CLAIMS

1. A system for generating a recommendation of an offering to a user, the system comprises:

a user-interface module configured to receive an input dataset, the input dataset comprises a performance type and a performance target value based on the performance type;

a recommendation of offerings generation module configured to receive the input dataset to determine a performance target inequality equation and generate a plurality of eligible candidates, each of the plurality of eligible candidate comprising a minimum purchase value of the offering and a corresponding discount parameter;

wherein each of the plurality of eligible candidates satisfies the performance target inequality equation, and

wherein the system further comprises an optimization module configured to receive the plurality of eligible candidates, and determine a rank score of each of the eligible candidates based on a probability of an acceptance of the offering, and a bid value derived from the performance target value.

2. The system of claim 1, wherein the performance type is a marketing cost per order and the performance target value is a maximum allowable marketing cost.

3. The system of claim 2, wherein the performance target inequality equation is determined such that the marketing cost per order is less than or equal to the maximum allowable marketing cost.

4. The system of claim 3, wherein the discount parameter is a discount value.

5. The system of claim 1, wherein the performance type is a ratio of sales attributed to the marketing campaign to the marketing cost and the performance target value is a minimum allowable ratio of the net sales attributed to the marketing cost.

6. The system of claim 5, wherein the performance target inequality equation is determined such that the ratio of sales attributed to the marketing campaign to the marketing cost is less than or equal to the minimum allowable ratio.

7. The system of claim 6, wherein the discount parameter comprises a maximum allowable discount value and a corresponding discount percentage.

8. The system of any of the preceding claims, further comprises a database for storing the plurality of eligible candidates and a requestor module configured to receive requests for marketing service, and access the database to retrieve at least one of the plurality of eligible candidates.

9. The system of any one of claims 1 to 8, wherein the optimization module is further configured to determine the best ranked eligible candidate.

10. The system of any one of claims 1 to 9, wherein the optimization module is configured to use generalized second price (GSP) auction mechanism to determine the rank score of each eligible candidate.

11. The system of claim 8, further comprises a fulfilment module configured to receive an order for a good and/or service, and provides a settlement data to the requestor module.

12. A computer implemented method for generating a recommendation of an offering, the method comprising

receiving an input dataset, the input dataset comprises a performance type and a performance target value based on the performance type;

determining a performance target inequality equation based on the input dataset; and

generating a plurality of eligible candidates, each of the plurality of eligible candidate comprises a minimum purchase value of the offering and a corresponding discount value;

wherein each of the plurality of eligible candidates satisfies the performance target inequality equation, and

wherein the method further comprises receiving the plurality of eligible candidates; and determining a rank score of each of the eligible candidates based on a probability of an acceptance of the offering, and a bid value derived from the performance target value.

13. The method of claim 12, wherein the performance type is a marketing cost per order and the performance target value is a maximum allowable marketing cost.

14. The method of claim 13, wherein the performance target inequality equation is determined such that the marketing cost per order is less than or equal to the maximum allowable marketing cost.

15. The method of claim 14, wherein the discount parameter is a discount value.

16. The method of claim 12, wherein the performance type is a ratio of sales attributed to the marketing campaign to the marketing cost and the performance target value is a minimum allowable ratio of the net sales attributed to marketing cost.

17. The method of claim 16, wherein the performance target inequality equation is determined such that the ratio of the sales attributed to the marketing campaign to the marketing cost is less than or equal to the minimum allowable ratio.

18. The method of claim 17, wherein the discount parameter comprises a maximum allowable discount value and a corresponding discount percentage.