ABSTRACT

Provided is a method for matching card transaction data to mobile application data. The method may include generating a plurality of regions within a geographic area, each region of the plurality of regions associated with a region identifier. Transaction data associated with an account identifier and mobile application data associated with a user identifier may be received. A region for each transaction and for each interaction may be determined based on the transaction and interaction locations. A transaction signature may be generated for each account and an interaction signature may be generated for each user identifier. At least one transaction may be matched to at least one interaction signature. At least one account identifier may be linked to at least one user identifier based on matching the at least one transaction signature to the at least one interaction signature. A system and computer program product are also disclosed.

<Figure 5>