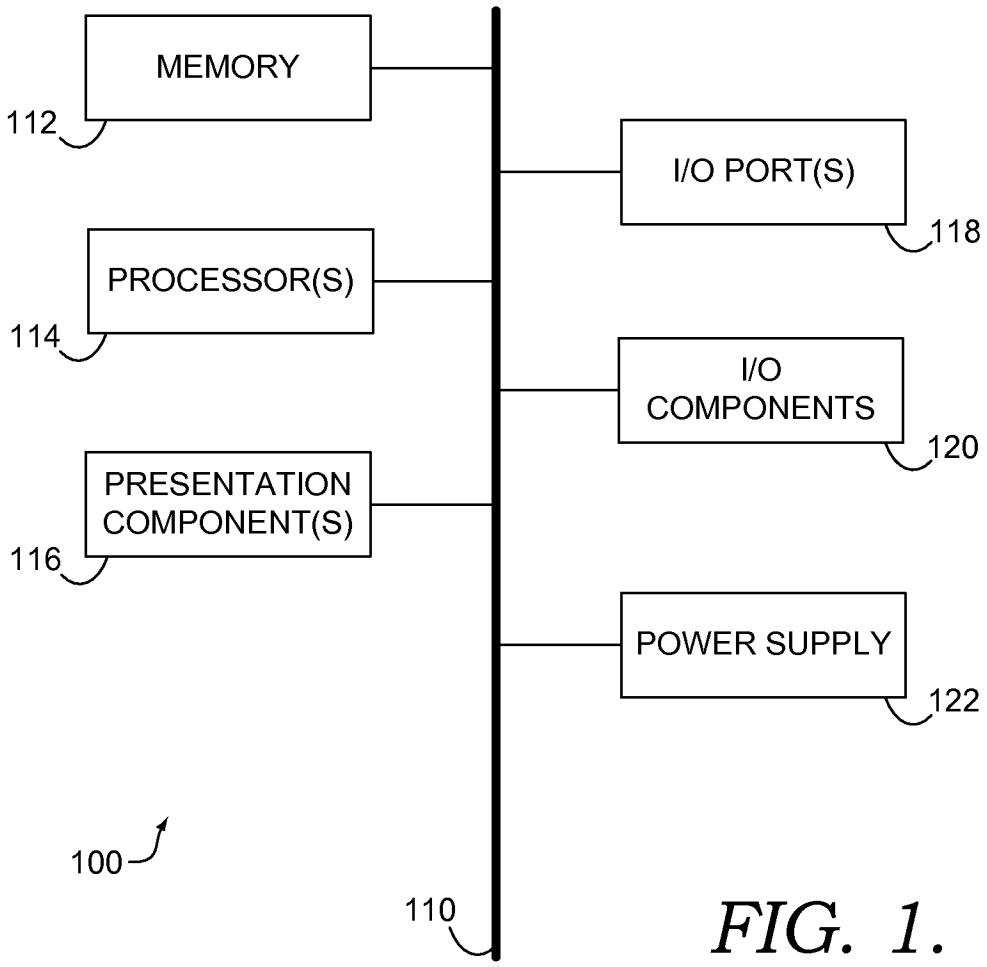

MEMORY
112
PROCESSOR(S)
114
PRESENTATION COMPONENT(S)
116
I/O PORT(S)
118
I/O COMPONENTS
120
POWER SUPPLY
122
100
110

FIG. 1.

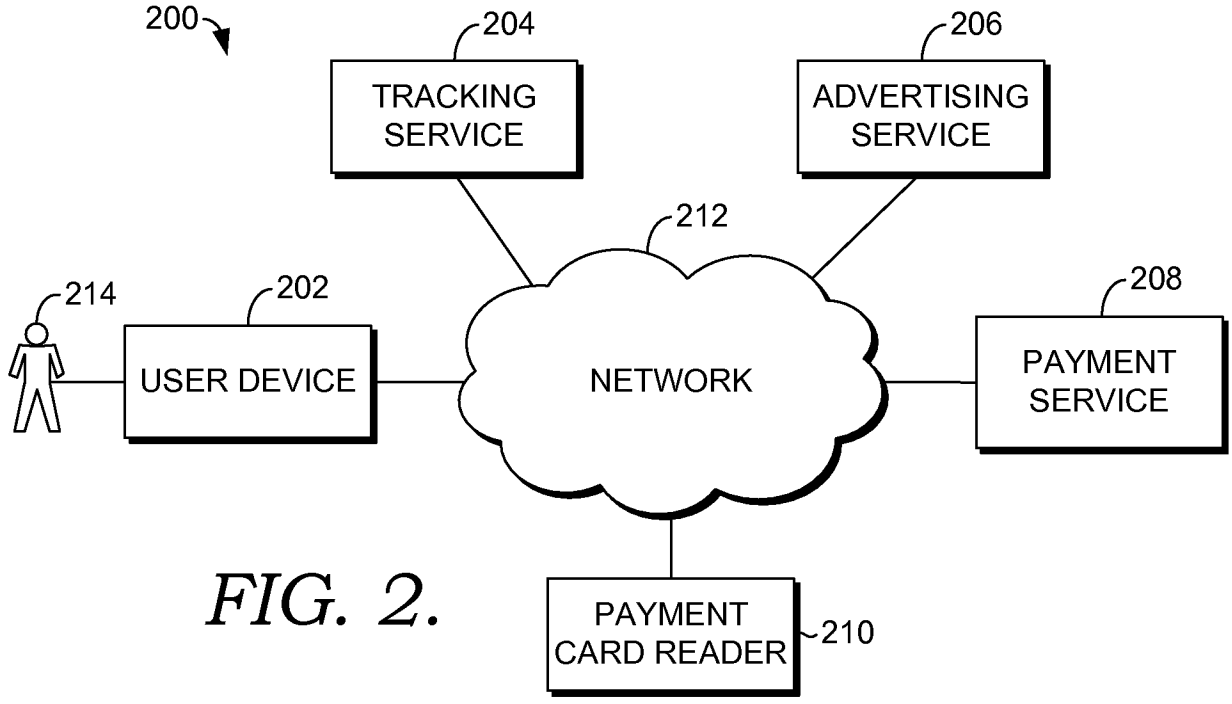

200
204
TRACKING SERVICE
206
ADVERTISING SERVICE
212
214
202
USER DEVICE
NETWORK
208
PAYMENT SERVICE
PAYMENT CARD READER
210

FIG. 2.

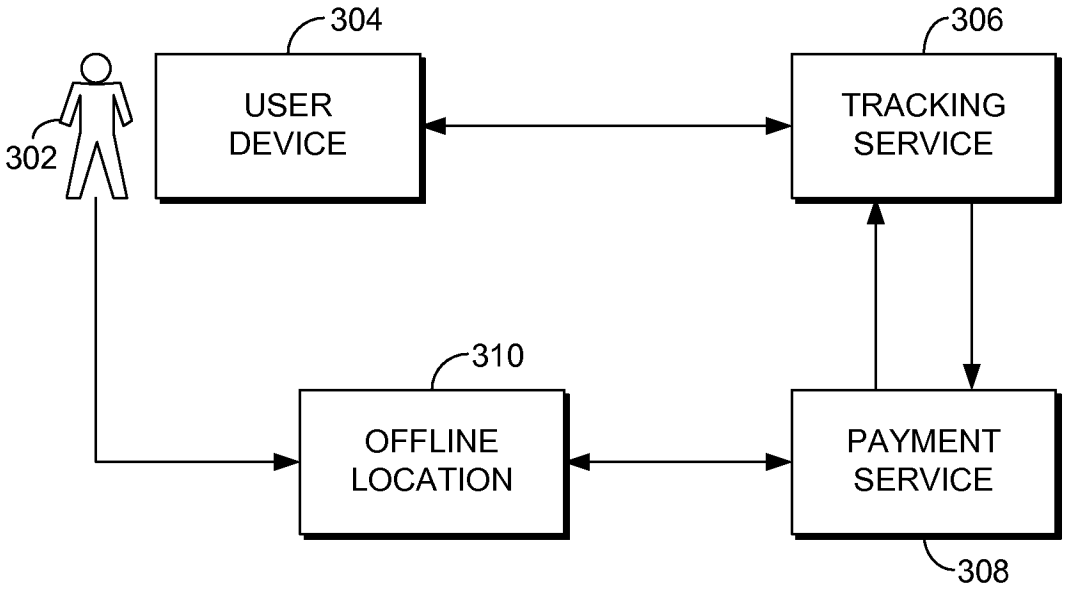

304
306
USER DEVICE
TRACKING SERVICE
302
310
OFFLINE LOCATION
PAYMENT SERVICE
308

FIG. 3.

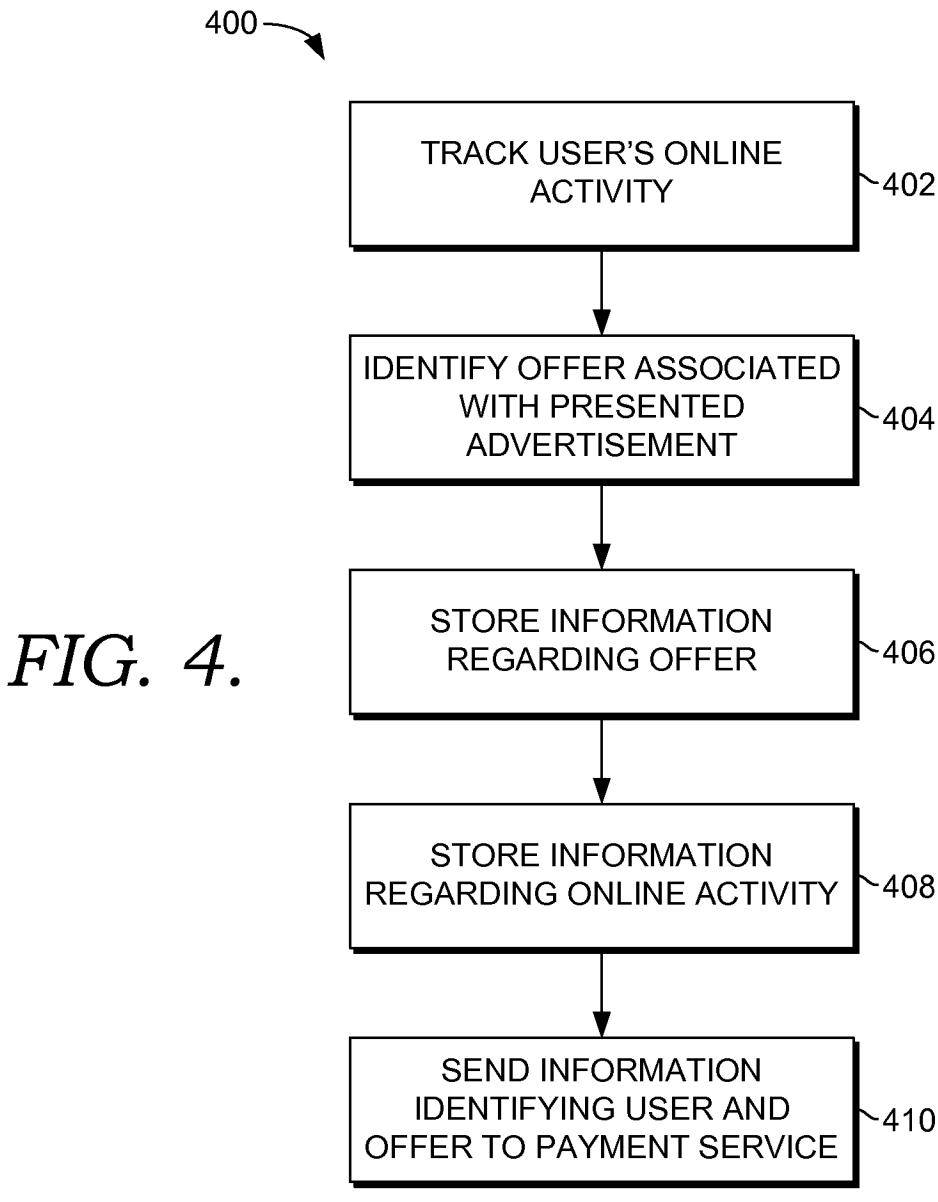

400
TRACK USER'S ONLINE ACTIVITY
402
IDENTIFY OFFER ASSOCIATED WITH PRESENTED ADVERTISEMENT
404
STORE INFORMATION REGARDING OFFER
406
STORE INFORMATION REGARDING ONLINE ACTIVITY
408
SEND INFORMATION IDENTIFYING USER AND OFFER TO PAYMENT SERVICE
410

FIG. 4.

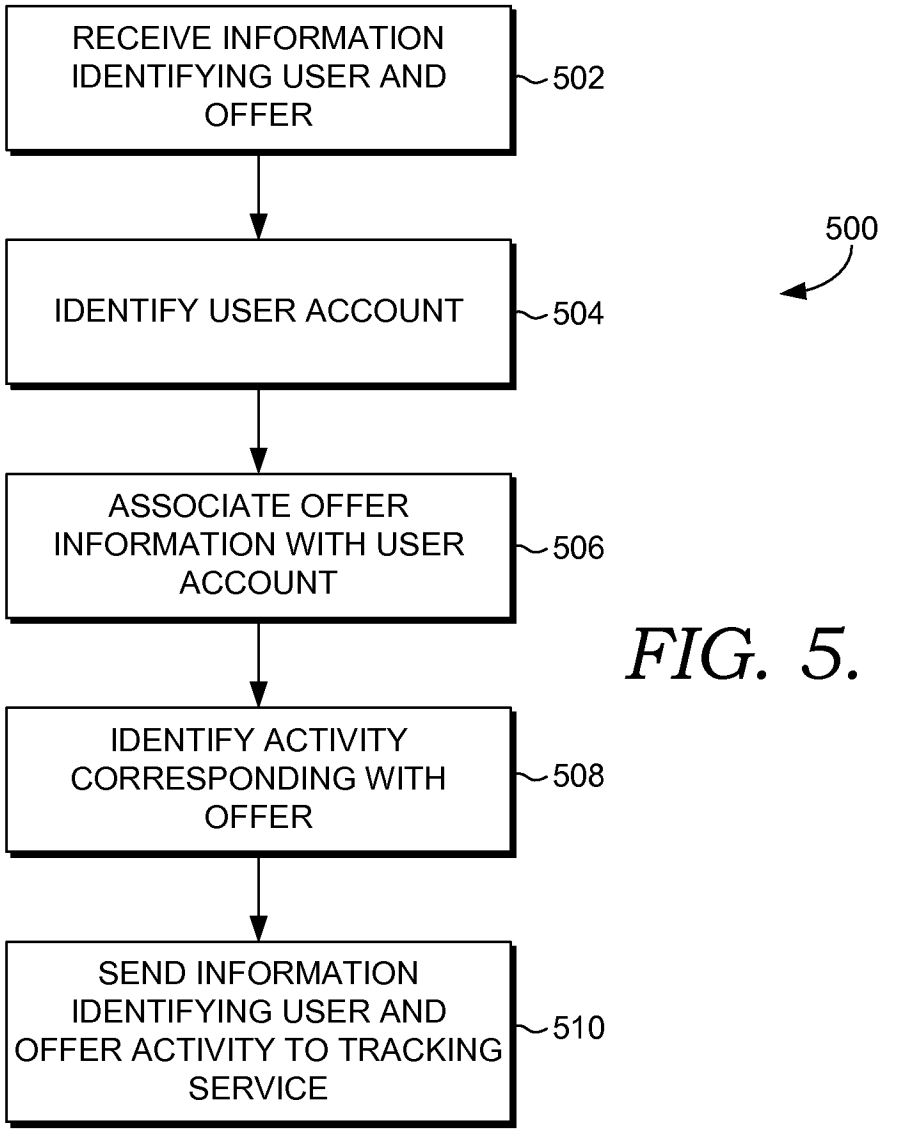

RECEIVE INFORMATION IDENTIFYING USER AND OFFER
502
500
IDENTIFY USER ACCOUNT
504
ASSOCIATE OFFER INFORMATION WITH USER ACCOUNT
506
IDENTIFY ACTIVITY CORRESPONDING WITH OFFER
508
SEND INFORMATION IDENTIFYING USER AND OFFER ACTIVITY TO TRACKING SERVICE
510

FIG. 5.

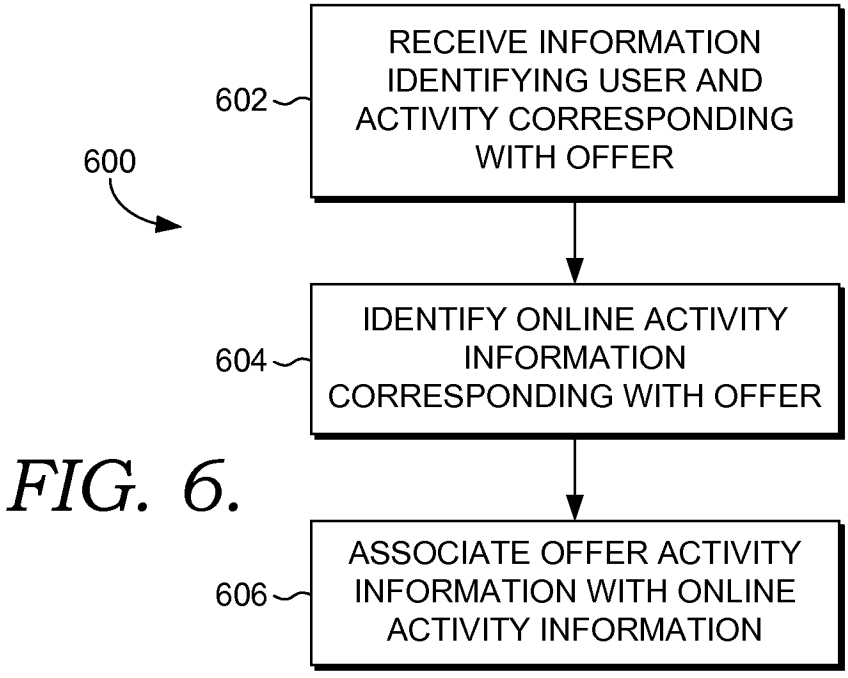

602
RECEIVE INFORMATION IDENTIFYING USER AND ACTIVITY CORRESPONDING WITH OFFER
600
604
IDENTIFY ONLINE ACTIVITY INFORMATION CORRESPONDING WITH OFFER
606
ASSOCIATE OFFER ACTIVITY INFORMATION WITH ONLINE ACTIVITY INFORMATION

FIG. 6.