Abstract

Method and System for Comparing Merchants, and Predicting the Compatibility of a Merchant with a Potential Customer

A method performed by a computer processor is provided for predicting a subject's response to a candidate merchant. The method includes (a) receiving or generating one or more numerical similarity measures indicative of similarity between the candidate merchant and each of one or more reference merchants; (b) receiving one or more numerical transaction measures representing transactions performed by the subject with the plurality of reference merchants; and (c) obtaining a score for the candidate merchant using the respective one or more numerical similarity measures and numerical transaction measures. The score predicts the subject's response to the candidate merchant. A further compatibility score can be obtained using transaction data and data describing characteristics of the candidate merchant and the reference merchants. The two types of scores can be combined to produce an improved "total" compatibility score. A method for presenting targeted advertising material based on the scores is also provided.

[Figure to print with the abstract: Fig. 1]