The invention claimed is:

1. A payment device and marketing protocol linking system for linking a payment device to marketing documents data hosted by a third-party server, the system comprising:

a payment processing server including a processor and a memory, the memory storing instructions that are executable by the processor to:

store consumer account data for a payment device, the consumer account data including a primary account number and a consumer alias;

set a value portion of a cookie to the consumer alias;

set a name portion of the cookie to a server name for the payment processing server;

link the cookie and a graphic object with a dynamic button object, the graphic object including an image for marketing documents data, the marketing documents data indicating a product;

in response to selection of the graphic object within the dynamic button object:

receive the value portion of the cookie;

link the consumer account data to the marketing documents data based on the value portion of the cookie; and

cause a marketing documents server hosting the marketing documents data to send the marketing documents data to a consumer computing device corresponding to the consumer account data without exposing the primary account number to the marketing documents server.

2. The system of claim 1, wherein the instructions to set the value portion of the cookie to the consumer alias includes instructions to set the value portion of the cookie to the consumer alias in response to receiving a request from a consumer computing device and to send the dynamic button object to a consumer computing device corresponding to the consumer account data.

3. The system of claim 2, wherein the consumer alias includes one or more of a random number, an email address, and a device identifier for the consumer computing device.

4. The system of claim 3, wherein the marketing documents data includes one or more of an ad unit or an offer wall object for display within a GUI of the consumer computing device.

5. The system of claim 4, wherein the memory includes further instructions to monitor a transaction from the consumer computing device, the transaction including the value portion of the cookie and the product indicated by the marketing documents data.

6. The system of claim 5, wherein the memory includes further instructions to apply one or more of a discount or a credit described by the marketing documents to the transaction.

7. The system of claim 5, wherein the memory includes further instructions to authenticate the consumer as an owner of the consumer computing device used to complete the transaction.

8. The system of claim 1, wherein the graphic object further includes an image of the payment device.

9. A computer-implemented method for linking a payment device to marketing documents data hosted by a third-party server, the method comprising:

storing consumer account data for a payment device, the consumer account data including a primary account number and a consumer alias;

setting a value portion of a cookie to the consumer alias;

setting a name portion of the cookie to a server name for the payment processing server;

linking the cookie and a graphic object with a dynamic button object, the graphic object including an image for marketing documents data, the marketing documents data indicating a product;

in response to selection of the graphic object within the dynamic button object:

receiving the value portion of the cookie;

linking the consumer account data to the marketing documents data based on the value portion of the cookie; and

causing a marketing documents server hosting the marketing documents data to send the marketing documents data to a consumer computing device corresponding to the consumer account data without exposing the primary account number to the marketing documents server.

10. The computer-implemented method of claim 9, wherein the consumer alias includes one or more of a random number, an email address, and a device identifier for the consumer computing device.

11. The computer-implemented method of claim 10, wherein the marketing documents data includes one or more of an ad unit or an offer wall object for display within a GUI of the consumer computing device.

12. The computer-implemented method of claim 11, further comprising monitoring a transaction using the consumer alias for the consumer computing device, the transaction including the value portion of the cookie and the product indicated by the marketing documents data.

13. The computer-implemented method of claim 12, further comprising applying one or more of a discount or a credit described by the marketing documents to the transaction.

14. The computer-implemented method of claim 13, further comprising authenticating the consumer as an owner of the consumer computing device used to complete the transaction.

15. The computer-implemented method of claim 9, wherein the graphic object further includes an image of the payment device.

16. The computer-implemented method of claim 9, further comprising using the dynamic button object to prevent access to a primary account number corresponding to the consumer account data.