

Title (en)

DISTRIBUTION OF COMPLEMENTARY INFORMATION RELATING TO RECENTLY PURCHASED ITEMS

Title (de)

VERTEILEN VON ZUSÄTZLICHEN INFORMATIONEN, DIE SICH AUF KÜRZLICH GEKAUFTE ARTIKEL BEZIEHEN

Title (fr)

DISTRIBUTION D'INFORMATIONS COMPLEMENTAIRES RELATIVES A DES MARCHANDISES RECEMMENT ACHETÉES

Publication

EP 1238380 A1 20020911 (EN)

Application

EP 00914475 A 20000306

Priority

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Abstract (en)

[origin: WO0145062A1] A method, system and computer program product to provide individualized delivery of information to customers that complements products or services that customer has recently purchased. The preferred embodiment uses e-mail to deliver recipes to grocery store frequent shopper club members, although conventional mail or personal world wide web pages may also deliver the information. The delivered recipes use ingredients the customer is presumed to have on hand because the customer has recently purchased those ingredients. The customer's recent purchases are determined by recording purchase selections in association with a customer's identification at the grocery store checkout.

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G07G 1/00; G06F 17/60

IPC 8 full level

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