Abstract

A METHOD FOR MAPPING DATA TO A TRANSACTION

A method for mapping data to a transaction is disclosed. The method includes generating a token using a token generator, the token being associated with time data and a transaction modifier, and using an advertiser system in communication with the token generator to associate the token with an advertisement displayed at a time of display corresponding with the time data, the advertisement comprising advertised content received from one or more merchant systems. A transaction is then established using a payment gateway upon receiving a transaction request, through a client system on which the advertisement is displayable or a respective said merchant system, relating to the advertised content. The transaction is then executed, through the payment gateway, with initial payment credentials if the token is not supplied while establishing the transaction, and executing a transaction, through the payment gateway, with modified payment credentials if the token is supplied while establishing the transaction, the modified payment credentials being based on the initial payment credentials and the transaction modifier which modifies the initial payment credentials. A data tuple is the received and stored, at a data repository, the data tuple comprising a record of the transaction, the advertised content and at least one of the time data and the time of display. The above steps are then repeated for multiple tokens, enabling analysis, at the advertiser system or the respective merchant system, of the data tuples from the data repository to generate a number of transactions for each time of display, and display if the number of transactions and times of display on a display associated with the advertiser system or the respective merchant system, to enable visual identification of peaks and troughs in the transaction frequency data.

Fig. 1