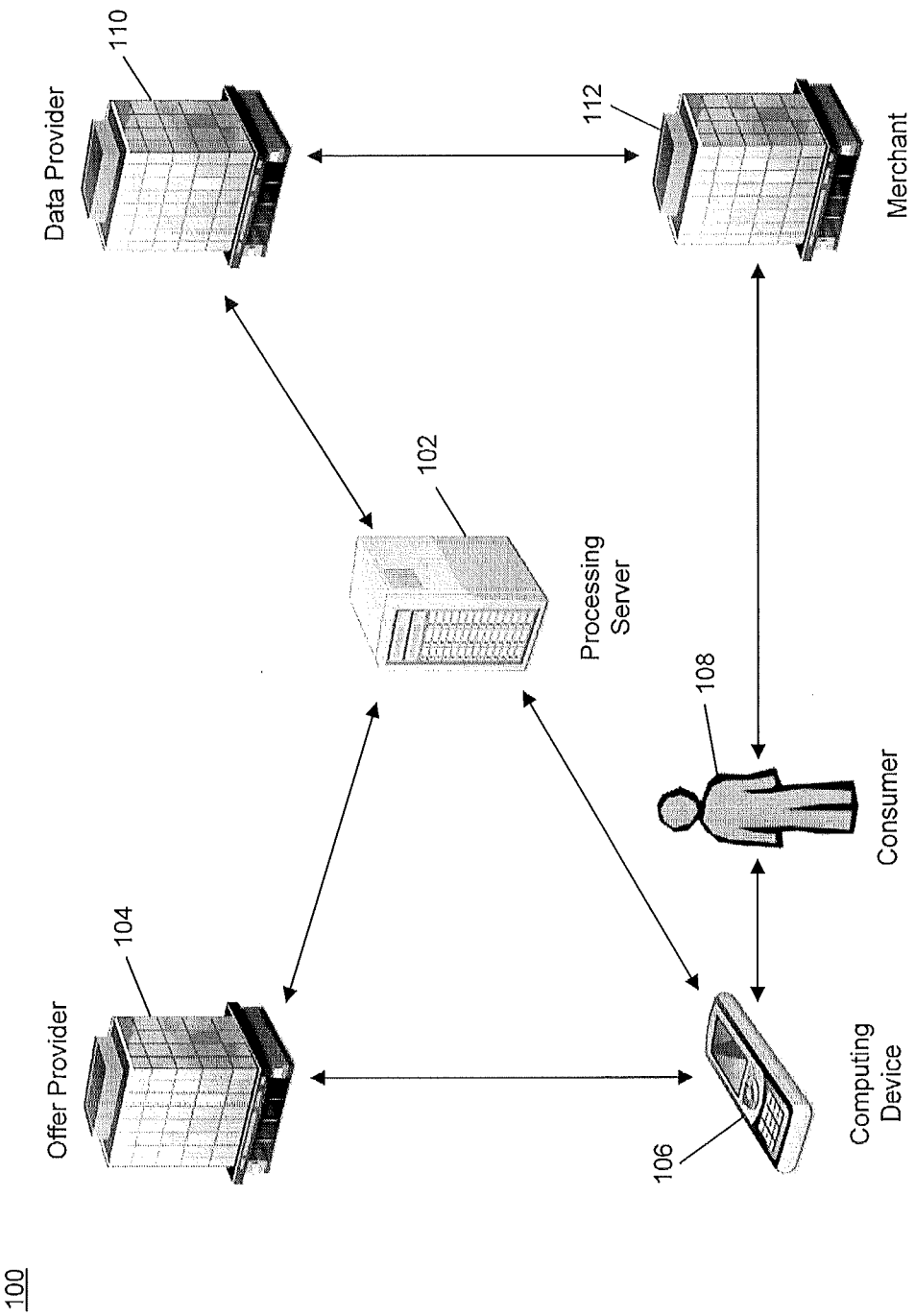

100
Data Provider
110
Merchant
112
Processing Server
102
Consumer
108
Offer Provider
104
Computing Device
106

FIG. 1

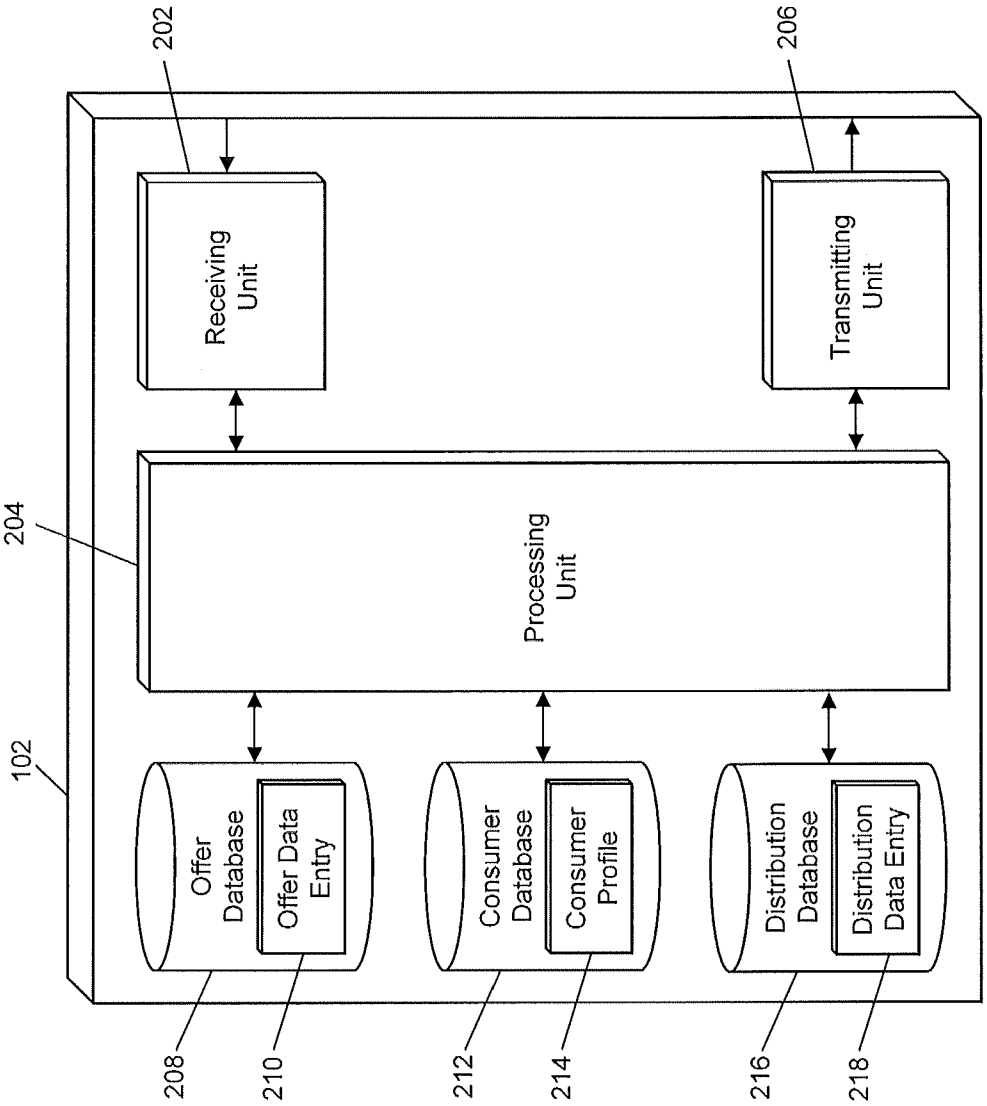

202
206
Receiving Unit
Transmitting Unit
204
Processing Unit
102
Offer Database
Offer Data Entry
Consumer Database
Consumer Profile
Distribution Database
Distribution Data Entry
208
210
212
214
216
218

FIG. 2

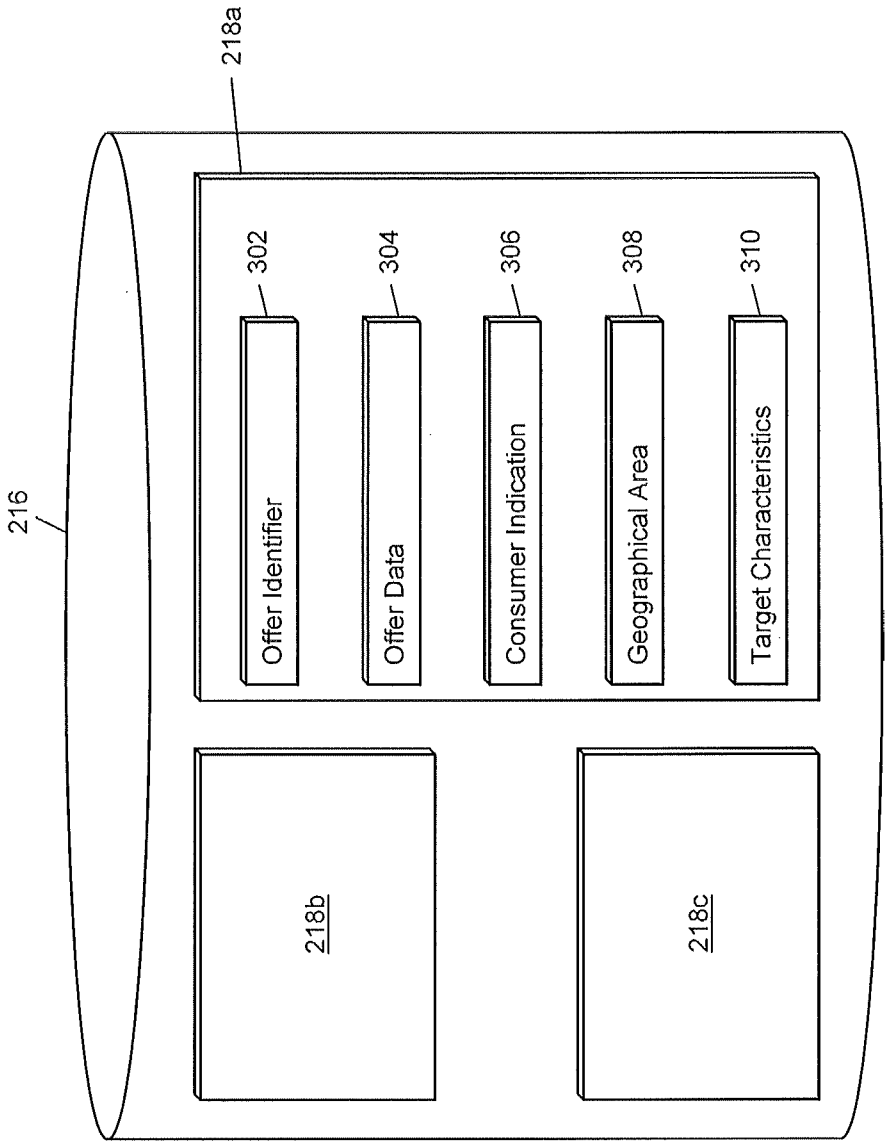

216
218a
302
Offer Identifier
304
Offer Data
306
Consumer Indication
308
Geographical Area
310
Target Characteristics
218b
218c

FIG. 3

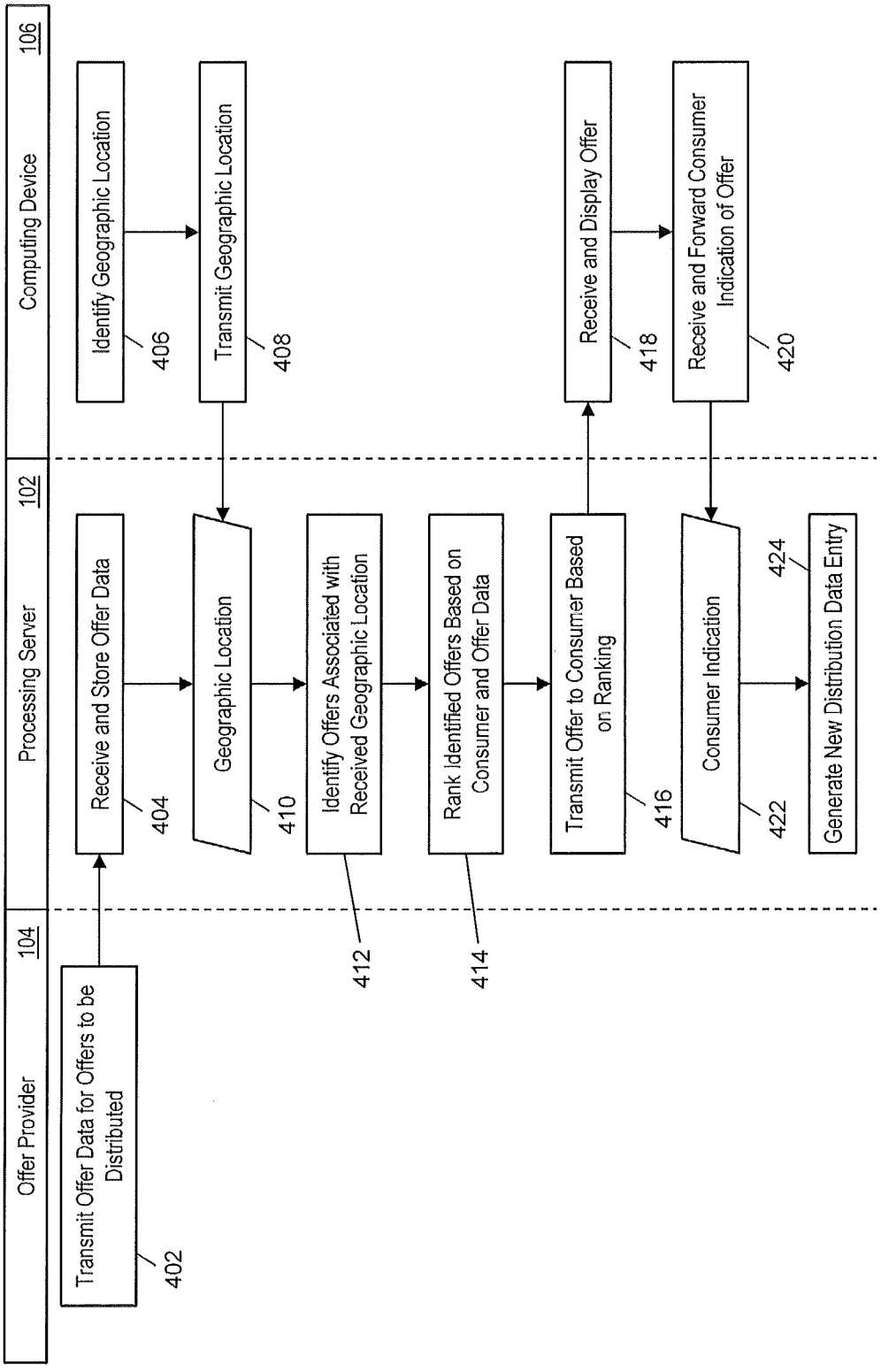

Offer Provider 104
Processing Server 102
Computing Device 106
Transmit Offer Data for Offers to be Distributed
402
Receive and Store Offer Data
404
Identify Geographic Location
406
Transmit Geographic Location
408
Geographic Location
410
Identify Offers Associated with Received Geographic Location
412
Rank Identified Offers Based on Consumer and Offer Data
414
Transmit Offer to Consumer Based on Ranking
416
Receive and Display Offer
418
Receive and Forward Consumer Indication of Offer
420
Consumer Indication
422
Generate New Distribution Data Entry
424

FIG. 4

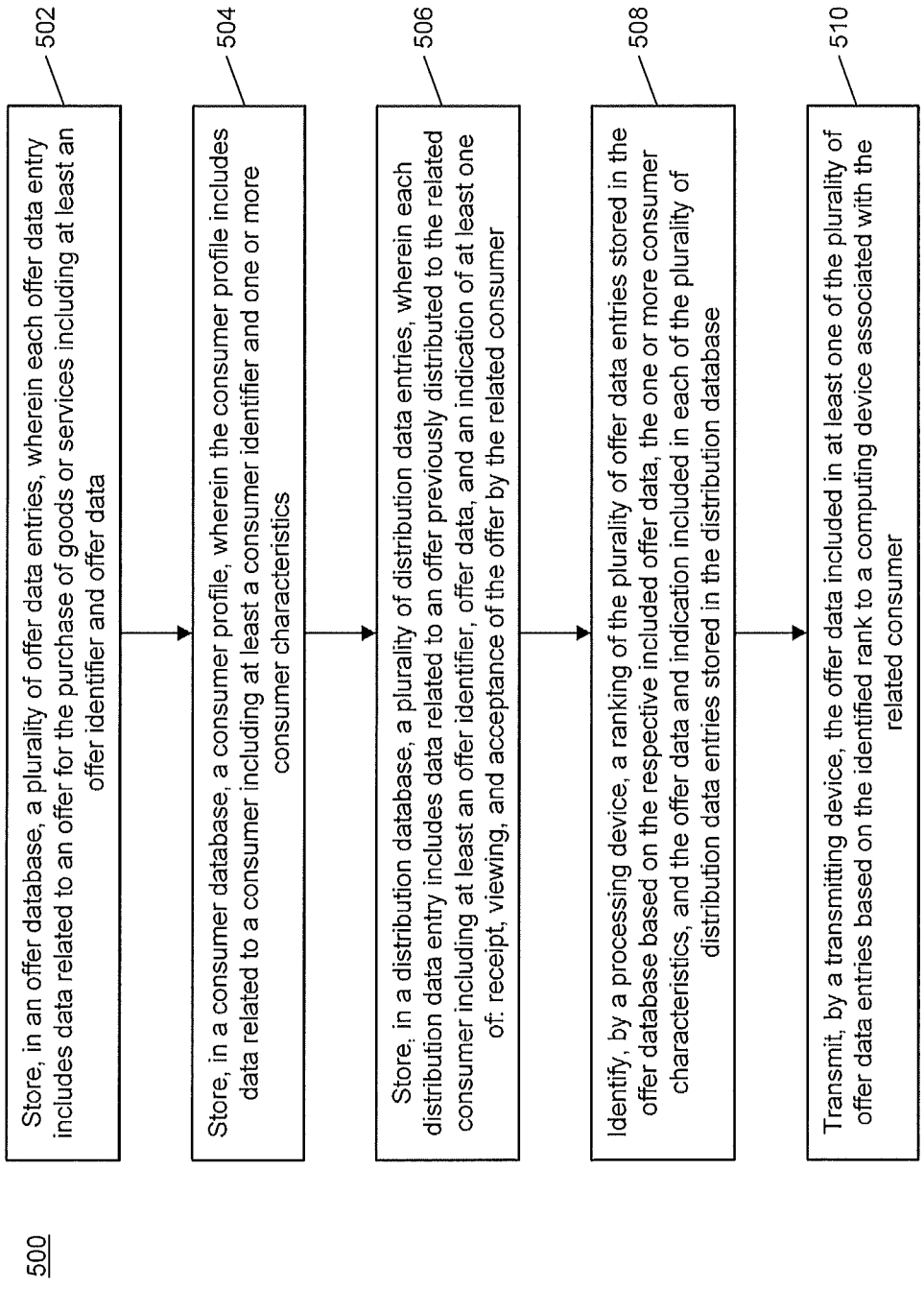

500
502
Store, in an offer database, a plurality of offer data entries, wherein each offer data entry includes data related to an offer for the purchase of goods or services including at least an offer identifier and offer data
504
Store, in a consumer database, a consumer profile, wherein the consumer profile includes data related to a consumer including at least a consumer identifier and one or more consumer characteristics
506
Store, in a distribution database, a plurality of distribution data entries, wherein each distribution data entry includes data related to an offer previously distributed to the related consumer including at least an offer identifier, offer data, and an indication of at least one of: receipt, viewing, and acceptance of the offer by the related consumer
508
Identify, by a processing device, a ranking of the plurality of offer data entries stored in the offer database based on the respective included offer data, the one or more consumer characteristics, and the offer data and indication included in each of the plurality of distribution data entries stored in the distribution database
510
Transmit, by a transmitting device, the offer data included in at least one of the plurality of offer data entries based on the identified rank to a computing device associated with the related consumer

FIG. 5

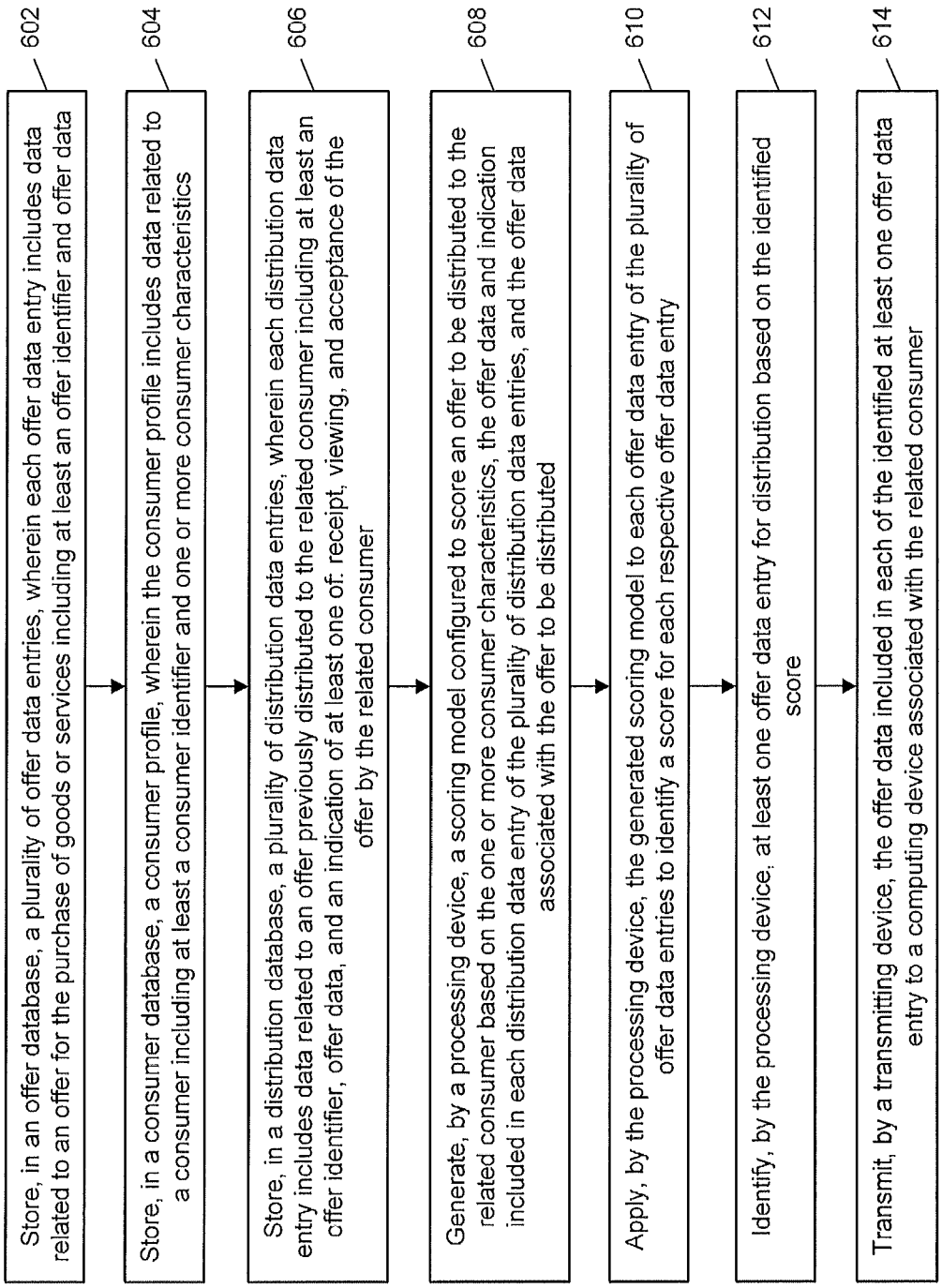

600
602
Store, in an offer database, a plurality of offer data entries, wherein each offer data entry includes data related to an offer for the purchase of goods or services including at least an offer identifier and offer data
604
Store, in a consumer database, a consumer profile, wherein the consumer profile includes data related to a consumer including at least a consumer identifier and one or more consumer characteristics
606
Store, in a distribution database, a plurality of distribution data entries, wherein each distribution data entry includes data related to an offer previously distributed to the related consumer including at least an offer identifier, offer data, and an indication of at least one of: receipt, viewing, and acceptance of the offer by the related consumer
608
Generate, by a processing device, a scoring model configured to score an offer to be distributed to the related consumer based on the one or more consumer characteristics, the offer data and indication included in each distribution data entry of the plurality of distribution data entries, and the offer data associated with the offer to be distributed
610
Apply, by the processing device, the generated scoring model to each offer data entry of the plurality of offer data entries to identify a score for each respective offer data entry
612
Identify, by the processing device, at least one offer data entry for distribution based on the identified score
614
Transmit, by a transmitting device, the offer data included in each of the identified at least one offer data entry to a computing device associated with the related consumer

FIG. 6

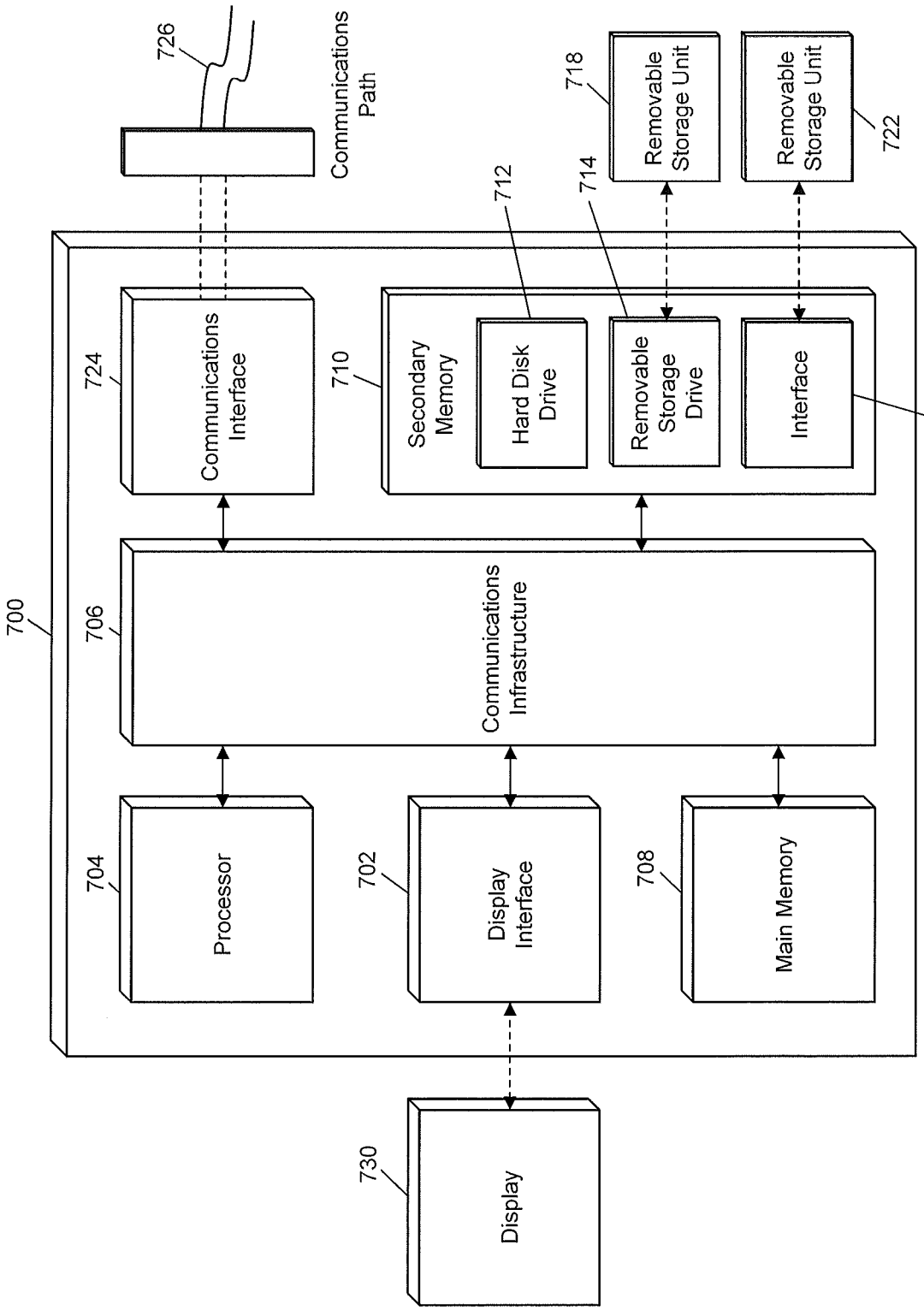

726
Communications Path
718
Removable Storage Unit
722
Removable Storage Unit
712
714
724
Communications Interface
710
Secondary Memory
Hard Disk Drive
Removable Storage Drive
Interface
720
700
706
Communications Infrastructure
704
Processor
702
Display Interface
708
Main Memory
730
Display

FIG. 7