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(54) **METHODS OF EXPANDING COMMERCIAL OPPORTUNITIES FOR INTERNET WEBSITES THROUGH COORDINATED OFFSITE MARKETING**

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(57) **ABSTRACT**

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An e-commerce outsourcing system and method provides hosts with transparent, context-sensitive e-commerce supported pages. A plurality of visually perceptible elements associated with and identifying a source of a host's web page are stored in the form of data in a computer database for future use. The host includes one or more links within a page on the host website that correlate with a selected commerce object, which may be contextually related to material in the page. The commerce object can be a buying opportunity for a product of a third-party merchant, a product category containing a plurality of products of third-party merchants, or a dynamic selection indicator of a merchant's product. A plurality of hosts may choose to link to the same commerce object. Upon activation of the link displayed by a particular host website, a visitor computer is served with a page displaying the visually perceptible elements associated with that specific host's website and information associated with the commerce object correlated to the link. Where the commerce object is a dynamic selection indicator, the content is selected at the time of activation based upon an analysis of the page containing the activated link.

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**Related U.S. Application Data**

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(60) Provisional application No. 60/100,697, filed on Sep. 17, 1998.

(51) **Int. Cl.**  
**G06F 15/16** (2006.01)

(52) **U.S. Cl.** ..... **709/218; 709/215**

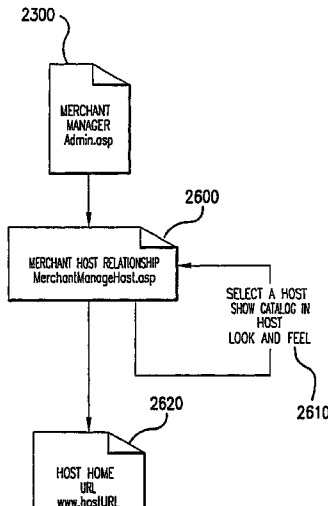
(58) **Field of Classification Search** ..... None  
See application file for complete search history.

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**26 Claims, 24 Drawing Sheets**



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