TRACKING ONLINE ADVERTISING USING PAYMENT SERVICES

ABSTRACT

A user's online activity is tracked and offers associated with online advertisements presented to the user are identified. Information regarding these offers are provided to a payment service, which associates the information with an account for the user. When the user performs an activity using a payment card or other payment mechanism, the payment service may identify the activity as corresponding with an offer. Information regarding the completion of the activity for the offer may then be associated with information regarding the user's online activity. Additionally, a rebate and/or incentive may be provided to the user based on completion of the activity.

FIG. 2