

SYSTEM FOR DELIVERING DIGITAL CONTENT TO A PLURALITY OF PHYSICAL OUTLETS

BACKGROUND

5 Field

[0001] The disclosed subject matter, in general, relates to delivering digital content. More particularly, but not exclusively, the subject matter relates to delivering digital content to brick and mortar retail outlets.

Discussion of related field

10 [0002] Brand owners promote their products through retail outlets while maintaining a loyal relationship with retailers. To have such a relationship with retailers, brand owners offer various benefits to retailers through incentive programmes for promoting their products.

[0003] Conventionally, brand owners employ survey techniques to identify customers' and retailers' need. These techniques are often in-efficient and expensive as it might take
15 several months to gather and collate information.

[0004] Often brand owners provide incentives to retailers which may result in enhanced sales of products. The information corresponding to the incentive is communicated to the retailers through representatives. This communication might include several stages, starting from information conveyed by brand owners to distributors, distributors to their sales
20 department and sales department to their on-field representatives. By the time the information reaches the retailers the effectiveness of the communication may be diluted, owing to the human chain through which the information is communicated.

[0005] In light of the foregoing discussion, there may be a need for a technique to device digital content configured to be delivered to retailers operating brick and mortar outlets.

SUMMARY

[0006] An embodiment provides a system for delivering digital content to a plurality of physical outlets. The system includes at least one server. The server is configured to identify at least one physical outlet to which digital content has to be delivered, and communicate
5 digital content corresponding to at least one product capable of being disposed through the physical outlet, wherein the digital content corresponding to the product is delivered to at least one device associated with the physical outlet.

[0007] Another embodiment provides a system for delivering digital content to a plurality of physical outlets. The system includes a plurality of devices and at least one server. Each of
10 the devices is associated with respective one of the plurality of physical outlets. The server is configured to receive data from the plurality of devices, deliver digital content corresponding to products capable of being disposed through the physical outlets, and customize digital content configured to be delivered to at least one of the plurality of physical outlets, wherein the customized digital content corresponds to at least one product.

[0008] Yet another embodiment provides a system for delivering digital content to a plurality of physical outlets. The system includes a plurality of devices and at least one server. Each of the devices is associated with respective one of the plurality of the physical outlets. The server is configured to enable at least one data processing unit to select at least one physical outlet to which digital content corresponding to at least one product has to be
20 delivered, and deliver the digital content corresponding to the product, to the selected physical outlet.

BRIEF DESCRIPTION OF DRAWINGS

[0009] Embodiments are illustrated by way of example and not limitation in the Figures
25 of the accompanying drawings, in which like references indicate similar elements and in which:

[0010] **FIG. 1** is an exemplary illustration of the system **100** for delivering digital content to a plurality of physical outlets, in accordance with an embodiment;

[0011] **FIG. 2** is a flow chart illustrating the communication of data between the server
30 **102**, the device **104** and the product management module **106**;

[0012] **FIG. 3** is a flow chart illustrating the identification (**208**) of the physical outlet

and delivering (212) digital content to the physical outlet by the server 102;

[0013] FIG. 4 is a flowchart illustrating identifying the location of the physical outlet, at step 402 and customizing (210) digital content based on the location of the physical outlet, in accordance with an embodiment;

5 [0014] FIG. 5 is a flowchart illustrating determining attributes at step 502 corresponding to quantum of products disposed through the physical outlet and customizing (210) digital content based on attributes corresponding to quantum of products, in accordance with an embodiment;

10 [0015] FIG. 6 is a flowchart illustrating the determining the physical attributes at step 602 and customizing digital content based on the physical attributes, in accordance with an embodiment;

[0016] FIG. 7 is a flowchart illustrating the determining the consumer profiles at step 702 of the physical outlet and customizing digital content based on the consumer profiles, in accordance with an embodiment;

15 [0017] FIG. 8 is a flowchart illustrating the determining different categories of the products at step 802 of the physical outlet and customizing digital content based different categories of the products, in accordance with an embodiment;

[0018] FIG. 9 is a flowchart illustrating determining environmental attributes of the physical outlet at step 902 and customizing digital content based on environmental attributes
20 of the physical outlet, in accordance with an embodiment;

[0019] FIG. 10 is a flowchart illustrating determining events affecting disposal of products at step 1002 of the physical outlet and customizing digital content based on events affecting disposal of products of the physical outlet, in accordance with an embodiment;

[0020] FIG. 11 is a flowchart illustrating determining constraints 1102 for customizing
25 digital content based on constraints, in accordance with an embodiment; and

[0021] FIG. 12 is a flowchart illustrating the product management module 106 communicating (220) the digital contents to the device 104, in accordance with an embodiment.

DETAILED DESCRIPTION**I. OVERVIEW****II. EXEMPLARY SYSTEM****5 III. CONCLUSION****I. OVERVIEW**

10 **[0022]** A system for delivering digital content to a plurality of physical outlets is provided. The system includes a server, at least one device and a product management module. The device stores and communicates data corresponding to at least one physical outlet to the server. The server receives data from the device and identifies physical outlets to which digital content has to be delivered. Using the data received from the device, the server
15 identifies various attributes that define the physical outlet. The server customizes digital content based on the attributes of the physical outlet. The server communicates the digital content to one or more physical outlets. The server delivers the digital content to at least the device associated with the physical outlet. The server further delivers digital content to the product management module. The server also considers a plurality of attributes that define a
20 product that can be disposed through the physical outlets, customizes the content corresponding to the product. The server delivers the digital content corresponding to the product at least to the device or the product management module.

[0023] The following detailed description includes references to the accompanying drawings, which form part of the detailed description. The drawings show illustrations in
25 accordance with example embodiments. These example embodiments are described in enough detail to enable those skilled in the art to practice the present subject matter. However, it will be apparent to one of ordinary skill in the art that the present invention may be practiced without these specific details. In other instances, well-known methods, procedures, components, circuits, and networks have not been described in detail so as not to
30 unnecessarily obscure aspects of the embodiments. The embodiments can be combined, other embodiments can be utilized or structural, logical, and electrical changes can be made without departing from the scope of the invention. The following detailed description is, therefore, not to be taken as a limiting sense.

[0024] In this document, the terms “a” or “an” are used, as is common in patent documents, to include one or more than one. In this document, the term “or” is used to refer to a nonexclusive “or,” such that “A or B” includes “A but not B,” “B but not A,” and “A and B,” unless otherwise indicated.

5

II. EXEMPLARY SYSTEM

[0025] An embodiment discloses a system **100** for delivering digital content to a plurality of physical outlets. FIG. 1 is an exemplary illustration of the system **100** for delivering digital content to a plurality of physical outlets, in accordance with an embodiment. The system **100** includes a server **102**, a device **104** and a product management module **106**.

[0026] The server **102** can be a remote server, located away from the physical outlet. The server **102** can be connected to the device **104** and the product management module **106** through a cloud network. The server **102** can also be located within the physical outlet.

15 [0027] The device **104** can be any communication device, such as, smart phone, tablet and notebook, among other such devices. The device **104** includes a memory unit, which is configured to store data corresponding to the physical outlet. The device **104** may be located within the physical outlet. The device **104** can communicate data corresponding to the physical outlet it is located in, to the server **102**.

20 [0028] In an embodiment, the server **102** is configured to fetch data associated with physical outlets from the device **104**. In another embodiment, the server **102** can also have the data preloaded by means of portable memory devices.

[0029] In an embodiment, the server **102** is configured to deliver digital content to the physical outlets. The digital content to be delivered to the physical outlets is received by the device **104**. The server **102** can also deliver digital content to the product management module **106** based on requirements. FIG. 2 is a flow chart illustrating the communication of data between the server **102**, the device **104** and the product management module **106**.

25 [0030] The device **104** stores data at step **202** corresponding to the physical outlet. The device **104** communicates the data to the server **102** at step **204**. The server **102** receives the data communicated by the device **104** and using the data, the server **102** identifies the physical outlet at step **208** based on attributes and parameters that define the physical outlet. The server **102** may customize digital content, such as, an incentive related to a product, at step **210**. Once the digital content is customized, the server **102** may deliver the content, at

30

step **212** to at least the device **104** or the product management module **106**. The device **104** receives the digital content from the server **102** at step **214** and displays it.

[0031] In another embodiment, the server **102** may deliver the customized digital content to the product management module **106**, at step **212**. The product management module **106** may further customize the content at step **218**. Once the content is customized by the product management module **106**, the content may be delivered to at least the server **102**, at step **220**, and the server **102** may communicate it to at least the device **104**.

[0032] In an embodiment, the server **102** may be configured to identify one or more physical outlets using the data received from the device **104**. Upon identifying the physical outlet, the server **102** prepares digital content to be delivered to the device **104** located in the physical outlet. **FIG. 3** is a flow chart illustrating the identification of the physical outlet and delivering digital content to the physical outlet by the server **102**.

[0033] In an embodiment, the server **102** may be configured to deliver digital content corresponding to one or more products which may be sold at the physical outlets. The server **102** delivers (212) digital content corresponding to the products which may be capable of being disposed through the physical outlets.

[0034] In an embodiment the server **102** delivers (212) the digital content corresponding to the products which are capable of being disposed through the physical outlets to the device **104** associated with the physical outlet. In another embodiment the server **102** delivers (212) the digital content corresponding to the products which are being capable of being disposed through the physical outlets to the product management module **106**.

[0035] In an embodiment, the server **102** is further configured to customize (210) the digital content corresponding to the products based on the physical outlets to which the digital content is being delivered. The products can be customized based on several attributes or parameters defining the physical outlets. In another embodiment, the customization of the products can be based on several attributes or parameters of the products which are disposed through the physical outlets.

[0036] In an embodiment, the server **102** is further configured to receive data associated with the physical outlet. The data may be data associated with each attribute of the products which are capable of being disposed through the physical outlets. The data associated with the physical outlet can be received in the server **102** from the device associated with the physical outlet.

[0037] In an embodiment, the device **104** stores **(202)** data associated with each attribute of the physical outlet it is located in. The device **104** also stores **(202)** data associated with each attribute of the products which are capable of being disposed through the physical outlets.

5 [0038] In an embodiment, the attributes or parameters defining a physical outlet can include the physical attributes of the physical outlet, the environmental attributes of the physical outlet and financial attributes of the physical outlet among others. Similar attributes or parameters also apply to the products disposed through the physical outlet. The server **102** is configured to identify **(208)** and take into account each of these attributes while
10 customizing the digital content.

[0039] The server **102** identifies **(208)** the location of the physical outlets. Based on the location of the physical outlet, the server **102** customizes the digital content. **FIG. 4** is a flowchart illustrating identifying the location of the physical outlet, at step **402** and customising **(210)** digital content based on the location of the physical outlet, in accordance
15 with an embodiment. The server **102** based on the identification of the location **(402)**, delivers **(212)** digital content to at least the device **104** at the physical outlets or the product management module **106**.

[0040] For example, the digital content relating to a single product capable of being disposed through the physical outlet may be different for a physical outlet located in an urban
20 area from a physical outlet located in a rural area. The server **102** may take into account the parameters, such as, trends of sales and consumer profiles among others that differentiate the two areas. The trends followed in various locations are identified by the server **102** using the data received from the device **104**.

[0041] Additional attributes of the location of the physical outlet include the sub locality
25 of the outlet among others. For example, the server **102** identifies two physical outlets one in a residential area and another in the mid of a commercial area. The server **102** customizes the digital content for both these outlets by considering the parameters, such as, trends of sales and consumer profiles among others that differentiate the two areas.

[0042] The server **102** is configured to receive data **(206)** associated with the attributes
30 corresponding to quantum of products disposed through the physical outlet from the device **104**. The server **102** customizes **(210)** the digital content based on attributes corresponding to quantum of products disposed through the physical outlet. The attributes can be derived by processing the data received from the device **104**. **FIG. 5** is a flowchart illustrating

determining attributes at step **502** corresponding to quantum of products disposed through the physical outlet and customising (**210**) digital content based on attributes corresponding to quantum of products, in accordance with an embodiment. The server **102**, based on the identification (**502**) of the attributes corresponding to quantum of products disposed through the physical outlet, delivers (**212**) digital content to at least the device **104** at the physical outlets or the product management module **106**.

[0043] In an embodiment, attributes corresponding to the quantum of products capable of being disposed through the physical outlet can determine the nature of the digital content to be delivered to the physical outlet. The attributes can include product availability in the physical outlet, relative profitability obtained by selling particular products present in the physical outlet and fast and slow moving products in the market among others.

[0044] Apart from the earlier recited attributes, additional attributes corresponding to the quantum of products capable of being disposed through the physical outlet can also be taken into consideration while determining the digital content to be delivered. The additional attributes include stock quantity of products, time elapsed since a particular product has been present in the physical outlet, outlet's "favourite products" and outlet's "forgotten products" among others.

[0045] The server **102** is further configured to customize the digital content based on quantum of the product disposed through the physical outlet compared to the quantum of related products disposed through the physical outlet, wherein the product and the related products relate to a category.

[0046] For example, the server **102** may be configured to deliver digital content corresponding to soap. The server **102** may also take into consideration products such as shampoo or detergent powder or different brands of soaps, which may have similar functionality, for customizing and/or delivering the digital content to the physical outlets.

[0047] In another embodiment, the product and the related product may also be associated with the same brand names. The server **102** also takes into consideration products with the same brand name while customizing the digital content.

[0048] In an embodiment, the server **102** may be configured to receive data associated with a plurality of physical outlets present within a geographical boundary. Based on the data received, the server **102** determines the quantum of the product disposed through each of the plurality of physical outlets and customizes the digital content to be delivered to at least one of the plurality of physical outlets.

[0049] Upon receiving the data associated with a plurality of physical outlets from the device **104**, the server **102** may determine the attributes corresponding to the quantum of products disposed through each of the plurality of physical outlets. The server **102** customizes the digital content to be delivered to one of the plurality of the physical outlets at least based on relative quantum of the product disposed through said physical outlet compared to the rest of the plurality of physical outlets.

[0050] The server **102** customizes (**210**) the digital content to be delivered to one of the said plurality of physical outlets based on these attributes of the quantum of products which may be disposed through each of the plurality of physical outlets.

[0051] The server **102** is further configured to compare the attributes of the products disposed through said physical outlet with the products disposed through the rest of the plurality of physical outlets. Based on the comparison, the server **102** customizes (**210**) the digital content to be delivered to at least one of the said plurality of physical outlets.

[0052] In an embodiment, the server **102** is configured to customize the digital content at least based on physical attributes of the physical outlet. The attributes can be derived by processing the data received from the device **104**. **FIG. 6** is a flowchart illustrating the determining of physical attributes at step **602** and customising digital content based on the physical attributes, in accordance with an embodiment. Based on identification (**602**) of the physical attributes, the server **102** delivers digital content to the physical outlets.

[0053] The server **102** receives data associated with the physical attributes of the physical outlet from the device **104**. The server **102** identifies the physical outlet based on the physical attributes of the physical outlet. Physical attribute includes the floor area of the physical outlet, space occupied by the shelves and space for disposing the products in the physical outlet. Additional physical attributes may include number of shelves and dimension of the shelves of the physical outlets among others.

[0054] The server **102** is configured to identify the physical outlet based on all the major and additional physical attributes using the data received from the device **104**. Based on the different physical attributes, the server **102** customizes the digital content to be delivered to the physical outlet. For example, a physical outlet with a larger floor area and higher number of shelves may accommodate more space for products to be displayed. Hence such an outlet may have contrast digital content than an outlet having a smaller floor area.

[0055] In an embodiment, the server **102** can also combine the location attributes and the physical attributes together to customize the digital content to be delivered to the physical outlet.

[0056] In an embodiment, the server **102** may be configured to customize the digital content based on profile of consumers associated with the physical outlet. The attributes can be derived by processing the data received from the device **104**. **FIG. 7** is a flowchart illustrating the determining of consumer profiles at step **702** of the physical outlet and customising digital content based on the consumer profiles, in accordance with an embodiment. The server **102** is configured to identify the attributes relating to various profiles of consumers who shop at a particular physical outlet. Based on identification (**702**) of the consumer profiles, the server **102** delivers digital content to the physical outlets.

[0057] The device **104** stores details of the consumers who shop at a particular physical outlet in the memory module in a database. The server **102** retrieves this information from the device **104** and generates different categories of consumers using the data received from the device **104**. For example, broad categories can include age group of consumers and genders of customers among others. The server may further divide the broad category in sub categories, such as, age between 18 to 25 years and so on.

[0058] In an embodiment, the server **102** is further configured to customize the digital content based on a category to which the product relates. The attributes related to the category can be derived by processing the data received from the device **104**. The server **102** is configured to identify the attributes defining the category to which the product relates. Based on these attributes, the server **102** customizes and delivers digital content to the physical outlets.

[0059] The device **104** stores details of the products present in the physical outlet in the memory module in a database. The server **102** retrieves this information from the device **104** and generates different categories of the products disposed through the physical outlet using the data received from the device **104**. **FIG. 8** is a flowchart illustrating the determining different categories of the products at step **802** of the physical outlet and customising digital content based different categories of the products, in accordance with an embodiment. The server **102**, based on the identification (**802**) of the categories into which the products are being grouped, delivers digital content to at least the device **104** at the physical outlets or the product management module **106**.

[0060] For example, broad categories can include functionality of the products and brand names of the products among others. The server **102** may further divide the broad categories into sub categories, such as, under cosmetics there may be sub categories such as lotions, talcum powders, perfume, and so on. The server **102** may also create sub categories with respect to the price range of the products.

[0061] In an embodiment, the server **102** is further configured to customize the digital content based on environmental attributes. The environmental attributes can be derived by processing the data received from the device **104**. The server **102** is configured to identify the attributes defining environment attributes of the locality in which the physical outlet is located. Based on these attributes, the server **102** customizes and delivers digital content to the physical outlets. **FIG. 9** is a flowchart illustrating determining environmental attributes of the physical outlet at step **902** and customising digital content based on environmental attributes of the physical outlet, in accordance with an embodiment. The server **102**, based on the attributes determined (**902**), delivers digital content to at least the device **104** at the physical outlets or the product management module **106**.

[0062] The device **104** stores details of the locality in which the physical outlet is located in the memory module in a database. The server **102** retrieves this information from the device **104** and considers different environmental attributes using the data received from the device **104**. The environmental attributes of a locality includes the climatic conditions of the locality, sudden changes in the weather and changes in the season among other such attributes.

[0063] Broad categories can include climatic conditions of the locality and seasonal changes in the locality among others. The server **102** identifies the climate of a particular locality from the products being disposed from the physical outlet in that locality. For example, during summer, the number of soft drink cans or bottles that may be disposed through a physical outlet may be relatively more and during rainy season the number of umbrellas or raincoats that may be disposed through a physical outlet may be relatively more. Based on these data the server **102** customizes the digital content to be delivered to the physical outlet in that locality. The server **102** can also push heavy discounts on soft drinks during summer and on umbrellas and raincoats during rainy seasons.

[0064] The server **102** is also configured to identify the sudden changes in the weather of a particular locality. For example, during summer, if there is a sudden rainfall, the server **102**

may deliver a customized digital content to the physical outlets of that locality with offers and discounts on umbrellas and rain coats and the offer may last for a predetermined duration of time.

[0065] In an embodiment, the server **102** the server is further configured to customize the digital content at least based on events affecting disposal of products relating to a category. The events affecting disposal of products can be derived by processing the data received from the device **104**. The server **102** is configured to identify the attributes defining events affecting disposal of products in a particular locality in which the physical outlet is located. Based on these attributes, the server **102** customizes and delivers digital content to the physical outlets. **FIG. 10** is a flowchart illustrating determining events affecting disposal of products at step **1002** of the physical outlet and customising digital content based on events affecting disposal of products of the physical outlet, in accordance with an embodiment. The server **102**, based on the identification (**1002**) of the events affecting the disposal of products, delivers digital content to at least the device **104** at the physical outlets or the product management module **106**.

[0066] The events affecting disposal of products in a particular locality include any festival or cultural programme and sports related programme among others. The server **102** identifies the occasion using the data received from the device **104** and delivers content relating to products to be disposed during that particular occasion. For example, during the occasion of diwali, particularly in India, the server **102** delivers content relating to products to be disposed during diwali. The server **102** may offer discounts on crackers and lamps for a predetermined duration of time before the day of diwali.

[0067] In an embodiment, the server **102** is further configured to generate a plurality of selectable customized digital content corresponding to the product. The parameters based on which server **102** generates a plurality of selectable customized digital content may vary between localities depending on the environmental conditions, physical parameters and categories to which the products relate among others. The server **102** delivers digital content related to a single product to a plurality of physical outlets across the geography with slight or drastic changes in the digital content.

[0068] The server **102** is further configured to customize the digital content corresponding to the product based on certain constraints configured by an entity responsible for the product. The entity responsible for the product may be the brand owner, the distributor or the supply chain management. The entity responsible for the product can control and

configure to the extent of discount to be applied to a particular product and so on. **FIG.11** is a flowchart illustrating determining constraints **1102** for customising digital content based on constraints, in accordance with an embodiment. The server **102** determines the constraints at step **1102** configured by the entities responsible for the products. Based on the constraints, the digital content is being customized. The server **102** further determines if the digital content meet the constraints configured at step **1104**. If the content does not match the constraints, the server **102** further customizes the content to meet the constraints. If the content meets the constraints, the server **102** delivers the content to at least the device **104** or the product management module **106**.

[0069] For example, the discount to be applied on soft drinks during summer season can be configured to be between ranges of 5 % to 10 %. Any number above 10 % or below 5 % cannot be applied to the products relating to the category of soft drinks by the server **102**. The duration for which an offer or a discount lasts can also be configured by the entity. Any offer on any particular products exceeding that duration will not be applied to the products by the server **102**.

[0070] The entities responsible for the product can be the users of the product management module **106**. The entities responsible for the product can program the customization on the product management module **106** which is then communicated to the server **102**.

[0071] The server **102** may also deliver (**212**) the customized digital content to the product management module **106** before delivering the content to the device **104**. The product management module **106** receives (**216**) the customized digital content from the server **102**. The entities responsible for the product, who are using the product management module **106**, can apply further customization to the digital content.

[0072] The product management module **106** can communicate the digital content to the device **104**. **FIG. 12** is a flowchart illustrating the product management module **106** communicating (**220**) the digital content to the device **104**, in accordance with an embodiment. The device **104** receives digital content, at step **214**, from the product management module **106**.

[0073] In an embodiment, the server **102** receives data corresponding to the physical outlet from a plurality of devices **104**. The server **102** is configured to deliver digital content to a plurality of physical outlets.

[0074] The server **102** is further configured to deliver digital content corresponding to products capable of being disposed through the physical outlets. The server **102** is configured to customize digital content to be delivered to at least one of the plurality of physical outlets. The server **102** customizes the digital content relating to at least one product capable of being disposed through at least one or more of the plurality of the physical outlets.

[0075] In an embodiment, the system **100** includes a data processing unit. The server **102** is configured to enable the data processing unit to select at least one physical outlet to which digital content corresponding to at least one product has to be delivered. The server **102** further enables the data processing unit to deliver the digital content corresponding to the product to the selected physical outlet.

[0076] The server **102** is further configured to generate a plurality of selectable customized digital content corresponding to the product. The server **102** further enables selection of the plurality of selectable customized digital content corresponding to the product. The server **102** delivers at least one of the plurality of selectable customized digital content corresponding to the product to at least one of the plurality of physical outlets based on the selection made.

[0077] The server **102** is further configured to categorize the physical outlets to which each of the plurality of selectable customized digital content is to be delivered. The digital content may be at least one of the plurality of the customized digital content corresponding to the selectable product.

[0078] The server **102** is further configured to receive a plurality of customized digital content corresponding to the product. The server **102** further receives instructions corresponding to which of the physical outlets each of the plurality of customized digital content corresponding to the product has to be delivered. Based on the instruction received, the customized digital content are delivered to the physical outlets.

[0079] The server **102** is further configured to receive digital content corresponding to the product from the data processing unit. The data processing unit 108 may further instruct the server **102** regarding the physical outlets to which the digital content corresponding to the product has to be delivered. Based on the instruction received from the data processing unit, the customized digital content are delivered to the physical outlets.

III. CONCLUSION

[0080] Embodiment discloses a technique for efficient content delivery that can be used for trade marketing.

[0081] Embodiments disclose a technique wherein the entities responsible for a product, such as, brand owners can communicate directly with physical outlet managers to promote their products by delivering digital content suitable to a physical outlet manager to using a platform wherein the brand owners can access a data corresponding to the physical outlet. Due to direct communication between brand owners and physical outlet managers, there is less probability of the information getting diluted.

[0082] It shall be noted that the processes described above is described as sequence of steps, this was done solely for the sake of illustration. Accordingly, it is contemplated that some steps may be added, some steps may be omitted, the order of the steps may be re-arranged, or some steps may be performed simultaneously.

[0083] The example embodiments described herein may be implemented in an operating environment comprising software installed on a computer, in hardware, or in a combination of software and hardware.

[0084] Although embodiments have been described with reference to specific example embodiments, it will be evident that various modifications and changes may be made to these embodiments without departing from the broader spirit and scope of the system and method described herein. Accordingly, the specification and drawings are to be regarded in an illustrative rather than a restrictive sense.

[0085] Many alterations and modifications of the present invention will no doubt become apparent to a person of ordinary skill in the art after having read the foregoing description. It is to be understood that the phraseology or terminology employed herein is for the purpose of description and not of limitation. It is to be understood that the description above contains many specifications, these should not be construed as limiting the scope of the invention but as merely providing illustrations of some of the personally preferred embodiments of this invention. Thus the scope of the invention should be determined by the appended claims and their legal equivalents rather than by the examples given.

CLAIMS

We claim:

1. A system for delivering digital content to a plurality of physical outlets, the system
5 comprising at least one server configured to:
 identify at least one physical outlet to which digital content has to be delivered;
 and
 communicate digital content corresponding to at least one product capable of
 being disposed through the physical outlet, wherein the digital content
10 corresponding to the product is delivered to at least one device associated with
 the physical outlet.
2. The system according to claim 1, wherein the server is further configured to
customize the digital content corresponding to the product based on the physical
15 outlet to which the digital content is being delivered.
3. The system according to claim 2, wherein the server is configured to receive data
associated with the physical outlet from the device associated with the physical outlet.
- 20 4. The system according to claim 2, wherein the server is configured to:
 identify location of the physical outlet; and
 customize the digital content at least based on the location of the physical outlet.
5. The system according to claim 2, wherein the server is configured to:
25 receive data associated with the physical outlet from the device associated with the
 physical outlet; and
 customize the digital content at least based on attributes corresponding to quantum of
 products disposed through the physical outlet, wherein the attributes are derived by
 processing the received data.
- 30 6. The system of claim 2, wherein the server is further configured to customize the
digital content at least based on quantum of the product disposed through the physical

outlet compared to the quantum of related products disposed through the physical outlet, wherein the product and the related products relate to a category.

7. The system of claim 2, wherein the server is further configured to:
 - 5 receive data associated with a plurality of physical outlets present within a geographical boundary;
 - determine the quantum of the product disposed through each of the plurality of physical outlets; and
 - 10 customize the digital content configured to be delivered to at least one of the said plurality of physical outlets at least based on relative quantum of the product disposed through said physical outlet compared to the rest of the plurality of physical outlets.
8. The system of claim 2, wherein the server is further configured to customize the
15 digital content at least based on physical attributes of the physical outlet.
9. The system according to claim 2, wherein the server is configured to:
 - 20 receive data associated with the physical outlet from the device associated with the physical outlet; and
 - customize the digital content at least based on profile of consumers associated with the physical outlet, wherein the profile of consumers is derived by processing the received data.
10. The system according to claim 1, wherein the server is further configured to
25 customize the digital content at least based on a category to which the product relates.
11. The system according to claim 1, wherein the server is further configured to customize the digital content at least based on environmental attributes.
- 30 12. The system according to claim 1, wherein the server is further configured to customize the digital content at least based on events affecting disposal of products which relate to a category to which said product relates.

13. The system according to claim 1, wherein the server is further configured to generate a plurality of selectable customized digital content corresponding to the product.
14. The system according to claim 1, wherein the server is further configured to customize the digital content corresponding to the product at least based on one constraint configured by an entity responsible for the product.
15. A system for delivering digital content to a plurality of physical outlets, the system comprising:
- a plurality of devices, wherein each of the plurality of devices is associated with respective one of the plurality of physical outlets; and
 - at least one server, wherein the server is configured to:
 - receive data from the plurality of devices;
 - deliver digital content corresponding to products capable of being disposed through the physical outlets; and
 - customize digital content configured to be delivered to at least one of the plurality of physical outlets, wherein the customized digital content corresponds to at least one product.
16. A system for delivering digital content to a plurality of physical outlets, the system comprising:
- a plurality of devices, wherein each of the plurality of devices is associated with respective one of the plurality of the physical outlets;
 - at least one server, wherein the server is configured to:
 - enable at least one data processing unit to select at least one physical outlet to which digital content corresponding to at least one product has to be delivered;
 - and
 - deliver the digital content corresponding to the product, to the selected physical outlet.
17. The system according to claim 16, wherein the server is further configured to:
- generate a plurality of selectable customized digital content corresponding to the product; and

enable selection of the plurality of selectable customized digital content corresponding to the product.

18. The system according to claim 17, wherein the server is further configured to
5 categorize the physical outlets to which each of the plurality of selectable customized digital content corresponding to the product is configurable to be delivered.

19. The system according to claim 16, wherein the server is further configured to:
receive a plurality of customized digital content corresponding to the product;
10 receive instruction corresponding to, which of the physical outlets each of the plurality of customized digital content corresponding to the product has to be delivered; and
deliver the customized digital content to the physical outlets based on the instruction.

20. The system according to claim 16, wherein the server is further configured to:
receive digital content corresponding to the product from the data processing unit;
receive instruction corresponding to, which of the physical outlets the digital
content corresponding to the product has to be delivered; and
20 deliver the digital content to the physical outlets based on the instruction.