

Title (en)

PRODUCT CODE-BASED METHOD AND SYSTEM FOR DISTRIBUTING ELECTRONIC COUPONS

Title (de)

AUF PRODUKTKODES BASIERENDES VERFAHREN UND SYSTEM ZUM VERTEILEN ELEKTRONISCHER COUPONS

Title (fr)

PROCEDE REPOSANT SUR UN CODE PRODUIT PERMETTANT DE DISTRIBUER DES COUPONS ELECTRONIQUES ET SYSTEME CORRESPONDANT

Publication

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Application

EP 01975185 A 20011002

Priority

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- US 68665800 A 20001011

Abstract (en)

[origin: WO0231708A1] A system for distributing electronic coupons over a communications network during on online purchase transaction with an e-tail server system. A client system selects a product from the e-tail server system (204). The e-tail server system provides the product code of the selected product and the purchase/redemption information to a promotion server system (206), which searches a database for promotional data linked to the product code (208) and distributes the electronic coupons to the client system based on the purchase/redemption information and the distribution rules of the electronic coupon (212).

IPC 1-7

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IPC 8 full level

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