

Title (en)
CHECKOUT-BASED DISTRIBUTION OF DIGITAL PROMOTIONS

Title (de)
VERTEILUNG DIGITALER WERBEINHALTE AUF ABMELDUNGSBASIS

Title (fr)
DISTRIBUTION DE PROMOTIONS NUMÉRIQUES BASÉE SUR LE PAIEMENT D'ACHATS

Publication
EP 2758923 A4 20150708 (EN)

Application
EP 12831316 A 20120917

Priority

- US 201113233557 A 20110915
- US 201113332317 A 20111220
- US 2012055810 W 20120917

Abstract (en)
[origin: WO2013040591A2] Coupon information is provided electronically in association with receipts for transactions at physical stores and/or online stores. A retailer causes performance of a transaction in which one or more items are purchased. An interface configured to accept input indicating a customer identifier, such as an email address, associated with the transaction is provided. When input has been received via the interface, it is determined whether the identifier is associated with a known customer identity. If the customer identifier is associated with a known identity, digital coupons associated with that identity are applied against the transaction. An electronic receipt is further provided for the transaction via, for instance, the provided email address or a web-based application in which a session is established in connection with the identity.

IPC 8 full level
G06Q 30/02 (2012.01)

CPC (source: EP)
G06Q 30/0207 (2013.01)

Citation (search report)

- [I] US 2010121708 A1 20100513 - SCHULTZ ROGER STEPHEN [US]
- See references of WO 2013040591A2

Designated contracting state (EPC)
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

DOCDB simple family (publication)
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US 2012055810 W 20120917; CA 2848905 A 20120917; CN 201280055538 A 20120917; EP 12831316 A 20120917; IN 2505CHN2014 A 20140402; JP 2014530935 A 20120917; KR 20147009975 A 20120917