*—Perkins Cole LLP

(22) Filed: **Dec. 5, 2001**

(57) **ABSTRACT**

Related U.S. Application Data

(63) Continuation-in-part of application No. 09/613,847, filed on Jul. 11, 2000.

A method, system and computer-readable medium for analyzing interaction or usage data, such as for customers, is described. The interaction or usage data may be stored in log files and supplemented with data from other sources. Various data parsing information may be defined and used as part of the analysis, such as by using customer-specific information to identify various occurrences of interest. For example, when analyzing a customer's web site interaction data, the parser component can use data defining customer-specific types of web site events of interest. Such high-level types of occurrences can be specified in a variety of ways, such as by using a combination of a logical web site, one or more URIs corresponding to web pages, and/or one or more query strings. The data parsing information may also specify a mapping of actual web sites to one or more logical sites.

(51) **Int. Cl.**
G06F 17/30 (2006.01)

(52) **U.S. Cl.** 707/1; 709/223; 709/224

(58) **Field of Classification Search** 707/1-10, 707/203; 709/223, 224

See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

5,809,235 A * 9/1998 Sharma et al. 709/230
6,006,225 A * 12/1999 Bowman et al. 707/5
6,233,618 B1 * 5/2001 Shannon 709/229
6,532,023 B1 * 3/2003 Schumacher et al. 715/704

73 Claims, 60 Drawing Sheets

