What is claimed is:

CLAIMS

1. A computer-implemented method for presenting coupons in a user interface, the method comprising:

identifying data encoding a plurality of coupons, each coupon of the plurality of coupons associated with a sponsoring manufacturer and associated with an event organized by the sponsoring manufacturer;

matching the plurality of coupons with each sponsoring manufacturer and each associated event;

dynamically displaying, on the user interface, an array of coupons associated with a particular event organized by a particular sponsoring manufacturer, and an event card containing descriptive summary information about coupons of the array, wherein the event card comprises information associated with at least one of total value of the coupons of the array or total number of the coupons of the array, and wherein dynamically displaying comprises:

arranging the coupons of the array from a first end to a second end on the user interface such that each pair of neighboring coupons form an overlap and each coupon, other than a currently active coupon having a currently active state on the user interface, is partially visible; and

arranging the event card such that the event card overlaps with a neighboring coupon in the array of coupons, wherein the event card is at one of the first end or the second end of the array;

in response to a user input on the user interface with the currently active coupon having the currently active state, changing the currently active coupon such that a new coupon or the event card has the currently active state and is fully visible while other coupons are partially visible by virtue of the overlap formed by each pair of neighboring coupons;

in response to a user input on the user interface with the event card having the currently active state, changing the event card such that a new coupon has the currently active state and is fully visible while other coupons are partially visible by virtue of the overlap formed by each pair of neighboring coupons; and

in response to the new coupon having the currently active state, setting the new coupon as the currently active coupon.

2. The method of claim 1, wherein dynamically displaying further comprises packing coupons with an identical attribute as one unit of the array when the coupons of the array are arranged from the first end to the second end on the user interface, and wherein the identical attribute comprises at least one of: a monetary value, an Internet Protocol address, an expiration date, or an initial offer date.

3. The method of any preceding claim, wherein arranging the coupons comprises arranging a partial subset of the coupons of the array on the user interface between the first end and the second end, and wherein, when the currently active coupon is changed in response to the user input, the partial subset is automatically updated to a different partial subset.

4. The method of any preceding claim, wherein the array is a linear array.

5. The method of claim 4, wherein changing the currently active coupon comprises: rendering the new coupon fully visible until either the first end or the second end meets a boundary of the linear array based on the user input on the user interface.

6. The method of claim 3, wherein the array of coupons is generated in a sequential order, and wherein the partial subset is a subset of consecutive coupons from the array of coupons.

7. The method of claim 8, wherein the sequential order sets forth at least one of: an order of monetary value, an order of an expiration date, or an order of an initial offer date.

8. The method of any preceding claim, wherein the user input indicates a location on the user interface, and wherein changing the currently active coupon comprises:

in response to the location being between the currently active coupon and the first end on the user interface, choosing the new coupon as between the first end on the user interface and the currently active coupon; and

in response to the location being between the currently active coupon and the second end on the user interface, choosing the new coupon as between the currently active coupon and the second end on the user interface.

9. The method of any preceding claim, wherein the user input indicates a location on the user interface, and wherein changing the currently active coupon comprises:

in response to the location being between the currently active coupon and the first end on the user interface, choosing the new coupon to be one coupon closer to the first end on the user interface than the currently active coupon; and

in response to the location being between the currently active coupon and the second end on the user interface, choosing the new coupon to be one coupon closer to the second end on the user interface than the currently active coupon.

10. The method of any preceding claim, wherein the user input comprises at least one of: a click, a tap, a slide, a page up, a page down, a space, a tab, or an eye-gaze motion of a user.

11. The method of any preceding claim, further comprising:

in response to a user selecting a particular coupon, transmitting the data encoding the particular coupon to a distributor of a manufacturer for redemption such that the particular coupon is traced to the manufacturer.

12. A system for presenting coupons in a user interface, the system comprising:

one or more processors; and

one or more computer-readable memories coupled to the one or more processors and having instructions stored thereon that are executable by the one or more processors to perform the method of any of claims 1 to 11.

13. An apparatus for presenting coupons in a user interface, the apparatus comprising a plurality of modules for performing the method of any of claims 1 to 11.