

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

Publication

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Application

EP 09767021 A 20090611

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- US 48181609 A 20090610
- US 6166208 P 20080616

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.

IPC 8 full level

G06Q 30/02 (2012.01)

CPC (source: EP)

G06Q 10/10 (2013.01); **G06Q 30/02** (2013.01)

Citation (search report)

- [I] US 6587835 B1 20030701 - TREYZ G VICTOR [US], et al
- [Y] US 6314406 B1 20011106 - O'HAGAN TIMOTHY P [US], et al
- [Y] US 6014638 A 20000111 - BURGE GARY L [US], et al
- See references of WO 2009154708A1

Citation (examination)

US 2003132298 A1 20030717 - SWARTZ JEROME [US], et al

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Designated extension state (EPC)

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DOCDB simple family (publication)

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