

Title (en)
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES

Title (de)
VERFAHREN UND SYSTEM ZUR SELEKTIVEN MARKETING AN VERKAUFSSTELLEN IN BEZUG AUF FRÜHERE KUNDENANKÄUFE

Title (fr)
PROCEDE ET SYSTEME DE DISTRIBUTION DE BONS D'ACHAT EN FONCTION DES ACHATS ANTERIEURS D'UN CLIENT

Publication
EP 0711434 A1 19960515 (EN)

Application
EP 95906202 A 19940721

Priority

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- US 14147193 A 19931020

Abstract (en)
[origin: WO9503570A2] A system and method is disclosed for customer promotion. A terminal enters a customer's identification code, along with customer transaction data, at the point-of-sale. A memory stores a database of previously entered customer identification codes and transactions data. Circuitry is provided for generating a signal representative of a customer's shopping history, wherein incentive coupons may be issued to customers in dependence upon the signal.

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CPC (source: EP)
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Cited by
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WO 9503570 A2 19950202; **WO 9503570 A3 19950316**; AU 7402294 A 19950220; EP 0711434 A1 19960515; EP 0711434 A4 19981021; EP 1653324 A2 20060503; EP 1653324 A3 20100317

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