NON-FUNGIBLE-TOKEN-BASED COMMERCE ATTRIBUTE

ABSTRACT

Embodiments described herein provide for an ecommerce platform implementing blockchain technologies for tracking, managing, and predicting purchasing behavior. The blockchain mints NFTs representing various aspects and data values of a purchase, such as a ticket NFT, a certificate of authenticity NFT, and an access privilege NFT. The NFTs are assigned to customer wallets and later referenced to track and predict purchasing behaviors. The merchant server later references the blockchain wallet to provide incentives or rewards to customers having certain NFTs. A customer may sell the ticket NFT to another party, but keep the access privilege NFT. The merchant server grants the customer access to limited edition products or events because the customer's wallet includes the access privilege NFT.

[Figure 3B]