

Title (en)
LOYALTY AND REWARDS PROGRAM OVER DISTRIBUTED NETWORK

Title (de)
LOYALITÄTS- UND BELOHNUNGSPROGRAMM ÜBER VERTEILTES NETZWERK

Title (fr)
PROGRAMME DE FIDELISATION ET DE CADEAUX VIA UN RESEAU DISTRIBUE

Publication
EP 1279106 A1 20030129 (EN)

Application
EP 01923103 A 20010404

Priority
• US 0110890 W 20010404
• US 54414400 A 20000406

Abstract (en)
[origin: WO0177856A1] A method and system provides a loyalty program in conjunction with an online promotions system wherein users are presented with promotions at least some of which include rewards associated with certain user actions. Where a user selects and downloads a promotion (204), the loyalty system updates (206) the user loyalty account to give credit for a first reward associated with the selected promotion. Upon the user taking a further action (208) on the promotion, such as by purchasing the good or service associated with the promotion, the loyalty system provides the user with a second loyalty reward and updates (210) the user loyalty account to reflect a credit for the second reward. The system may operate in conjunction with a point-of-sale system, wherein the second reward is instantaneously updated and presented to the user. The online promotions system presents the user with a status of current loyalty rewards received and pending loyalty rewards which could be received upon the user taking further action.

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