WHAT IS CLAIMED IS:

1. A method for providing transaction details for payment transactions indicative of offer redemption, comprising:

receiving, by a receiving device of a processing server from an offer provider server of an offer provider, an offer listing including a plurality of merchant offer entries from a plurality of merchants, wherein each merchant offer entry includes at least an offer identifier and an indication of a valid merchant with which a corresponding offer for goods or services may be redeemed, wherein the valid merchant is enrolled in a program with the offer provider;

receiving, by the receiving device of the processing server from an offer provider server, an offer linking notification including at least a consumer identifier and an indication of a selection of an offer corresponding to a specific merchant offer entry of the plurality of merchant offer entries by an electronic consumer device associated with the consumer identifier, wherein the offer is purchased from the offer provider with a payment card associated with the consumer, wherein the offer linking notification (1) includes an identification of the payment card used to purchase the offer and (2) corresponds to the offer corresponding to the specific merchant offer entry of the plurality of merchant offer entries;

identifying, by a processing device of the processing server, a merchant identifier, wherein the merchant identifier corresponds to the valid merchant indicated in the specific merchant offer entry associated with the selected offer;

electronically storing, in a database of the processing server, a transaction processing rule, wherein the transaction processing rule includes at least the identification of the payment card used to purchase the offer corresponding to the offer linking notification , the identified merchant identifier and the consumer identifier, wherein the transaction processing rule is generated based on the offer linking notification and on the payment card used to purchase the offer corresponding to the offer linking notification; and

transmitting, by a transmitting device of the processing server, transaction details for a payment transaction included in an authorization request, wherein the authorization request further includes at least the identified merchant identifier corresponding to the valid merchant and the consumer identifier, and an

identification of the payment card used to purchase the offer corresponding to the offer linking notification.

2. The method of claim 1, wherein

the offer listing is received from an offer provider, and

the transaction details are transmitted to the offer provider.

3. The method of claim 1, further comprising:

receiving, by the receiving device, an indication of expiration of an offer corresponding to the specific merchant offer entry; and

updating, in the database, the transaction processing rule to indicate the expiration of the corresponding offer.

4. The method of claim 1, wherein the merchant identifier includes at least one of: an aggregate merchant identifier, a location identifier, an acquirer identifier, a merchant doing business as name, and an authorization acquiring identifier.

5. The method of claim 4, wherein each merchant offer entry further includes a merchant level, and wherein the identified merchant identifier is based on the merchant level included in the specific merchant offer entry.

6. The method of claim 1, wherein the payment card used to purchase the offer corresponding to the offer linking notification is used to fund the payment transaction.

7. The method of claim 1, further comprising:

scrubbing, by the processing device , the transaction details prior to transmitting to remove one or more of: private data and personal data.

8. The method of claim 1, wherein each merchant offer entry further includes a predetermined period of time, and the method further comprises:

receive, from an offer provider server of an offer provider, an offer listing including a plurality of merchant offer entries from a plurality of merchants, wherein each merchant offer entry includes at least an offer identifier and an indication of a valid merchant with which a corresponding offer for goods or services may be redeemed, wherein the valid merchant is enrolled in a program with the offer provider, and

receive, from the offer provider server, an offer linking notification including at least a consumer identifier and an indication of a selection of an offer corresponding to a specific merchant offer entry of the plurality of merchant offer entries by an electronic consumer device associated with the consumer identifier, wherein the offer is purchased from the offer provider with a payment card associated with the consumer, wherein the offer linking notification (1) includes an identification of the payment card used to purchase the offer and (2) corresponds to the offer corresponding to the specific merchant offer entry of the plurality of merchant offer entries;

a processing device of the processing server configured to:

identify a merchant identifier, wherein the merchant identifier corresponds to the valid merchant indicated in the specific merchant offer entry associated with the selected offer, and

electronically store, in the database of the processing server, a transaction processing rule, wherein the transaction processing rule includes at least the identification of the payment card used to purchase the offer corresponding to the offer linking notification, the identified merchant identifier, and the consumer identifier, wherein the transaction processing rule is generated based on the offer linking notification and on the payment card used to purchase the offer corresponding to the offer linking notification; and

a transmitting device of the processing server configured to transmit transaction details for a payment included in an authorization request, wherein the authorization request further includes at least the identified merchant identifier corresponding to the valid merchant and the consumer identifier.