

ADVERTISING DEVICE

ABSTRACT

To make efficient and effective mutual customer referral between stores.

An advertising device includes: a unit configured to acquire, from a first application provided by a first business operator, a notification of detection of occurrence of a first event in a first store operated by the first business operator; a unit configured to store coupons available at a second store operated by a second business operator and coupon feature information in association with each other; a unit configured to select one of the coupons based on a selection rule for selecting the coupon including the coupon feature information related to the first event; a unit configured to notify the first application of the one coupon; a unit configured to acquire, from the first application, a notification of detection of occurrence of a second event related to the one coupon in the second store; and a unit configured to perform analysis for modifying the selection rule based on the notification of detection of occurrence of the second event.

Fig. 2