

Title (en)

METHOD AND SYSTEM FOR REWARDING DESIRED CONSUMER BEHAVIOR WITH ISP SERVICE

Title (de)

VERFAHREN UND SYSTEM ZUR BELOHNUNG VON GEWÜNSCHTEM VERHALTEN DES KONSUMENTEN EINES INTERNET-DIENSTES

Title (fr)

PROCEDE ET SYSTEME DE RECOMPENSE DE LA CONDUITE SOUHAITEE D'UN CONSOMMATEUR PAR UN SERVICE ISP

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Application

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Abstract (en)

[origin: WO0205172A2] A method, system, and computer program product for rewarding desired consumer behavior with ISP service is disclosed. A host computer tracks a purchase history of a consumer, the purchase history corresponding to at least one purchase of the consumer. The host computer determines whether the consumer qualifies to receive free Internet service from an ISP based on the consumer's purchase history and causes a store computer to deliver to the consumer a reward, redeemable for the free service, if the consumer qualifies to receive the free service. Offline and online purchase histories of consumers may be used to target offers for free ISP service. According to another aspect of the invention, the store computer delivers an offer to a consumer. The offer includes a reward redeemable for free Internet service from an Internet service provider and a condition that must be met by the consumer in order for the consumer to receive the reward. The host computer then determines whether the consumer has met the condition, and the store computer delivers the reward to the consumer if the consumer has met the condition. In alternative embodiments, Web servers perform portions of the processing.

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