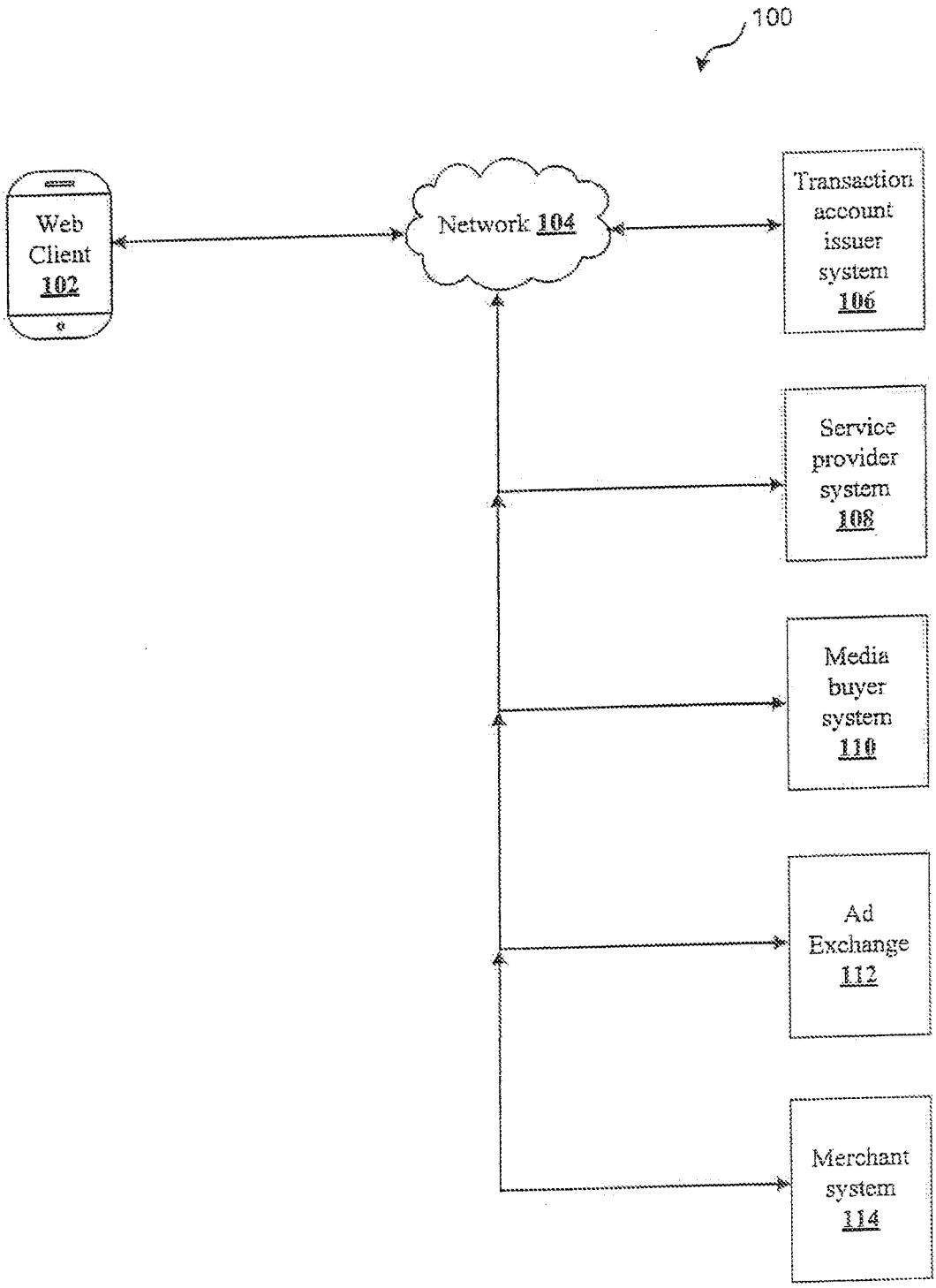

100
Web Client 102
Network 104
Transaction account issuer system 106
Service provider system 108
Media buyer system 110
Ad Exchange 112
Merchant system 114

Fig. 1

Fig. 2

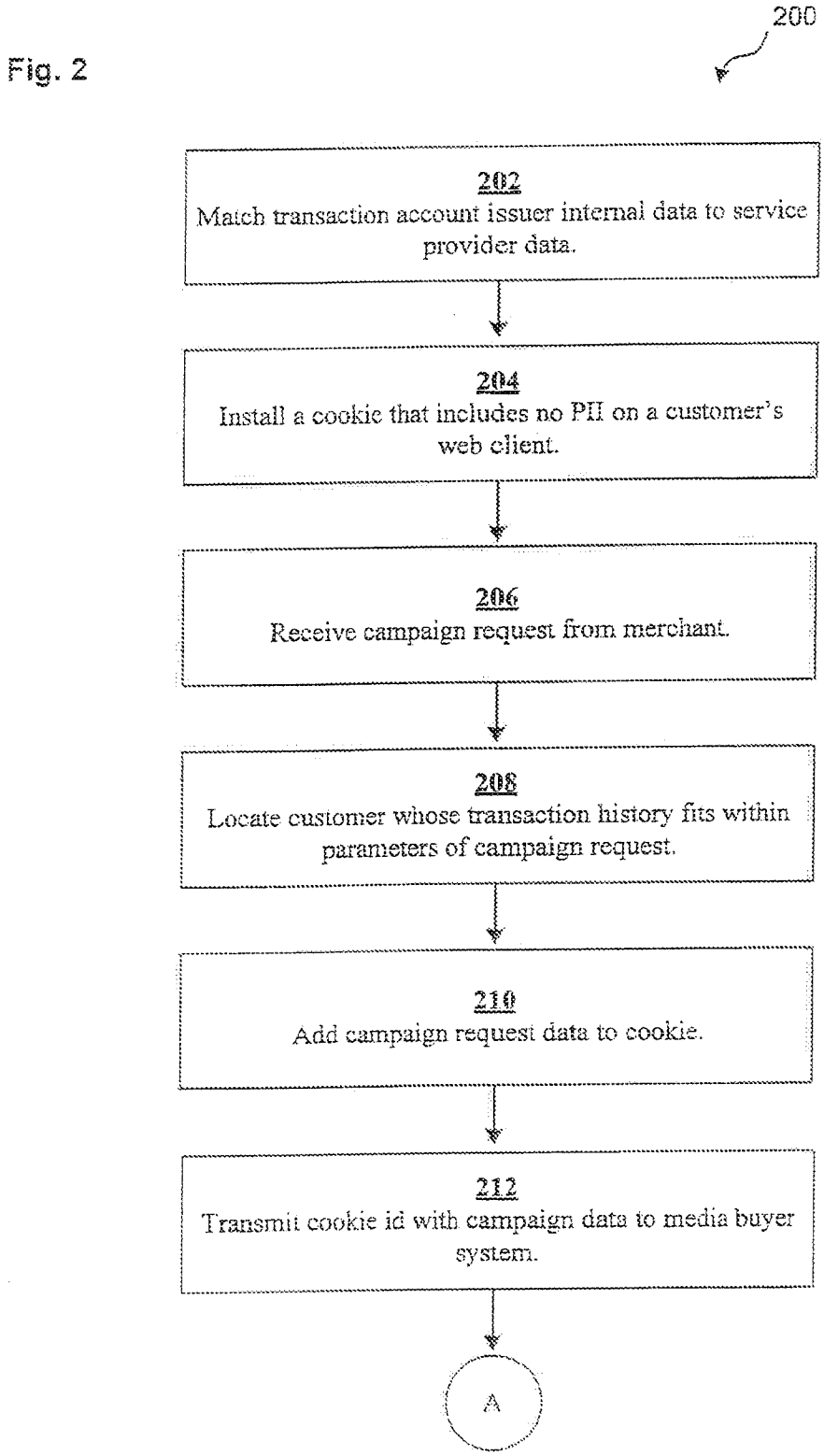
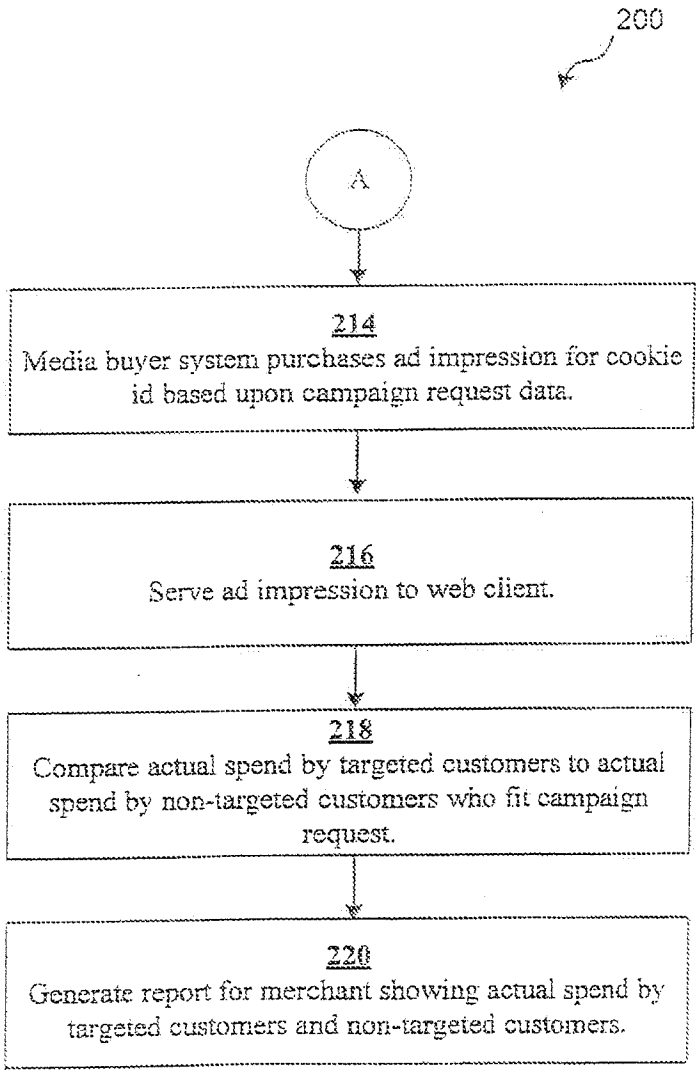

200
202
Match transaction account issuer internal data to service provider data.
204
Install a cookie that includes no PII on a customer's web client.
206
Receive campaign request from merchant.
208
Locate customer whose transaction history fits within parameters of campaign request.
210
Add campaign request data to cookie.
212
Transmit cookie id with campaign data to media buyer system.
A

Fig. 2


200
A
214
Media buyer system purchases ad impression for cookie id based upon campaign request data.
216
Serve ad impression to web client.
218
Compare actual spend by targeted customers to actual spend by non-targeted customers who fit campaign request.
220
Generate report for merchant showing actual spend by targeted customers and non-targeted customers.

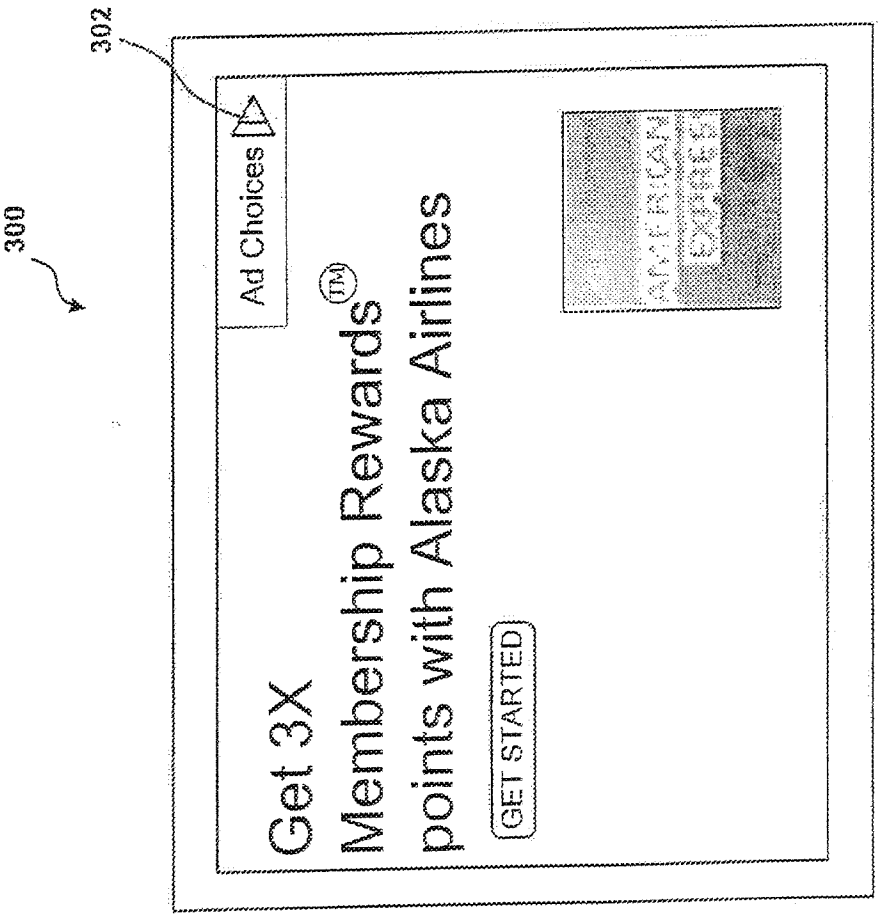

300
302
Ad Choices
Get 3X
Membership Rewards®
points with Alaska Airlines
GET STARTED
AMERICAN EXPRESS

FIG. 3

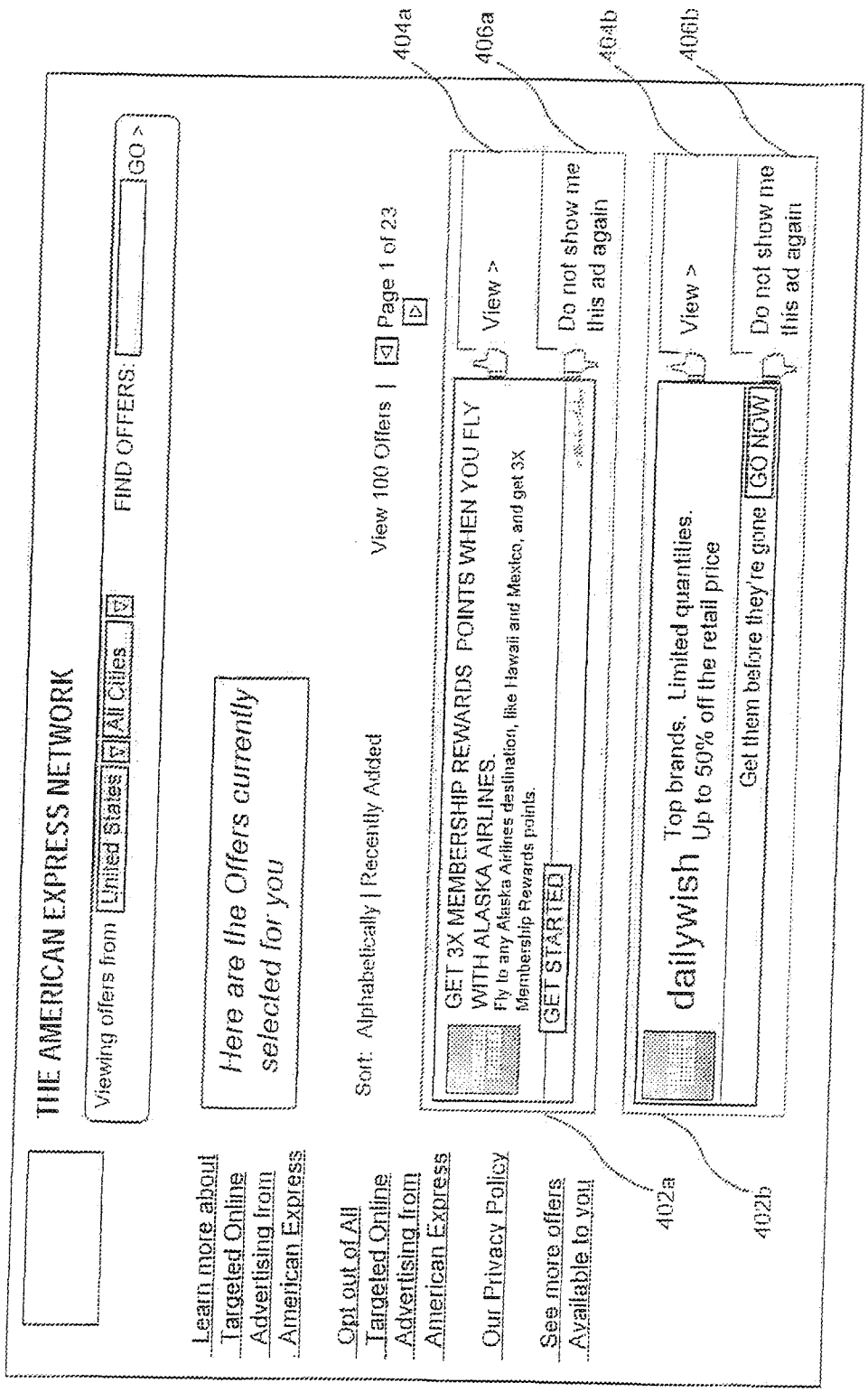

400
THE AMERICAN EXPRESS NETWORK
Viewing offers from United States All Cities
FIND OFFERS:
GO >
Here are the Offers currently selected for you
Sort: Alphabetically | Recently Added
View 100 Offers | Page 1 of 23
404a
406a
404b
406b
GET 3X MEMBERSHIP REWARDS POINTS WHEN YOU FLY WITH ALASKA AIRLINES.
Fly to any Alaska Airlines destination, like Hawaii and Mexico, and get 3X Membership Rewards points.
GET STARTED
View >
Do not show me this ad again
dailywish
Top brands. Limited quantities. Up to 50% off the retail price
Get them before they're gone
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Opt out of All Targeted Online Advertising from American Express
Our Privacy Policy
See more offers Available to you
402a
402b

FIG. 4