

DATABASE ACCUMULATING METHOD

ABSTRACT

[Object] To solve the following problems of the conventional database accumulating methods.

That is, only a combination of information of additional information such as information about a shop, products handled in that shop, and customer information registered in that shop can be accumulated.

Information about shops other than the particular shop to which the customer visited, or information about products other than the products seen by the customer cannot be accumulated.

[Solving Means] An aggregation server 4 is arranged between a shop server 1 and an advertisement server 2.

Information about dispatching of a product presented by the shop server 1, and advertisement information 2A presented by the advertisement server 2 are accumulated in the aggregation server 4.

The advertisement information 2A is sent to the customer 5 along with the product.

The customer 5 connects to other shop server 3 based on the advertisement information 2A displayed on the packaging of the product.

The aggregation server 4 accumulates customer information 5A and advertisement information 5B of the customer who connected to the other shop server 3 and purchase information 5B about the product that is dispatched.

The aggregation server 4 further accumulates purchase information 5D of a product when the product is purchased in the other shop.

[Selected Drawing] FIG. 1