

Title (en)  
METHOD OF GENERATING SOCIAL MARKETING GROUP INFORMATION OF EACH AFFILIATE STORE IN WHICH CREDIT CARD PAYMENT INFORMATION IS ASSOCIATED WITH SOCIAL NETWORK INFORMATION AND AFTER-MARKETING METHOD INTENDED FOR SOCIAL MARKETING GROUP

Title (de)  
VERFAHREN ZUR ERZEUGUNG VON INFORMATIONEN ÜBER SOZIALE MARKETINGGRUPPEN JEDER TOCHTERGESELLSCHAFT, IN DER KREDITKARTENZAHLUNGEN MIT INFORMATIONEN ÜBER SOZIALE NETZWERKE VERKNÜPFT SIND, SOWIE AFTERMARKETING-VERFAHREN FÜR SOZIALE MARKETINGGRUPPEN

Title (fr)  
PROCÉDÉ DE GÉNÉRATION DE DONNÉES DE GROUPE DE MARKETING SOCIAL DE CHAQUE MAGASIN AFFILIÉ DANS LEQUEL DES DONNÉES DE PAIEMENT PAR CARTE DE CRÉDIT SONT ASSOCIÉES À DES DONNÉES DE RÉSEAU SOCIAL, ET PROCÉDÉ DE POST MARKETING DESTINÉ AU GROUPE DE MARKETING SOCIAL

Publication  
**EP 2656286 A4 20141126 (EN)**

Application  
**EP 11852127 A 20111109**

Priority  

- KR 20100131524 A 20101221
- KR 2011008495 W 20111109

Abstract (en)  
[origin: WO2012086923A1] Disclosed are a method of generating social marketing group information of each affiliate store in which credit card payment information is associated with social network information and an after-marketing method intended for a social marketing group. A personal connection-based consumption group is formed by combining credit card members who are a consumption group with social network subscribers who are a personal connection group, and marketing intended for the person connection-based consumption group is conducted. A plurality of social marketing groups are formed for each affiliate store using credit card payment information and social network information. When a member of the social marketing group purchases a product or service in the affiliate store, the affiliate store provides purchasers belonging to the social marketing group with a benefit as the price for advertising expenses. Thus, it is possible to overcome the constraints in item of a product or service, the number of purchases, or time, which are problems of conventional social commerce, network marketing, and group purchase. Since credit card members having a personal interchange relation through a social network service form a marketing group for each affiliate, a consumption group is formed which is strong in purchasing power and high in information transfer power and reliability. Thus, customers can receive more benefits or services. In addition, a seller (advertiser) can conduct efficient advertising at low cost and secure a purchaser group having high loyalty.

IPC 8 full level  
**G06Q 20/00** (2012.01); **G06Q 20/24** (2012.01); **G06Q 30/00** (2012.01); **G06Q 30/02** (2012.01); **G06Q 50/00** (2012.01); **H04L 29/08** (2006.01); **H04W 4/08** (2009.01); **H04W 4/20** (2009.01); **H04W 4/21** (2018.01)

CPC (source: EP)  
**G06Q 20/24** (2013.01); **G06Q 20/384** (2020.05); **G06Q 30/0269** (2013.01); **G06Q 50/01** (2013.01); **H04L 67/306** (2013.01); **H04W 4/08** (2013.01); **H04W 4/21** (2018.01)

Citation (search report)  

- No further relevant documents disclosed
- See references of WO 2012086923A1

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