Abstract

Methods and Devices for Obtaining Information about Consumer Spending

When a consumer makes a purchase at a retail location, a communication device associated with the consumer receives information specifying the type of product purchased. This may be done by the consumer entering the information manually, by the communication device receiving a data file over an interface, or by a camera of the communication device capturing a picture of a receipt. The information may be, or may be converted into, stock-keeping unit (SKU) data. The data can be analyzed to derive consumer spending patterns and/or to suggest product offers to the consumer.

[Figure to be printed with the abstract: Figure 2]