DISTRIBUTING CONTENT

Technical Field

The present invention relates to distributing content. More particularly, but not exclusively, to distributing content via an offer terminal. In one example, advertisements may be distributed via an offer terminal.

Background

Retailers, restaurants, and other service providers (hereinafter referred to as "merchants") advertise in a variety of ways in order to reach consumers. Advertisements may include offers provided by merchants, non-limiting examples of offers including discount codes and coupons. Commonly used platforms for advertisements that comprise offers include newspapers, magazines, flyers and the Internet (e.g. email marketing and mobile applications).

Typically, email marketing and mobile applications require a lengthy registration process and the consumers are regularly issued offers. Further, offers that are issued may not be relevant to the consumer, reducing the effectiveness of the advertising platform. Alternatively, a consumer may be interested in an offer but forget about the offer during the interval between receiving the offer and arriving in the vicinity of the merchant supplying the offer.

Offers may be targeted to users based on based on a user profile, as discussed in US2013/0124283 incorporated herein by reference. For example, a specific offer may be issued to a user based on the user profile which includes the user's preference for types of offers and/or the user's location.

The present invention aims to provide consumers relevant offers in a timely manner that overcomes one or more of the problems described above.

Statements of Invention

Herein disclosed is a method of distributing an offer to a user, the method being implemented on a processor, and the method comprising: receiving information

associated with a plurality of offers, wherein the information associated with each offer comprises an offer identifier; providing the information associated with the plurality of offers to the user; receiving an offer selection from the user; receiving confirmation of a payment in exchange for a service; and providing the offer identifier associated with the selected offer to the user.

According to an aspect of the present invention, there is provided a method of distributing an offer to a user, the method being implemented on a processor associated with a parking payment terminal, and the method comprising: receiving information, from an offer server, associated with a plurality of offers, wherein the information associated with each offer comprises an offer identifier, and wherein the plurality of offers corresponds to a set of offers determined by the offer server to have been selected by one or more previous users of the parking payment terminal; providing the information associated with the plurality of offers to the user; receiving an offer selection from the user; receiving confirmation of a payment in exchange for a parking service; and providing the offer identifier associated with the selected offer to the user.

Optionally, providing the information associated with the plurality of offers to the user comprises displaying the information associated with the offers.

Optionally, providing the information associated with the plurality of offers to the user comprises audibly playing the information associated with the offers.

Optionally, providing the information associated with the plurality of offers to the user comprises printing the information associated with the offers.

Optionally, providing the offer identifier comprises printing a ticket comprising the offer identifier. Optionally, the offer identifier is printed in the form of at least one from a group comprising: an alphanumeric string; a barcode; and a quick response code.

Optionally, if the user comprises a mobile device, providing the offer identifier comprises sending an electronic communication to the mobile device, wherein the electronic communication is at least one from a group including: an email; an SMS; a near field communication instruction; a Bluetooth message; a communication over a Wi-Fi network; and an instant message.

Optionally, the user comprises a payment transaction device, and providing the offer identifier comprises associating an account of the payment transaction device with the offer identifier.

Optionally, the method comprises determining a set of offers from the plurality of offers and wherein providing the information associated with the offers to the user comprises providing the set to the user.

Optionally, the method comprises sending the selected offer to a remote server.

Optionally, the information associated with the offer comprises one or more from a group comprising: an offer number; an offer type; an offer description; terms and conditions of validity; a location where the offer is redeemable; a name of a merchant providing the offer; and a category.

As mentioned in the above aspect, the payment is in exchange for parking services.

Optionally, the method comprises providing a receipt for the payment to the user.

A non-transitory computer-readable storage medium may store executable computer program instructions for implementing on a computing device the method described above.

According to an aspect of the present invention, there is provided an offer terminal for distributing an offer to a user arranged to: receive information, from an offer server, associated with a plurality of offers, wherein the information associated with each offer comprises an offer identifier, and wherein the plurality of offers corresponds to a set of offers determined by the offer server to have been selected by one or more previous users of the parking payment terminal; provide the information associated with the plurality of offers to the user; receive an offer selection from the user; receive confirmation of a payment in exchange for a parking service; and provide the offer identifier associated with the selected offer to the user.

There is also provided an offer terminal for distributing an offer to a user arranged to: receive information associated with a plurality of offers, wherein the information associated with each offer comprises an offer identifier; provide the information associated with the plurality of offers to the user; receive an offer selection from the user; receive confirmation of a payment in exchange for a service; and provide the offer identifier associated with the selected offer to the user.

It will be appreciated that preferred and/or optional features of the first aspect of the invention may be provided in the second aspect of the invention also, either alone or in appropriate combinations.

Brief Description of the Drawings

In order that the invention may be more readily understood, reference will now be made, by way of example, to the accompanying drawings in which:

Figure 1 shows an example environment according to an embodiment of the present invention;

Figure 2 shows a schematic view of an offer terminal of Figure 1;

Figure 3 shows a schematic view of a terminal server of Figure 1;

Claims

1. A method of distributing an offer to a user, the method being implemented on a processor associated with a parking payment terminal, and the method comprising:

receiving information, from an offer server, associated with a plurality of offers, wherein the information associated with each offer comprises an offer identifier, and wherein the plurality of offers corresponds to a set of offers determined by the offer server to have been selected by one or more previous users of the parking payment terminal;

providing the information associated with the plurality of offers to the user;

receiving an offer selection from the user;

receiving confirmation of a payment in exchange for a parking service; and

providing the offer identifier associated with the selected offer to the user.

2. The method of Claim 1, wherein providing the information associated with the plurality of offers to the user comprises displaying the information associated with the offers.

3. The method of any of Claims 1 or 2, wherein providing the information associated with the plurality of offers to the user comprises audibly playing the information associated with the offers.

4. The method of any preceding claim, wherein providing the information associated with the plurality of offers to the user comprises printing the information associated with the offers.

5. The method of any preceding claim, wherein providing the offer identifier comprises printing a ticket comprising the offer identifier.

6. The method of Claim 5, wherein the offer identifier is printed in the form of at least one from a group comprising: an alphanumeric string; a barcode; and a quick response code.

7. The method of any preceding claim, wherein the user comprises a mobile device, and providing the offer identifier comprises sending an electronic communication to the mobile device, wherein the electronic communication is at least one from a group including: an email; an SMS; a near field communication instruction; a Bluetooth message; a communication over a Wi-Fi network; and an instant message.

8. The method of any preceding claim, wherein the user comprises a payment transaction device, and providing the offer identifier comprises associating an account of the payment transaction device with the offer identifier.

9. The method of any preceding claim, comprising determining a set of offers from the plurality of offers and wherein providing the information associated with the offers to the user comprises providing the set to the user.

10. The method of any preceding claim, comprising sending the selected offer to a remote server.

11. The method of any preceding claim, wherein the information associated with the offer comprises one or more from a group comprising: an offer number; an offer type; an offer description; terms and conditions of validity; a location where the offer is redeemable; a name of a merchant providing the offer; and a category.

12. The method of any preceding claim, comprising providing a receipt for the payment to the user.

13. A non-transitory computer-readable storage medium storing executable computer program instructions for implementing on a computing device the method of any preceding claim.

14. An offer terminal for distributing an offer to a user arranged to:

receive information, from an offer server, associated with a plurality of offers, wherein the information associated with each offer comprises an offer identifier, and wherein the plurality of offers corresponds to a set of offers determined by the offer server to have been selected by one or more previous users of the parking payment terminal;

provide the information associated with the plurality of offers to the user;

receive an offer selection from the user;

receive confirmation of a payment in exchange for a parking service; and

provide the offer identifier associated with the selected offer to the user.