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SHOPPING PROMOTION METHOD AND SYSTEM

ABSTRACT

Promotion offers are made for products sold in retail stores. Coupon offers are posted on a server (32). A customer selects an offer and enters a frequent shopper identification. Later the customer purchases the selected product at a retail store and automatically receives the terms of the selected coupon offer at the checkout counter point-of-sale device (44). A product code and frequent shopper identification are entered into the point-of-sale device and matched with the selected coupon offer. Matching data is sent to a data warehouse where data mining techniques are used to develop subsequent offers. Matching data is also electronically sent to the product manufacturer for electronic payment to the retail store for the redeemed coupon.

Fig 1



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