

Title (en)

SYSTEMS AND METHODS FOR AUTOMATED RFID BASED COMMERCE REWARDS

Title (de)

SYSTEME UND VERFAHREN FÜR AUTOMATISIERTE HANDELSPRÄMIEN AUF RFID-BASIS

Title (fr)

SYSTÈMES ET PROCÉDÉS POUR DES RÉCOMPENSES DE COMMERCE AUTOMATISÉES BASÉES SUR UNE IDENTIFICATION PAR RADIOFRÉQUENCE (RFID)

Publication

EP 2973316 A1 20160120 (EN)

Application

EP 14765746 A 20140314

Priority

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- US 2014028649 W 20140314

Abstract (en)

[origin: WO2014144302A1] Systems and methods for social sharing and online publishing of advertisement messages concerning products or services. In one embodiment, an advertising message associated with a radio frequency identification based transmission may be published online by a user of a wireless ordering device (4). The users sharing of such messages may serve as an endorsement of the brand, product or service. A system, such as a commerce data organization system (8) and/or vendor system (12), may then reward or credit the message sharer (e.g., consumer affiliate) based on variables (15) the vendor or advertiser chooses, such as social influence, audience reach and performance based metrics. In some cases, the technology involves a method for consumers to engage with RFID based advertising (10) to gain rewards. The rewards may be in the form of affiliate points that consumers may gain each time they share a message.

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