

Title (en)

SYSTEMS AND METHODS FOR INTERNET LOYALTY BUILDING

Title (de)

SYSTEME UND METHODEN ZUR KUNDE TREUE ENTWICKLUNG AUF INTERNET

Title (fr)

SYSTEMES ET PROCEDES DE FIDELISATION SUR INTERNET

Publication

**EP 1344169 A1 20030917 (FR)**

Application

**EP 01989648 A 20011220**

Priority

- FR 0104121 W 20011220
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Abstract (en)

[origin: WO250728A1] The invention concerns a method for customer loyalty-building characterised in that it comprises a step which consists in recording digital data identifying site visitors in a first database comprising a recording table on a loyalty building server for single identifiers of recorded visitors and specific data, and recording on the equipment of the visitor a digital file containing the identifier assigned to him, and it further comprises steps which consist in recording on the server of a member merchant site a digital file producing an active pictogram itself including a link to the point management computer programme, and steps which consist in attributing reward points.

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**G06F 17/60**

IPC 8 full level

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Citation (search report)

See references of WO 0250728A1

Citation (examination)

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- WO 9858334 A1 19981223 - DOUBLECLICK INC [US]
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- STEPHEN T KENT: "Internet Privacy Enhanced Mail", COMMUNICATIONS OF THE ACM, ASSOCIATION FOR COMPUTING MACHINERY, INC, UNITED STATES, vol. 36, no. 8, 1 August 1993 (1993-08-01), pages 48 - 60, XP058094746, ISSN: 0001-0782, DOI: 10.1145/163381.163390

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