

CLAIMS

What is claimed is:

1. A method for utilizing redemption tracking data, the method comprising:
 - 5 receiving, at a wireless device reader, electronic certificate data and consumer identification data;
 - redeeming the electronic certificate data; and
 - generating redemption tracking data using the redeemed electronic certificate data and consumer identification data.
- 10 2. The method of claim 1 further comprising transmitting the redemption tracking data to a redemption tracking entity, wherein the redemption tracking entity includes at least one of a redemption tracking server, a redemption tracking module located within a back end server, and a service provider server.
- 15 3. The method of claim 2 wherein the redemption tracking entity is configured to use the redemption tracking data to perform analysis comprising at least one of generating statistical reports, calculating credit amounts owed by a manufacturer to a retailer, determining specific certificate redemption rate information, and preventing fraudulent
- 20 malredemption information.
4. The method of claim 1 wherein the redeeming of the electronic certificate data is conducted by at least one of a back end server and a point of sale terminal.
5. The method of claim 4 wherein the back end server utilizes purchase
- 25 transaction information received from the point of sale terminal to redeem the electronic certificate data.
6. The method of claim 1 wherein receiving electronic coupon data and consumer identification data includes receiving the electronic coupon data and the consumer identification data from a mobile device via near field
- 30 communications (NFC).
7. The method of claim 1 wherein electronic certificate data comprises at least one of electronic coupon data, an electronic coupon identifier, loyalty data, reward data, and offer data.

8. A method for utilizing redemption tracking data, the method comprising:

receiving an electronic certificate identifier and consumer identification data;

5 utilizing the electronic certificate identifier to access a database in order to obtain electronic certificate data associated with the electronic certificate identifier;

redeeming the electronic certificate data; and

10 generating redemption tracking data using the redeemed electronic certificate data and consumer identification data.

9. The method of claim 8 wherein utilizing an electronic certificate identifier to access a database is performed by a back end server.

10. The method of claim 8 further comprising transmitting the redemption tracking data to a redemption tracking entity, wherein the redemption tracking entity includes at least one of a redemption tracking server, a
15 redemption tracking module located within a back end server, and a service provider server.

11. The method of claim 10 wherein the redemption tracking entity is configured to use the redemption tracking data to perform analysis comprising at least one of generating statistical reports, calculating credit
20 amounts owed by a manufacturer to a retailer, determining specific certificate redemption rate information, and preventing fraudulent malredemption information.

12. The method of claim 8 wherein the redeeming of the electronic certificate data is conducted by at least one of a back end server and a point
25 of sale terminal.

13. The method of claim 12 wherein the back end server utilizes purchase transaction information received from the point of sale terminal to redeem the electronic certificate data.

30 14. A system for utilizing redemption tracking data, the system comprising:

a wireless device reader for receiving electronic certificate data and consumer identification data; and

a point of sale (POS) system terminal for receiving the electronic certificate data and the consumer identification data from the wireless device reader, for redeeming the electronic certificate data, and generating electronic redemption tracking data from the electronic certificate data and consumer identification.

15. The system of claim 14 wherein the POS system terminal transmits the redemption tracking data to the wireless device reader and wherein the wireless device reader transmits the redemption tracking data to the mobile device via NFC.

16. The system of claim 14 wherein a wallet client in the mobile device transfers the redemption tracking data to a service provider server and wherein the service provider server uses the redemption tracking data to perform at least one of generating statistical reports, calculating credit amounts owed by a manufacturer to a retailer, determining specific certificate redemption rate information, and preventing fraudulent malredemption information.

17. The system of claim 14 wherein the wireless device reader is configured to receive electronic certificate data and consumer identification data from a mobile device via near field communications (NFC).

18. A system for utilizing redemption tracking data, the system comprising:

a wireless device reader for receiving and electronic certificate identifier and consumer identification data; and

a back end server for receiving the electronic certificate identifier and the consumer identification data from the wireless device reader, for utilizing the electronic certificate identifier to access a database in order to obtain electronic certificate data associated with the electronic certificate identifier, for redeeming the electronic certificate data, and for generating redemption tracking data using the redeemed electronic certificate data and consumer identification data.

19. The system of claim 15 wherein the back end server receives, from a point of sale terminal, purchase transaction information used to redeem the electronic certificate data.

20. The system of claim 15 wherein the back end server is configured provide the redemption tracking data to a redemption tracking entity, wherein the redemption tracking entity includes at least one of a redemption tracking server, a redemption tracking module located within the back end server,
5 and a service provider server.

21. The system of claim 20 wherein the redemption tracking entity is configured to use the redemption tracking data to perform analysis comprising at least one of generating statistical reports, calculating credit amounts owed by a manufacturer to a retailer, determining specific
10 certificate redemption rate information, and preventing fraudulent malredemption information.

22. A non-transitory computer readable medium having stored thereon executable instructions that when executed by the processor of a computer control the computer to perform steps comprising:

15 receiving, at a wireless device reader, electronic certificate data and consumer identification data;

redeeming the electronic certificate data; and

generating redemption tracking data using the redeemed electronic certificate data and consumer identification data.

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What is claimed is:

1. A method for utilizing redemption tracking data, the method comprising:
 - receiving, at a wireless device reader from a mobile device, electronic certificate data and consumer identification data;
 - redeeming the electronic certificate data;
 - generating redemption tracking data using the redeemed electronic certificate data and consumer identification data; and
 - providing, from the wireless device reader, the redemption tracking data to the mobile device.
2. The method of claim 1 further comprising transmitting the redemption tracking data to a redemption tracking entity, wherein the redemption tracking entity includes at least one of a redemption tracking server, a redemption tracking module located within a back end server, and a service provider server.
3. The method of claim 2 wherein the redemption tracking entity is configured to use the redemption tracking data to perform analysis comprising at least one of generating statistical reports, calculating credit amounts owed by a manufacturer to a retailer, determining specific certificate redemption rate information, and preventing fraudulent malredemption information.
4. The method of claim 1 wherein the redeeming of the electronic certificate data is conducted by at least one of a back end server and a point of sale terminal.
5. The method of claim 4 wherein the back end server utilizes purchase transaction information received from the point of sale terminal to redeem the electronic certificate data.
6. The method of claim 1 wherein receiving electronic coupon data and consumer identification data includes receiving the electronic coupon data and the consumer identification data from a mobile device via near field communications (NFC).
7. The method of claim 1 wherein electronic certificate data comprises at least one of electronic coupon data, an electronic coupon identifier, loyalty data, reward data, and offer data.
8. A method for utilizing redemption tracking data, the method comprising:
 - receiving, at a wireless device reader from a mobile device, an electronic certificate identifier and consumer identification data;
 - utilizing the electronic certificate identifier to access a database in order to obtain electronic certificate data associated with the electronic certificate identifier;
 - redeeming the electronic certificate data;

generating redemption tracking data using the redeemed electronic certificate data and consumer identification data; and

providing, from the wireless device reader, the redemption tracking data to the mobile device.

9. The method of claim 8 wherein utilizing an electronic certificate identifier to access a database is performed by a back end server.

10. The method of claim 8 further comprising transmitting the redemption tracking data to a redemption tracking entity, wherein the redemption tracking entity includes at least one of a redemption tracking server, a redemption tracking module located within a back end server, and a service provider server.

11. The method of claim 10 wherein the redemption tracking entity is configured to use the redemption tracking data to perform analysis comprising at least one of generating statistical reports, calculating credit amounts owed by a manufacturer to a retailer, determining specific certificate redemption rate information, and preventing fraudulent malredemption information.

12. The method of claim 8 wherein the redeeming of the electronic certificate data is conducted by at least one of a back end server and a point of sale terminal.

13. The method of claim 12 wherein the back end server utilizes purchase transaction information received from the point of sale terminal to redeem the electronic certificate data.

14. A system for utilizing redemption tracking data, the system comprising:

a wireless device reader for receiving electronic certificate data and consumer identification data from a mobile device and for providing redemption tracking data to the mobile device; and

a point of sale (POS) system terminal for receiving the electronic certificate data and the consumer identification data from the wireless device reader, for redeeming the electronic certificate data, and generating electronic redemption tracking data from the electronic certificate data and consumer identification.

15. The system of claim 14 wherein the POS system terminal transmits the redemption tracking data to the wireless device reader and wherein the wireless device reader transmits the redemption tracking data to the mobile device via NFC.

16. The system of claim 14 wherein a wallet client in the mobile device transfers the redemption tracking data to a service provider server and wherein the service provider server uses the redemption tracking data to perform at least one of generating statistical reports, calculating credit amounts owed by a manufacturer to a retailer, determining specific certificate redemption rate information, and preventing fraudulent malredemption information.

17. The system of claim 14 wherein the wireless device reader is configured to receive electronic certificate data and consumer identification data from a mobile device via near field communications (NFC).

18. A system for utilizing redemption tracking data, the system comprising:

- a wireless device reader for receiving and electronic certificate identifier and consumer identification data from a mobile device and for providing redemption tracking data to the mobile device; and

- a back end server for receiving the electronic certificate identifier and the consumer identification data from the wireless device reader, for utilizing the electronic certificate identifier to access a database in order to obtain electronic certificate data associated with the electronic certificate identifier, for redeeming the electronic certificate data, and for generating redemption tracking data using the redeemed electronic certificate data and consumer identification data.

19. The system of claim 15 wherein the back end server receives, from a point of sale terminal, purchase transaction information used to redeem the electronic certificate data.

20. The system of claim 15 wherein the back end server is configured provide the redemption tracking data to a redemption tracking entity, wherein the redemption tracking entity includes at least one of a redemption tracking server, a redemption tracking module located within the back end server, and a service provider server.

21. The system of claim 20 wherein the redemption tracking entity is configured to use the redemption tracking data to perform analysis comprising at least one of generating statistical reports, calculating credit amounts owed by a manufacturer to a retailer, determining specific certificate redemption rate information, and preventing fraudulent malredemption information.

22. A non-transitory computer readable medium having stored thereon executable instructions that when executed by the processor of a computer control the computer to perform steps comprising:

- receiving, at a wireless device reader, electronic certificate data and consumer identification data;

- redeeming the electronic certificate data;

- generating redemption tracking data using the redeemed electronic certificate data and consumer identification data; and

- providing, from the wireless device reader, the redemption tracking data to the mobile device.