Embodiments of the present invention relate to, among other things, using a payment service to identify completion of activities associated with offers extended to users through online advertising. Online activity of a user is tracked, and offers associated with advertisements presented to the user are identified. The offers generally include rebates and/or incentives extended to the user in exchange for the user performing a desired activity, such as purchasing an advertiser's product or service. Information regarding the offer (and, in some cases, the online activity generally) is stored. Additionally, information regarding the offer is communicated to a payment service that facilitates payment using payment cards, such as credit cards and debit cards, for instance, or other payment mechanisms. Through transactions performed by the user using the user's payment card or other payment mechanism, the payment service identifies when the user has performed the activity associated with the offer. In some embodiments, information regarding completion of the activity is associated with the information regarding the offer and/or the user's online activities. Additionally, in some embodiments, the rebate and/or incentive for the offer is provided to the user based on completion of the desired activity.

Although the terms "step" and/or "block" may be used herein to connote different elements of methods employed, the terms need not be interpreted as implying any particular order among or between various steps herein disclosed unless and except when the order of individual steps is explicitly described.

Embodiments of the present invention relate to, among other things, tracking offers provided to users via online advertising and using payment services networks to facilitate recognizing that users have completed activities such that the users should be provided a rebate or incentive associated with the offers. As such, embodiments provide a service that allows users to redeem incentives and rebates from online ~~advertismenets~~ advertisements when performing activities using payment cards or other payment mechanisms, including offline activities such as purchasing products or services from a "brick and mortar" store. Additionally embodiments allow purchasing and other activity,