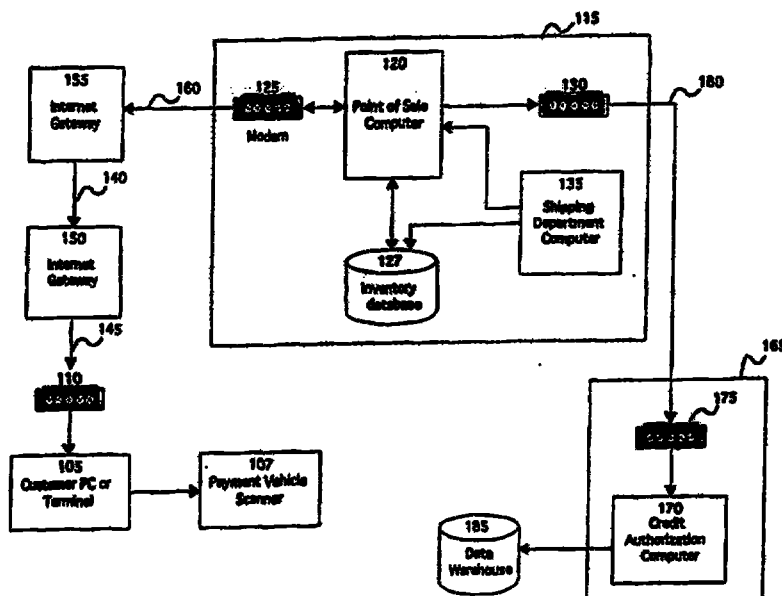




INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : G06F 17/60	A1	(11) International Publication Number: WO 99/27478 (43) International Publication Date: 3 June 1999 (03.06.99)
(21) International Application Number: PCT/US98/24893 (22) International Filing Date: 18 November 1998 (18.11.98) (30) Priority Data: 08/977,479 24 November 1997 (24.11.97) US (71)(72) Applicants and Inventors: RIORDAN, John [US/US]; 234 Clinton Street, Brooklyn, NY 11201 (US), MORE- HOUSE, Bruce [US/US]; 95 Bayside, Northport, ME 04849 (US). (74) Agents: MORRIS, Francis, E. et al.; Pennie & Edmonds LLP, 1155 Avenue of the Americas, New York, NY 10036 (US).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i>

(54) Title: METHOD AND SYSTEM FOR COLLECTING AND PROCESSING MARKETING DATA



(57) Abstract

A system and method for the collection of marketing data which simultaneously captures, at a point-of-sale (120), data pertaining to a specific customer transaction. An electronic invoice, containing line item data, and identified by the payment vehicle number, is created and transmitted to a credit authorization location (165) for credit authorization. The credit authorization location forwards the invoice to a data warehouse (185), which may be located in a location remote from the credit authorization location. The data warehouse comprises related data structures to facilitate analysis and searching of collected data.