

Title (en)

DYNAMIC PROPAGATION OF PROMOTIONAL INFORMATION IN A NETWORK OF POINT-OF-SALE TERMINALS

Title (de)

DYNAMISCHE VERBREITUNG VON WERBEINFORMATIONEN IN EINEM NETZWERK MIT VERKAUFSSTELLENENDGERÄTEN

Title (fr)

DIFFUSION DYNAMIQUE D'INFORMATIONS A CARACTERE PROMOTIONNEL DANS UN RESEAU DE TERMINAUX DE POINTS DE VENTE

Publication

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Application

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Priority

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Abstract (en)

[origin: WO0115033A2] A promotional offer is made to customers who engage in transactions at a first point-of-sale (POS) terminal in a network of POS terminals. It is determined whether the offer is successful, and additional POS terminals may be selected to receive data indicative of the offer. The additional POS terminals may be selected before the offer is evaluated at the first POS terminal or may be selected after the evaluation (<i>e.g.</i>, based on considerations determined prior to the evaluation). Data setting forth rules for carrying out the offer and one or more messages to be conveyed to customers in making the offer may be transmitted to the selected additional POS terminals. The process of evaluating the offer, selecting additional POS terminals to receive the offer, and transmitting the necessary offer data to the additional POS terminals may be carried out in a central server associated with the POS network, and/or in one or more of the POS terminals.

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