

CLAIMS

1. A system (116) for voting and poling on a third-party platform (111),
5 comprising;
at least one product list having goods or services provided by a vendor
of the third-party platform (111);
a voting link generating module for generating a voting link (110) that is
assigned to a specific goods or services on the product list to allow a
10 vote to be cast (102) thereon following a specific action (112)
performed on the voting link (110) by one or more logged-in users,
whereby the vote (105) of each user account is assigned with a value
and such value is depended on user points gained through user activity
type performed on the system (116), level of user activeness on the
15 system (116) or user creditability;
a ranking engine for determining ranking of the specified goods or
services (107) through sorting the goods or services on product list
upon receiving the vote;
a calculating module for determining the value of each vote;
20 a service platform capable of displaying at least one list showing the
ranking of the product list; and
at least one server having a processor for managing processes
executed by the system (116),
wherein the voting link (110) is configured to be inserted and displayed
25 on the third-party platform (111) managed by a third-party server to
readily interact and receive the specific action (112) for the vote to be
cast on the goods or services of the product list from the logged-in user
on the third-party platform (111) without having the user to visit the
service platform of the system (116).

2. A system (116) according to claim 1, further comprising a processing module configured to send the vote cast on the third-party platform (111) to the system (116).
- 5 3. A system (116) according to claim 1, further comprising an identity authentication module for deterring fake user account and/or duplicate account.
- 10 4. A system (116) according to claim 1, further comprising a voting authentication module for preventing repeated voting.
- 15 5. A system (116) according to claim 1, wherein the voting link (110) is in the form of any one or combination of a button, banner or slider pop-up.
6. A system (116) according to claim 1, wherein the service platform is any one or a combination of a website and a mobile application.
- 20 7. A system (116) according to claim 1, wherein the third-party platform (111) is any one or a combination of a website, email application or mobile application.
8. A system (116) according to claim 1, wherein the voting link (110) has a mark thereon as an identification of the service platform.
- 25 9. A system (116) according to claim 1, wherein the vote is assigned a value that is calculated based on the number of votes cast on the goods or services of similar categories, and/or user points gained through user activity type performed on the system (116), level of user activeness on the system (116) or user creditability.
- 30

10.A system (116) according to claim 1, wherein the service platform comprises a profile page for owner of each item to display information related to the goods or services on the product list.

5

11.A system (116) according to claim 1, wherein the service platform enables a plurality of activities which includes any one or combination of visiting the profile page, commenting, voting, polling, surveying, reporting spam and abuse, sharing links, logging into account, participating lucky draws and contests, performing event registration or
10 activation to be participated by the user.