WHAT IS CLAIMED IS:

1. A method for providing transaction details for payment transactions indicative of offer redemption, comprising:

receiving, by a receiving device of a processing server from an offer provider server of an offer provider, an offer listing including a plurality of merchant offer entries from a plurality of merchants, wherein each merchant offer entry includes at least an offer identifier and an indication of a valid merchant with which a corresponding offer for goods or services may be redeemed, wherein the valid merchant is enrolled in a program with the offer provider;

receiving, by the receiving device of the processing server from an offer provider server, an offer linking notification including at least a consumer identifier and an indication of a selection of an offer corresponding to a specific merchant offer entry of the plurality of merchant offer entries by an electronic consumer device associated with the consumer identifier, wherein the offer is purchased from the offer provider with a payment card associated with the consumer, wherein the offer linking notification (1) includes an identification of the payment card used to purchase the offer and (2) corresponds to the offer corresponding to the specific merchant offer entry of the plurality of merchant offer entries;

identifying, by a processing device of the processing server, a merchant identifier, wherein the merchant identifier corresponds to the valid merchant indicated in the specific merchant offer entry associated with the selected offer;

electronically storing, in a database of the processing server, a transaction processing rule, wherein the transaction processing rule includes at least the identification of the payment card used to purchase the offer corresponding to the offer linking notification , the identified merchant identifier and the consumer identifier, wherein the transaction processing rule is generated based on the offer linking notification and on the payment card used to purchase the offer corresponding to the offer linking notification; and

transmitting, by a transmitting device of the processing server to a payment network, transaction details based on the selected offer for validating a payment transaction between the valid merchant and the payment card used to purchase the offer corresponding to the offer linking notification, wherein the payment transaction

is included in an authorization request, wherein the authorization request further includes at least the identified merchant identifier corresponding to the valid merchant and the consumer identifier, and an identification of the payment card used to purchase the offer corresponding to the offer linking notification.

2. The method of claim 1, wherein

the offer listing is received from an offer provider, and

the transaction details are transmitted to the offer provider.

3. The method of claim 1, further comprising:

receiving, by the receiving device, an indication of expiration of an offer corresponding to the specific merchant offer entry; and

updating, in the database, the transaction processing rule to indicate the expiration of the corresponding offer.

4. The method of claim 1, wherein the merchant identifier includes at least one of: an aggregate merchant identifier, a location identifier, an acquirer identifier, a merchant doing business as name, and an authorization acquiring identifier.

5. The method of claim 4, wherein each merchant offer entry further includes a merchant level, and wherein the identified merchant identifier is based on the merchant level included in the specific merchant offer entry.

6. The method of claim 1, wherein the payment card used to purchase the offer corresponding to the offer linking notification is used to fund the payment transaction.

7. The method of claim 1, further comprising:

scrubbing, by the processing device , the transaction details prior to transmitting to remove one or more of: private data and personal data.

8. The method of claim 1, wherein each merchant offer entry further includes a predetermined period of time, and the method further comprises:

updating, in the database, the transaction processing rule to indicate the expiration of the corresponding offer after the predetermined period of time included in the specific merchant offer entry.

9. A method for providing transaction details for payment transactions indicative of offer redemption, comprising:

receiving, by a receiving device of a processing server from a payment network, an authorization request for a payment transaction, wherein the authorization request includes at least a merchant identifier, a consumer identifier, and transaction details;

identifying, in a database of the processing server, a specific transaction processing rule of a plurality of transaction processing rules, wherein the specific transaction processing rule includes at least the merchant identifier, the consumer identifier, destination information identifying an offer provider, and at least one filtering rule, wherein each transaction processing rule corresponds to an offer for the purchase of goods or services, wherein the specific transaction processing rule is generated based on an offer linking notification that includes the consumer identifier and a selection of the offer;

filtering, by a processing device of the processing server, based on the at least one filtering rule, the transaction details included in the authorization request; and

transmitting, by a transmitting device of the processing server, the filtered transaction details to the offer provider server based on the destination information identifying the offer provider included in the specific transaction processing rule.

10. The method of claim 9, wherein the merchant identifier includes at least one of: an aggregate merchant identifier, a location identifier, an acquirer identifier, a merchant doing business as name, and an authorization acquiring identifier.

11. A system for providing transaction details for payment transactions indicative of offer redemption, comprising:

a database;

a receiving device of a processing server configured to:

receive, from an offer provider server of an offer provider, an offer listing including a plurality of merchant offer entries from a plurality of merchants, wherein each merchant offer entry includes at least an offer identifier and an indication of a valid merchant with which a corresponding offer for goods or services may be redeemed, wherein the valid merchant is enrolled in a program with the offer provider, and

receive, from the offer provider server, an offer linking notification including at least a consumer identifier and an indication of a selection of an offer corresponding to a specific merchant offer entry of the plurality of merchant offer entries by an electronic consumer device associated with the consumer identifier, wherein the offer is purchased from the offer provider with a payment card associated with the consumer, wherein the offer linking notification (1) includes an identification of the payment card used to purchase the offer and (2) corresponds to the offer corresponding to the specific merchant offer entry of the plurality of merchant offer entries;

a processing device of the processing server configured to:

identify a merchant identifier, wherein the merchant identifier corresponds to the valid merchant indicated in the specific merchant offer entry associated with the selected offer, and

electronically store, in the database of the processing server, a transaction processing rule, wherein the transaction processing rule includes at least the identification of the payment card used to purchase the offer corresponding to the offer linking notification, the identified merchant identifier, and the consumer identifier, wherein the transaction processing rule is generated based on the offer linking notification and on the payment card used to purchase the offer corresponding to the offer linking notification; and

a transmitting device of the processing server configured to transmit, to a payment network, transaction details based on the selected offer for validating a payment transaction between the valid merchant and the payment card used to purchase the offer corresponding to the offer linking notification, wherein the payment transaction is included in an authorization request, wherein the authorization request further includes at least the identified merchant identifier corresponding to the valid merchant and the consumer identifier.

12. The system of claim 11, wherein

the receiving device is configured to receive the offer listing from an offer provider, and

the transmitting device is configured to transmit the transaction details to the offer provider.

13. The system of claim 11, wherein

the receiving device is further configured to receive an indication of expiration of an offer corresponding to the specific merchant offer entry, and

the processing device is further configured to update, in the database, the transaction processing rule to indicate the expiration of the corresponding offer.

14. The system of claim 11, wherein the merchant identifier includes at least one of: an aggregate merchant identifier, a location identifier, an acquirer identifier, a merchant doing business as name, and an authorization acquiring identifier.

15. The system of claim 14, wherein each merchant offer entry further includes a merchant level, and wherein the identified merchant identifier is based on the merchant level included in the specific merchant offer entry.

16. The system of claim 11, wherein the payment card used to purchase the offer corresponding to the offer linking notification is used to fund the payment transaction.

17. The system of claim 11, wherein the processing device is further configured to scrub the transaction details prior to transmitting to remove one or more of: private data and personal data.

18. The system of claim 11, wherein

each merchant offer entry further includes a predetermined period of time, and

the processing device is further configured to update, in the database, the transaction processing rule to indicate the expiration of the corresponding offer after the predetermined period of time included in the specific merchant offer entry.

19. A system for providing transaction details for payment transactions indicative of offer redemption, comprising:

a database of a processing server;

a receiving device of the processing server configured to:

receive, from a payment network, an authorization request for a payment transaction, wherein the authorization request includes at least a merchant identifier, a consumer identifier, and transaction details;

a processing device of the processing server configured to:

identify, in the database of the processing server, a specific transaction processing rule of a plurality of transaction processing rules, wherein the specific transaction processing rule includes at least the merchant identifier, the consumer identifier, destination information identifying an offer provider, and at least one filtering rule, wherein each transaction processing rule corresponds to an offer for the purchase of goods or services, wherein the specific transaction processing rule is generated based on an offer linking notification that includes the consumer identifier and a selection of the offer, and

filter, based on the at least one filtering rule, the transaction details included in the authorization request; and

a transmitting device of the processing server configured to:

transmit the filtered transaction details to the offer provider server based on the destination information identifying an offer provider included in the specific transaction processing rule.

20. The system of claim 19, wherein the merchant identifier includes at least one of: an aggregate merchant identifier, a location identifier, an acquirer identifier, a merchant doing business as name, and an authorization acquiring identifier.