Claims

1. A method for determining campaign value for a campaign event, the method comprising:

tracking travel route of a vehicle into at least one of a plurality of geographical zone during a campaign event;

determining zone value from tracked distance travelled in and assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones;

determining entry status of the travel route into at least one special geographical zone and generating entry data therefrom;

selecting one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated therefrom;

obtaining a campaign value from one of:

applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route; and

summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of geographical zones which corresponds with the at least one special geographical zone;

determining at least one of a plurality of predefined geographical zones entered into by the travel route of the vehicle during travel thereof with the campaign event, the plurality of predefined geographical zones comprising the at least one special geographical zone;

tracking distance travelled in each of the at least one of a plurality of predefined geographical zones entered into, each of the plurality of predefined geographical locations having an assigned rate; and

determining the total route value from at least one of the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of predefined

geographical zones entered into by the travel route, the zone value of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being further determinable from duration spent in each thereof.

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2. The method as in claim 1, the campaign value being determined after the end of the campaign event.

3. The method of claim 1, tracking travel route during the campaign event comprising:

tracking distance travelled from a starting date and time, distance travelled from a start location, distance travelled during a time duration from a start date and time, distance travelled during a time duration from a start location, distance travelled between a start location and an end location, and distance travelled within the at least one special geographical zone.

4. The method as in claim 1, determining entry status of the travel route into at least one special geographical zone comprising:

tracking entry and re-entries by the travel route into each of the at least one special geographical zone to generate the entry data therefrom.

5. The method as in claim 1, determining entry status of the travel route into at least one special geographical zone comprising:

determining one of absence and presence of entry of the travel route into at least one special geographical zone to generate the entry data therefrom.

6. The method as in claim 1, the plurality of modifiers comprising at least one of a multiplier applicable to the total route value to obtain the campaign value, and a fixed value for one of adding to or subtracting from the total route value to obtain the campaign value.

7. The method as in claim 6, at least one of the plurality of modifiers being generated from at least one of a rank, a weighting and an index assigned to each of the at least one special geographical zone entered into by the travel route.

8. The method as in claim 1, the plurality of modifiers comprising a base value being selectable for replacing the total route value to obtain the campaign value therefrom.

9. The method as in claim 1,

wherein at least one of the total route value, the campaign value and the value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being displayable on a user interface (UI) system.

10. The method as in claim 9, further comprising:

displaying at least one of total route value and the value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being displayable on the UI system.

11. The method as in claim 1, wherein the travel route of the vehicle is determined from geo-location data obtained from a geo-location module, the geo-location module being at least one of a GPS module, an A-GPS module, Bluetooth beacon module and a WiFi module.

12. The method as in claim 9, each of the geo-location module and the UI system being in data communication with a processing system, the processing system for at least one of determining the travel route of the vehicle, tracking distance travelled in each of the at least one of the plurality of predefined geographical zones entered into, and determining the total route value from at least one of the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of predefined geographical zones entered into by the travel route,

wherein the processing system being one of disposed within the vehicle and disposed away from the vehicle.

13. A system for determining campaign value for a campaign event, the system comprising:

a geo-location module for tracking travel route of a vehicle during a campaign event; and

a processing system for determining zone value from tracked distance travelled in and assigned rate of each of the at least one of a plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones, determining entry status of the travel route into at least one special geographical zone and generating entry data therefrom, selecting one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated therefrom, and obtaining a campaign value from one of applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route, and summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of geographical zones which corresponds with the at least one special geographical zone,

wherein the geo-location module is further for determining at least one of a plurality of predefined geographical zones entered into by the travel route of the vehicle during travel thereof with the campaign event, the plurality of predefined geographical zones comprising the at least one special geographical zone, and the processing system further for tracking distance travelled in each of the at least one of a plurality of predefined geographical zones entered into, each of the plurality of predefined geographical locations having an assigned rate and determining the total route value from at least one of the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of predefined geographical zones entered into by the travel route, and

wherein the zone value of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being further determinable from duration spent in each thereof.

14. The system as in claim 13, the campaign value being determined by the processing system after the end of the campaign event.

15. The system of claim 13, the processing system tracking distance travelled from a starting date and time, distance travelled from a start location, distance travelled during a time duration from a start date and time, distance travelled during a time duration from a start location, distance travelled between a start location and an end location, and distance travelled within the at least one special geographical zone.

16. The system as in claim 13, the processing system determines entry status of the travel route into at least one special geographical zone by tracking entry and re-entries by the travel route into each of the at least one special geographical zone to generate the entry data therefrom.

17. The system as in claim 13, the processing system determines entry status of the travel route into at least one special geographical zone by determining one of absence and presence of entry of the travel route into at least one special geographical zone to generate the entry data therefrom.

18. The system as in claim 13, the plurality of modifiers comprising at least one of a multiplier applicable to the total route value to obtain the campaign value, and a fixed value for one of adding to or subtracting from the total route value to obtain the campaign value.

19. The system as in claim 18, at least one of the plurality of modifiers being generated from at least one of a rank, a weighting and an index assigned to each of the at least one special geographical zone entered into by the travel route.

20. The system as in claim 13, the plurality of modifiers comprising a base value being selectable for replacing the total route value to obtain the campaign value therefrom.

21. The system as in claim 13, further comprising:

a user interface (UI) system for displaying at least one of total route value and the value of the tracked distance of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being displayable on the UI system.

22. The system as in claim 13, the geo-location module being at least one of a GPS module, an A-GPS module, Bluetooth beacon module and a WiFi module.

23. A machine-readable medium having stored therein a plurality of programming instructions, which when executed, the instructions cause the machine to:

track travel route of a vehicle into at least one of a plurality of geographical zone during a campaign event;

determine zone value from tracked distance travelled in and assigned rate of each of the at least one of the plurality of geographical zones entered into by the travel route during tracking of the distance travelled in the at least one of the plurality of geographical zones;

determine entry status of the travel route into at least one special geographical zone and generating entry data therefrom;

select one of a plurality of modifiers based on at least one of the determined entry into the at least one special geographical zone and the entry data generated therefrom;

obtain a campaign value from one of:

applying the selected one of the plurality of modifiers to total route value obtained from the zone value of the at least one of the plurality of geographical zones entered into by the travel route; and

summing the zone value of the at least one of the plurality of geographical zones entered into by the travel route subsequent to applying the selected one of the plurality of modifiers to the zone value of at least one of the plurality of geographical zones which corresponds with the at least one special geographical zone,

determine at least one of a plurality of predefined geographical zones entered into by the travel route of the vehicle during travel thereof with the campaign event, the plurality of predefined geographical zones comprising the at least one special geographical zone;

track distance travelled in each of the at least one of a plurality of predefined geographical zones entered into, each of the plurality of predefined geographical locations having an assigned rate; and

determining the total route value from at least one of the tracked distance travelled in and the assigned rate of each of the at least one of the plurality of predefined

geographical zones entered into by the travel route, the zone value of each of the at least one of the plurality of predefined geographical zones entered into by the travel route being further determinable from duration spent in each thereof.