ELECTRONIC PUBLICATIONS WITH ELECTRONIC COUPONS INCORPORATED

ABSTRACT

The present invention relates to methods and systems for electronic publications like magazines, newspapers, comics, periodicals, books, brochures, fliers etc. with electronic coupons incorporated are disclosed. This invention includes how electronic coupons are incorporated into electronic publications and other processes to redeem these coupons comprises of one click redemption, registration, verification and authentication. This invention has elaborated and catered towards very large customer base and wide usage for advertisers to acquire more business and customer data.

Advantageously, this invention allows physical publications like magazines, newspapers, brochures and fliers in the market to be replaced with electronic which will save a lot of resources for the publishers. It is environmental friendly and reduce carbon footprint. Moreover, customers only keep those coupons that they want and will not cause any storage or loss of coupons problems.(no figure)