

Title (en)

PRINTED COUPONS WITH EMBEDDED DISCOUNTS FOR ONLINE PURCHASES

Title (de)

GEDRUCKTE COUPON MIT EINGESCHLOSSENEM DISCOUNT FÜR ONLINEKÄUFE

Title (fr)

COUPONS IMPRIMES AVEC REMISES INCLUSES POUR ACHATS EN LIGNE

Publication

EP 1012690 A2 20000628 (EN)

Application

EP 98935645 A 19980714

Priority

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- US 5259797 P 19970715
- US 96738397 A 19971108
- US 2391898 A 19980213

Abstract (en)

[origin: WO9904326A2] A method for providing discounts in e-commerce transactions comprising printing a discount coupon (2) with human readable information describing the incentive, product, vendor, and a machine-readable symbol (2b) such as a linear or two-dimensional bar code symbol. The symbol is encoded with data fields comprising a first identifier associated with the Internet Protocol address of a vendor's computer, optionally, a second identifier associated with the discount applied to a product, optionally, a third identifier associated with the targeted consumer, and optionally, instructions to enable a computer to access a client program. The method also comprises the steps of disseminating the discount coupon (2); scanning the machine-readable coupon symbol; decoding the scanned data to generate the vendor's IP address; launching the client program to enable access to the online system; communicating with the vendor's host computer; and downloading a file from the vendor's host computer associated with the scanned coupon (2).

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