

Title (en)

SYSTEM OF ACQUIRING SHOPPER INSIGHTS AND INFLUENCING SHOPPER PURCHASE DECISIONS

Title (de)

SYSTEM ZUM BESCHAFFEN VON EINKÄUFEREINSICHTEN UND ZUM BEEINFLUSSEN VON EINKÄUFERKAUFENTSCHEIDUNGEN

Title (fr)

SYSTÈME POUR ACQUÉRIR DES OBSERVATIONS DE CLIENTS ET INFLUENCER LES DÉCISIONS D'ACHAT DE CLIENTS

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Application

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Abstract (en)

[origin: WO2009154708A1] Systems herein relate to acquiring shopper insights from home product use and influencing shoppers to make additional future purchases of products. Further, the invention relates to electronically communicating with the shopper at the second moment of truth to provide the shopper with one or more influential messages including, but not limited to product information, e-coupons, discounts, surveys, ingredients, ingredient suggestions, recipe suggestions, entertaining, consumer reports, shopping list suggestions, wish list suggestions, and inventory list suggestions.

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