

Exhibit B - U.S. Patent No. 8,494,904 (“’904 Patent”)

Plaintiffs AlmondNet, Inc. and Datonics LLC (together, “Plaintiff” or “AlmondNet”) provide this chart based upon information that is presently available to it. AlmondNet has not had access to Defendant’s confidential design documents, source code, or other materials as part of this litigation that may become available during discovery. AlmondNet reserves the right to change or provide more detail to the infringement theories set forth below, based upon information that it learns during this case, subject to the Court’s rules and orders.

Claim 1	Amazon’s Accused Instrumentalities
1. An automated method of collecting profiles of Internet-using entities, the method comprising:	<p>Amazon’s Accused Instrumentalities perform an automated method of collecting profiles of Internet-using entities.</p> <p><i>See, e.g.,</i> evidence and analysis for claim limitations (a)-(d) below. <i>See also, e.g.,</i> https://advertising.amazon.com/blog/programmatic-buying-lp:</p> <h2>Improvements to make your advertising more efficient:</h2> <ul style="list-style-type: none">• Advertiser audiences lookalikes: If you’re in the United States or Canada, you can now use the advertiser audiences tool to discover overlap between your anonymized customer lists, DMP segments, pixel-based audiences, and Amazon lifestyle and in-market segments. This in turn helps you extend campaign reach by finding shoppers who exhibit similar behaviors to your existing audiences.• Data Management Platform (DMP) integrations: We now support audience ingestion from Adobe Audience Manager and Salesforce DMP (formerly known as Krux), enabling you to use your existing DMP audiences when creating campaigns via our programmatic buying solution. <p>; https://advertising.amazon.com/library/guides/dsp-ssp-dmp-difference:</p>

	<p>What is a Data Management Platform (DMP)?</p> <p>A data management platform (DMP) is software that gives advertisers, marketers, brands, and agencies a place to store collected insights in order to use it to inform ad campaigns. Amazon DSP allows for advertisers to use their own DMP audiences when creating programmatic buying campaigns.</p> <p>What is Real Time Bidding (RTB)?</p> <p>Real Time Bidding (RTB) is a way to buy ads programmatically. With RTB, advertisers can participate in an auction when an impression becomes available. If their bid wins the auction, their ad is displayed on the publisher's site. RTB is not only efficient, but it helps advertisers focus on the most relevant inventory. Through RTB, publishers and advertisers are able to sell and buy ads facilitated by an SSP.</p> <p>; https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions;</p> <p>What launched?</p> <p>Amazon Marketing Cloud (AMC) and Amazon DSP are now integrated with Customer Data Platform (CDP) solutions from multiple vendors, including ActionIQ, Adobe, Amperity, Hightouch, Lytics, Relay42, Salesforce, Tealium, and Treasure Data. With the integrations, advertisers who are mutual customers of these CDP vendors and Amazon Ads can easily stream in pseudonymized first-party signals of choice into AMC or/and Amazon DSP, where they can utilize these signals for audience building, campaign execution, performance measurement, and custom insights. Some CDPs also allow advertisers to take additional actions using outputs from Amazon Ads, such as visualizing insights, optimizing segmentation of customers, and informing marketing tactics at advertisers' owned marketing channels.</p>
<p>(a) electronically receiving at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties, an electronically URL-redirectioned partial profile of an entity that uses a user computer coupled to the global computer network to access a website, which partial profile is available to one of the third parties and contains at least</p>	<p>Amazon's Accused Instrumentalities electronically receive at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties, an electronically URL-redirectioned partial profile of an entity that uses a user computer coupled to the global computer network to access a website, which partial profile is available to one of the third parties and contains at least one profile attribute related to the entity, which partial profile is received along with an identification of the one of the third parties that contributed the partial profile, and automatically with the computer system store the received partial profile.</p> <p>For example, Amazon receives electronically-redirectioned partial profile information (e.g., partial profile information redirectioned using a pixel or JavaScript redirect) associated with website visitors</p>

one profile attribute related to the entity, which partial profile is received along with an identification of the one of the third parties that contributed the partial profile, and automatically with the computer system storing the received partial profile;

from a server or servers controlled by unaffiliated third parties (such as, e.g., the Oracle and Adobe data management platforms). The partial profile is available to the third parties, and includes one or more profile attributes related to the website visitor, and is received with an identification of which third party contributed the profile. Amazon then automatically stores the received partial profile (including the one or more profile attributes).

See, e.g., <https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/AudienceDataMarketplace/AudienceDataMarketplace.html>:

Oracle Data Cloud data directory

The Oracle Data Cloud data directory showcases Oracle's aggregation of market-leading data available through the Oracle Data Marketplace - the world's largest collection of third-party data. This data is cultivated from industry leading branded and unbranded data providers giving users access to a billion profiles across 30,000 categories that can be leveraged for ad targeting, site optimization, custom segmentation and more to deliver the most relevant customer experiences at every touch point.

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The following tables summarize the third-party data available in the Oracle Data Marketplace that you can add to your target audiences.

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In-market auto	Users who have demonstrated intent through make and model searches, car configurations and dealership quote requests via online automotive sites. 93% of the platform's in-market auto users come from comScore top 10 automotive sites.

; <https://www.oracle.com/advertising/audiences/>:

Audiences by Oracle

Customize audiences or activate any of the more than 4,000 syndicated audiences by Oracle that include a range of demographic and lifestyle segments to deliver more sophisticated targeting, such as purchase-based targeting solutions. We can help you reach customers and prospects at any buyer journey stage with highly relevant, privacy-centric targeting solutions. Below are a few examples of the audience targeting types available to help you achieve your ad campaign goals:

Business to business

Oracle's business-to-business audiences include some of the most significant professional demographic and firmographic data assets. These curated audiences are built from attributes, such as company size, sales volume, company age, industry, job function, and management level.

Custom

Leverage our vast data assets to build custom audiences specific to your targeting needs and KPIs.

Demographics

Oracle's demographic audiences source the best online and offline data based on attributes, such as age, gender, and household composition. Audience sources include the US census, vehicle registration information, public records, surveys, deeds, and more.

In-market

Reach consumers actively searching for products online through product review pages, comparison sites, online product configuration tools, and online searches. Popular in-market audience categories include auto, real estate, technology, and travel.

Life stages

Reach consumers who are in specific life stages or life events, such as college graduation, new parents, and recently married. These life stages are curated from online and offline data sources, including consumer purchases, public records, registration data, surveys, online search, and browsing data.

Lifestyle

Oracle lifestyle targeting finds audiences based on their daily activities and purchase behavior. These can range from food lovers and fashionistas to soccer parents and outdoor enthusiasts. These audiences are built and maintained using data about where consumers shop, how they shop, what the purchase, the websites they visit, along with demographic and psychographic attributes.

Proximity

Reach people who live within a certain range of retailers, places of business, attractions, and more. Oracle proximity audiences are sourced from known offline addresses and merchant locations.

Purchase based

Engage customers based on their shopping behavior. These modeled audiences are built using purchase data from industries, such as consumer packaged goods (CPG), retail, restaurants, entertainment, and more. They include where consumers visit, how often they shop, how much they spend, and the products purchased. You can use purchase-based audiences to reach your brand buyers, competitive buyers, new or lapsed buyers, frequent shoppers, brand switchers, and high spenders.

Seasonal

'Tis the season to reach holiday and seasonal audiences. Oracle's seasonal audiences source offline and ecommerce-observed consumer spending from online behaviors, such as visiting holiday/seasonal webpages, and from UPC and SKU-level transactions during a specific timeframe.

Find 3rd party audiences

; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Audiences/deliver_audience_newflow.htm:

Delivering Audiences

After you have created and configured an audience, you can deliver to it to media execution platforms for targeting, optimization, and analytics. The Oracle Data Cloud platform includes integrations with top technology partners that enable you to power your media targeting campaigns with your first-party data. Many partners also allow you to target third-party data purchased from the [Oracle Data Marketplace](#). Different partners support different ID sources ranging from desktop and mobile web cookies to mobile advertising IDs (MAIDs).

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; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Apps/apps_index.htm:

■ Amazon

You can deliver first- and third-party desktop and mobile cookie-based audiences from the Oracle Data Cloud platform to Amazon Advertising. Amazon Advertising enables you to reach shoppers on Amazon sites, across the web, and in mobile apps.

; <https://www.forbes.com/sites/jessedamiani/2020/06/19/oracles-bluekai-spilled-billions-of-records-of-web-tracking-data/>:

BlueKai tracks users around the web through cookies and other proprietary technology. This is not limited to Oracle users. By tracking what websites people visit and which emails they open, BlueKai is able to infer a wide range of information about us—from our interests to our politics to our income. Of course, this is designed for “[ideal identity resolution](#),” ad tech-speak for targeting users with the most optimal ads. Effectively, all these different sources of data merge to form a “unique fingerprint” of a person’s device—which itself can later be linked to other devices.

; <https://www.oracle.com/advertising/what-is-data-cloud/>:

Understand data and the advertising environment

Protect your brand

[Oracle Contextual Intelligence](#) helps advertisers and publishers understand the underlying meaning of the environment where ads are served. This mitigates brand safety risks and identifies content that represent opportunities to make your message more impactful without relying on personal identifiers.

Insights to Plan

[Oracle Data Management Platform \(formerly Bluekai\)](#) unlocks data-driven, customer-first advertising possibilities for quicker acquisition of higher-value customers while achieving greater ad-spend efficiencies. Personalize online, offline, and mobile marketing campaigns with richer data sets about relevant audiences with both scale and accuracy.

<https://advertising.amazon.com/resources/whats-new/oracle-data-cloud-custom-predicts>

Oracle Data Cloud - custom predicts

November 16, 2020

What launched?

[Amazon DSP](#) now supports Oracle Data Cloud's (ODC) custom predicts.

Why is it important?

Predicts is a contextual targeting feature that allows brands to capitalize on trending content and the associated inventory in real time, driving greater relevancy and reach. Predicts helps advertisers achieve their reach goals by dynamically expanding static segments in real time, on a daily basis, and receiving impressions as the conversation evolves. This feature is available worldwide for standard display, mobile app, and video line items running on third-party supply sources.

[https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions:](https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions)

What launched?

Amazon Marketing Cloud (AMC) and Amazon DSP are now integrated with Customer Data Platform (CDP) solutions from multiple vendors, including ActionIQ, Adobe, Amperity, Hightouch, Lytics, Relay42, Salesforce, Tealium, and Treasure Data. With the integrations, advertisers who are mutual customers of these CDP vendors and Amazon Ads can easily stream in pseudonymized first-party signals of choice into AMC or/and Amazon DSP, where they can utilize these signals for audience building, campaign execution, performance measurement, and custom insights. Some CDPs also allow advertisers to take additional actions using outputs from Amazon Ads, such as visualizing insights, optimizing segmentation of customers, and informing marketing tactics at advertisers' owned marketing channels.

<https://business.adobe.com/products/audience-manager/real-time-destinations.html>:

Real-time Destinations

Activate dozens of destinations to support real-time transfer of segment information. Ensure customer information is refreshed whenever users visit or take action on your site, so you can always reach customers at the right time.

Exceed your customers' expectations. In real time.

The world moves fast. And customers expect you to move at the same pace — with real-time response and personalization. By qualifying and segmenting users from the start, you can meet these expectations and make the most of any opportunity.

Each time a user visits or takes action on your site, Audience Manager uses server-side connections to send those updated segments to dozens of destinations. With more real-time destinations than any other DMP, you can deliver relevant, up-to-the-minute experiences to more of your customers.

See what makes it work.

Server to server integrations

Adobe Audience Manager builds new traits and segments for targeting as soon the content provider sends data. We support server-to-server transfers of data, both real-time and batch.

Destination Builder

Create, manage, and delete destinations safely in the Destination Builder interface. This helps reduce the time required for pre-deployment testing, so you can activate faster.

Up to date segmentation

By integrating with up to date segmentation that accept real-time transfers, you can ensure your users see content that is relevant to them, and while tailoring campaigns to specific points in the conversion path.

; <https://advertising.amazon.com/blog/programmatic-buying-lp>:

Improvements to make your advertising more efficient:

- **Advertiser audiences lookalikes:** If you're in the United States or Canada, you can now use the advertiser audiences tool to discover overlap between your anonymized customer lists, DMP segments, pixel-based audiences, and Amazon lifestyle and in-market segments. This in turn helps you extend campaign reach by finding shoppers who exhibit similar behaviors to your existing audiences.
- **Data Management Platform (DMP) integrations:** We now support audience ingestion from Adobe Audience Manager and Salesforce DMP (formerly known as Krux), enabling you to use your existing DMP audiences when creating campaigns via our programmatic buying solution.

(b) automatically with the computer system electronically adding the received partial profile to a maintained profile believed to be related to the same entity;

Amazon's Accused Instrumentalities, automatically with the computer system, electronically add the received partial profile to a maintained profile believed to be related to the same entity.

For example, the received partial profile (including one or more profile attributes) are added to a maintained profile of attributes for use in targeting advertisements to the website visitor.

See, e.g., <https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/AudienceDataMarketplace/AudienceDataMarketplace.html>:

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; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Audiences/deliver_audience_newflow.htm:

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Changing delivery end dates

You can change delivery end dates for up to 50 audiences at the same time without having to edit their full delivery details. For example, suppose you originally scheduled delivery for several audiences to end on March 31 but later decide that you want to extend that period. Instead of opening each audience separately, you can select them as a group and then specify a new end date.

You can change delivery end dates only for active audiences. If an audience began delivery in the past, the new end date cannot be more than one year in the future from today. If an audience has not yet started delivery, the new end date cannot be more than one year from the scheduled start date.

; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Audiences/create_audience.html:

Creating Audiences

The Oracle Data Cloud Platform enables you to create, configure, and deliver audiences in a single, straightforward workflow. You can configure audiences to target exactly the users you want and then select delivery platforms to deliver the audiences to media execution partners. The modern, intuitive user interface makes the process fast and simple.

Understanding the audience builder interface

The following illustration shows the audience builder page populated with example data. A table follows to explain the features of the page called out in the illustration.

The screenshot shows the Oracle Audience Builder interface. At the top, there's a navigation bar with 'ORACLE' and 'New Audience' button. Below that, a search bar (1) contains 'Affluent Older Film Buff'. To the right, summary statistics show 'Total Reach' (1.24B) and 'Price (CPM)' (\$1.19). A table of categories is shown below, with 'Demographics' selected. A search bar (4) is next to it. The main area displays a list of segments. Segment 1 is 'Frequency (Last 30 days)' with 4,438 members. Segment 2 is 'Frequency (Last 30 days)' with 1,298 members, containing sub-segments 'Ages 50-64' (1,148) and 'Ages 65 and Older' (583,35M). Segment 3 is 'Exclude' with 0 members. Callouts 1-10 point to various UI elements: 1 (Search bar), 2 (Segment 1), 3 (Categories), 4 (Search bar), 5 (+ New Segment), 6 (ID SOURCE), 7 (Exclude), 8 (Total Reach), 9 (Price CPM), 10 (User profile).

Segment	Frequency (Last 30 days)	Members
Segment 1	Frequency (Last 30 days)	4,438
Segment 2	Frequency (Last 30 days)	1,298
Ages 50-64	Frequency (Last 30 days)	1,148
Ages 65 and Older	Frequency (Last 30 days)	583,35M
Segment 3	Exclude	0

<https://business.adobe.com/products/audience-manager/real-time-destinations.html>:

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<p>(c) automatically with the computer system generating and storing an electronic record of which of the plurality of unaffiliated third parties contributed to the maintained profile particular profile attributes; and</p>	<p>Amazon's Accused Instrumentalities, automatically with the computer system, generate and store an electronic record of which of the plurality of unaffiliated third parties contributed to the maintained profile particular profile attributes.</p> <p>For example, Amazon generates and stores an electronic record of which unaffiliated third parties (e.g., Oracle or Adobe) contributed particular profile attributes to the maintained profile, so that particular advertisers can utilize profile attributes contributed from specific data management platforms in configuring campaigns to target advertisements.</p> <p>See, e.g., https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/AudienceDataMarketplace/AudienceDataMarketplace.html:</p>

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- 1:** Audience name input field.
- 2:** Segment configuration area showing 'Segment 1' with 'Frequency (Last 30 days)' and a reach of 4,438.
- 3:** 'CATEGORIES' tab.
- 4:** Search bar for categories.
- 5:** '+ New Segment' button.
- 6:** 'ID SOURCE' tab.
- 7:** 'Exclude' section with 'Frequency (Last 30 days)' and a reach of 0.
- 8:** 'Total Reach' and 'Price (CPM)' summary statistics.
- 9:** 'Film and Television' category details.
- 10:** 'Ages 50-64' and 'Ages 65 and Older' demographic details.

Segment	Frequency	Reach
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	<p>https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions:</p> <p>What launched?</p> <p>Amazon Marketing Cloud (AMC) and Amazon DSP are now integrated with Customer Data Platform (CDP) solutions from multiple vendors, including ActionIQ, Adobe, Amperity, Hightouch, Lytics, Relay42, Salesforce, Tealium, and Treasure Data. With the integrations, advertisers who are mutual customers of these CDP vendors and Amazon Ads can easily stream in pseudonymized first-party signals of choice into AMC or/and Amazon DSP, where they can utilize these signals for audience building, campaign execution, performance measurement, and custom insights. Some CDPs also allow advertisers to take additional actions using outputs from Amazon Ads, such as visualizing insights, optimizing segmentation of customers, and informing marketing tactics at advertisers' owned marketing channels.</p> <p>; https://advertising.amazon.com/library/guides/dsp-ssp-dmp-difference:</p> <p>What is a Data Management Platform (DMP)?</p> <p>A data management platform (DMP) is software that gives advertisers, marketers, brands, and agencies a place to store collected insights in order to use it to inform ad campaigns. Amazon DSP allows for advertisers to use their own DMP audiences when creating programmatic buying campaigns.</p> <p>What is Real Time Bidding (RTB)?</p> <p>Real Time Bidding (RTB) is a way to buy ads programmatically. With RTB, advertisers can participate in an auction when an impression becomes available. If their bid wins the auction, their ad is displayed on the publisher's site. RTB is not only efficient, but it helps advertisers focus on the most relevant inventory. Through RTB, publishers and advertisers are able to sell and buy ads facilitated by an SSP.</p>
<p>(d) wherein the maintained profile, including the added partial profile, comprises data used in targeting third-party advertisements to the user computer over the global computer network.</p>	<p>Amazon's Accused Instrumentalities will later, when the visitor device is available to receive an advertisement with the computer system, use the tag recited in limitation (a) that is associated with the visitor device to access the profile information stored in the central data base, and use the profile information linked to that tag to automatically cause delivery of an electronic advertisement to the visitor device, wherein the electronic advertisement is dependent on the profile information associated with the visitor.</p> <p>For example, the visitor device is available to receive an advertisement, Amazon uses the tag and the profile information linked to the tag to automatically cause delivery of an advertisement to the</p>

visitor device (e.g., by providing the profile information to an advertiser, such that the resulting advertisement is dependent on that profile information, and/or by causing an advertisement dependent on that profile information to be delivered to the visitor device on behalf of an advertiser).

See, e.g., <https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions>:

What launched?

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; <https://advertising.amazon.com/blog/programmatic-buying-lp>:

Improvements to make your advertising more efficient:

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; <https://advertising.amazon.com/resources/whats-new/ad-relevance>:

What launched?

Ad Relevance is an innovative approach to deliver relevant ads for all products and services advertised through the Amazon DSP. It's built on Amazon Ads' extensive understanding of what creates great shopping experiences and their connection with ad interactions, interests, and cadence of actions along the path to purchase. It uses the latest in AWS-powered AI to analyze billions of browsing, buying, and streaming signals in conjunction with real-time information about the content being viewed to understand where customers are in their shopping journeys, and serves them relevant ads across devices, channels, and content types without needing ad ids.

Why is it important?

The signals available for **digital advertising** have substantially evolved in recent years, and they will continue to do so. **Ad Relevance** ensures that advertisers can maintain meaningful connections with consumers throughout their day wherever they're spending their time, whether ad IDs are present or not. What sets Amazon Ads apart in driving relevance is our unique AI-powered and signal-driven approach, **built on trust-based relationships with hundreds of millions of consumers and their interactions over the years**. These have provided us with deep insights that inform our models and help boost performance.

; <https://advertising.amazon.com/resources/whats-new/ads-data-manager-beta>:

Build a holistic first-party data strategy with Ads data manager

Announced at unBoxed 2024

What launched?

Announced at [unBoxed 2024](#), Ads data manager (ADM) is a new standalone offering that simplifies and streamlines the process of first-party data management across [Amazon Ads ad tech](#). ADM is a privacy-safe, easy-to-use interface that lets advertisers and their partners onboard their data once and securely reuse it across our ad products (e.g. [Amazon DSP](#) or [Amazon Marketing Cloud](#)) for measuring conversions, engaging relevant audiences, and optimizing campaigns for sustainable business growth- all while retaining visibility and control of their data.

See all your first-party data in one interface, within the Amazon Ads Console.

The screenshot displays the Amazon Ads Data Manager interface. At the top, it says "amazon ads Data manager Sources". Below this, there are three main sections: "File upload" with an "Upload dataset" button, "Amazon Ads API" with a "View docs" link, and "Data source connectors". The "Data source connectors" section includes a sub-header "Select a platform to establish a data source connection with" and a grid of ten connector cards. Each card features a logo, the platform name, "Customer Data Platform", and a "Connect" button with an external link icon. The connectors listed are: Adobe Experience Platform, Tealium, Lytics, Segment, ActionIQ, Hightouch, Treasure Data, Amperity, and LiveRamp.

Ads data manager API support

The Ads data manager consolidates all of Amazon's Advertiser Data APIs into a single API collection for ease of integration. The main API functions are:

- **DataSet APIs:** Manages datasets. Datasets are tables with a specific schema. You may use this API to delete a dataset.
- **Audience APIs:** Creates an dataset with the audience dataset type. This API serves as a shortcut to create an audience dataset directly. Audiences are treated the same as general datasets, but have a pre-defined schema template used for audiences.
- **Sharing Rules APIs:** Sharing rules allow you to list current dataset shares with linked advertiser accounts. You may also create new sharing rules to make datasets available for use in advertiser accounts for a specific application.
- **Status APIs:** Provides reporting on the status of uploads, size of your datasets, and volume of data that has been made available for a given sharing rule.
- **Seamless hand-off between brands and agency partners:** ADM will allow for streamlined data connections across advertisers and agency partners.

You may find out API documentation and onboarding guides [here](#).

; <https://advertising.amazon.com/insights-and-planning/audiences>:



Advertiser Audiences

Incorporate your own audiences into your Amazon Ads campaigns by onboarding directly into Amazon DSP or through Amazon Marketing Cloud (AMC). Reach new audiences, extend reach, remarket to loyal customers, or optimize campaigns.

Unlock your full potential →

Claim 2	Amazon's Accused Instrumentalities
2. The method of claim 1 further comprising, in accordance with a	Amazon's Accused Instrumentalities perform the method of claim 1 further comprising, in accordance with a predetermined arrangement, automatically using the electronic record of which

<p>predetermined arrangement, automatically using the electronic record of which of the plurality of unaffiliated third parties contributed to the maintained profile particular profile attributes to create electronic data used to identify a payment amount due to the unaffiliated third party as a result of using at least one of the profile attributes in the partial profile contributed by that third party in targeting the third-party advertisements to the entity's computer over the global computer network.</p>	<p>of the plurality of unaffiliated third parties contributed to the maintained profile particular profile attributes to create electronic data used to identify a payment amount due to the unaffiliated third party as a result of using at least one of the profile attributes in the partial profile contributed by that third party in targeting the third-party advertisements to the entity's computer over the global computer network.</p> <p>For example, the predetermined arrangement between Amazon and unaffiliated third parties for data usage.</p> <p><i>See, e.g.,</i> evidence and analysis for claim 1 above.</p>
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Claim 3	Amazon's Accused Instrumentalities
<p>3. The method of claim 1 wherein the computer system electronically adding the received partial profile to a maintained profile believed to be related to the same entity comprises the computer system adding the received partial profile to a maintained profile believed related to the same entity on account of the received partial profile and the maintained profile being related to the same user computer.</p>	<p>Amazon's Accused Instrumentalities perform the method of claim 1 wherein the computer system electronically adding the received partial profile to a maintained profile believed to be related to the same entity comprises the computer system adding the received partial profile to a maintained profile believed related to the same entity on account of the received partial profile and the maintained profile being related to the same user computer.</p> <p>For example, when a tag or cookie placed on a user computer matches a tag or cookie already affiliated with an entity, the received partial profile will be added to the maintained profile associated with that entity.</p> <p><i>See, e.g.,</i> evidence and analysis for claim 1 above.</p>

Claim 4	Amazon's Accused Instrumentalities
<p>4. The method of claim 3 wherein the computer system determines that the received partial profile and the maintained profile are related to the</p>	<p>Amazon's Accused Instrumentalities perform the method of claim 3 wherein the computer system determines that the received partial profile and the maintained profile are related to the same user computer by automatically reading a cookie on the user computer.</p>

same user computer by automatically reading a cookie on the user computer.	<i>See, e.g.,</i> evidence and analysis for claims 1 and 3 above.
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Claim 5	Amazon's Accused Instrumentalities
5. The method of claim 1 further comprising automatically with the computer system electronically maintaining an electronic record of which unaffiliated third party contributed, to the maintained profile, the profile attributes used in targeting the advertisements.	<p>Amazon's Accused Instrumentalities perform the method of claim 1 further comprising automatically with the computer system electronically maintaining an electronic record of which unaffiliated third party contributed, to the maintained profile, the profile attributes used in targeting the advertisements.</p> <p>For example, in order for the unaffiliated third parties to be compensated for their contributions for profile advertisements used in targeting the advertisements, Amazon's Accused Instrumentalities creates a record of which third parties contributed which profile attributes used in targeting the advertisements.</p> <p><i>See, e.g.,</i> evidence and analysis for claim 1 above.</p>

Claim 6	Amazon's Accused Instrumentalities
6. The method of claim 1 further comprising automatically with the computer system electronically determining whether the received partial profile contains any profile attributes about the entity that were not previously contained in a maintained profile.	<p>Amazon's Accused Instrumentalities perform the method of 1 further comprising automatically with the computer system electronically determining whether the received partial profile contains any profile attributes about the entity that were not previously contained in a maintained profile.</p> <p>For example, Amazon evaluates profile attributes not previously contained in the maintained profile so that the unaffiliated third parties contributing those profile attributes will be compensated accordingly.</p> <p><i>See, e.g.,</i> evidence and analysis for claims 1, 2, and 5 above.</p>

Claim 7	Amazon's Accused Instrumentalities
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<p>7. The method of claim 1 further maintaining with the computer system a credibility rating associated with at least one of the profile attributes of the maintained profile.</p>	<p>Amazon's Accused Instrumentalities perform the method of claim 1 further maintaining with the computer system a credibility rating associated with at least one of the profile attributes of the maintained profile.</p> <p>For example, in determining how much certain profile attributes should be relied on in targeting advertisements, Amazon's Accused Instrumentalities maintain a credibility rating for at least some of the profile attributes.</p> <p><i>See, e.g.,</i> evidence and analysis for claim 1 above.</p>
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Claim 8	Amazon's Accused Instrumentalities
<p>8. The method of claim 7 wherein the credibility rating is reflected in a price for the at least one profile attribute.</p>	<p>Amazon's Accused Instrumentalities perform the method of claim 7 wherein the credibility rating is reflected in a price for the at least one profile attribute.</p> <p><i>See, e.g.,</i> evidence and analysis for claims 1, 2, and 7 above.</p>

Claim 9	Amazon's Accused Instrumentalities
<p>9. The method of claim 1 further comprising automatically with the computer system selecting profile attributes from the maintained profile based on the source thereof.</p>	<p>Amazon's Accused Instrumentalities perform the method of claim 1 further comprising automatically with the computer system selecting profile attributes from the maintained profile based on the source thereof.</p> <p><i>See, e.g.,</i> evidence and analysis for claims 1 and 7 above.</p>

Claim 10	Amazon's Accused Instrumentalities
<p>10. The method of claim 1 further comprising automatically with the computer system electronically reading a cookie previously stored on the</p>	<p>Amazon's Accused Instrumentalities perform the method of claim 1 further comprising automatically with the computer system electronically reading a cookie previously stored on the entity's computer, as a result of the URL redirection.</p> <p><i>See, e.g.,</i> evidence and analysis for claim 1 above. <i>See also, e.g.:</i></p>

<p>entity's computer, as a result of the URL redirection.</p>	<p>https://www.linkedin.com/pulse/amazon-depreciated-pixel-replaced-ad-tag-mehra/: (“Simple pixel was not able to track more than one event per pixel, and it was not fully compatible with tag managers. It also cannot provide closed-loop measurement and reporting and they relied on third-party (3P) cookies for identity resolution.”).</p>
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