ABSTRACT

COMMUNICATIONS SERVER APPARATUS, METHOD AND COMMUNICATIONS SYSTEM FOR PROVIDING A RECOMMENDATION OF OFFERINGS BY MERCHANTS TO A USER

A communications server apparatus for providing a recommendation of offerings by merchants to a user which, in response to receiving request data relating to a product or service requested by the user via an online platform hosting the offerings for sale, generate, for each offering by a merchant relevant to the product or service, data indicative of contributions by the merchant to an administrator of the online platform and to the user, data indicative of a gross order value and a monetization rate associated with the merchant, generate ranking data indicative of a ranking of the merchants determined based on the monetization rates, and transmit, for receipt by at least one user communications device, data indicative of the offerings to be recommended to the user, the offerings being arranged in an order of the merchants in accordance with the ranking data for selection by the user.

(Fig. 2D)