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(54) Title: VIRAL OFFERS

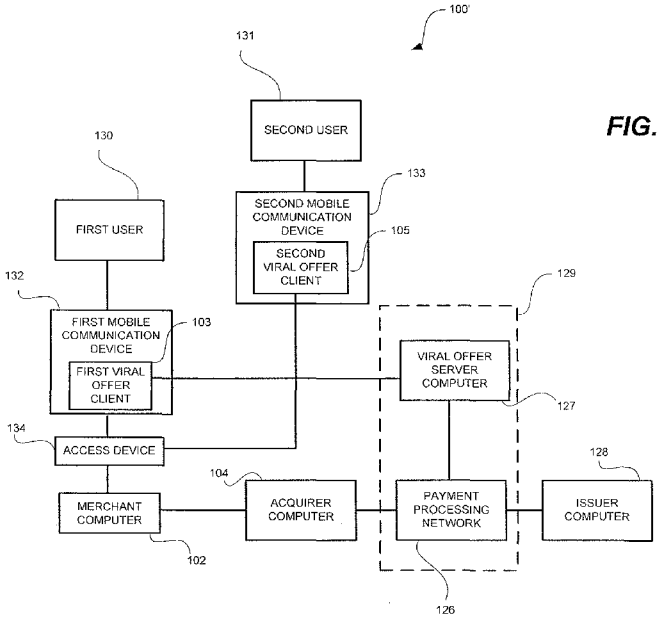



FIG. 1A

(57) Abstract: Embodiments can relate to systems and methods involving viral offers. In one embodiment, a viral offer is sent to a communication device associated with a first user enrolled with a viral offer program operated by a viral offer server computer. After the viral offer is sent, an authorization request message for a transaction conducted by a second user is received. After receiving the authorization request message, a viral offer record associated with the viral offer is accessed. The viral offer record includes a velocity limit, and if the velocity limit has not been met, the velocity limit is updated.

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