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[Continued on next page]

(54) Title: **MARKETING PRODUCTIVITY METRIC GENERATION PROCESS**

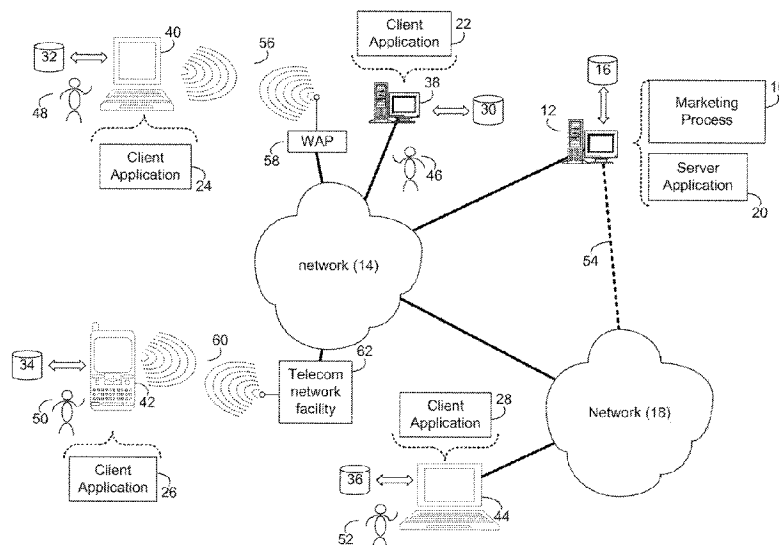


FIG. 1

(57) Abstract: Embodiments of the present disclosure may include a computer-implemented method that may include generating, using one or more computing devices, a user account associated with a particular user and assigning an initial engagement value to the user account based upon, at least in part, the user's actions with one or more merchants. The method may also include identifying at least one trackable purchase event and an advertising campaign parameter and adjusting the engagement value of the user account, based upon, at least in part, the at least one trackable purchase event. The method may further include receiving an offer from an advertiser based upon, at least in part, the adjusted engagement value.

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**INTERNATIONAL SEARCH REPORT**

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**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC(8) - G06Q 30/02 (2013.01)  
 USPC - 705/14.41  
 According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)  
 IPC(8) - G06Q 30/00, 30/02 (2013.01)  
 USPC - 705/14.4, 14.41-14.45

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
 CPC - G06Q 30/0242, 30/02 (2013.01)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
 Orbit, Google Patents, Google Scholar, Google

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2011/0258039 A1 (PATWA et al) 20 October 2011 (20.10.2011) entire document	1-4, 6, 8-12, 14, 16-19
Y		5, 7, 13, 15, 20
Y	US 2012/0054020 A1 (JACOBS) 01 March 2012 (01.03.2012) entire document	5, 13
Y	US 2011/0014972 A1 (HERRMANN et al) 20 January 2011 (20.01.2011) entire document	7, 15, 20
A	US 2010/0010822 A1 (BAL et al) 14 January 2010 (14.01.2010) entire document	1-20
A	US 2009/0076883 A1 (KILGER et al) 19 March 2009 (19.03.2009) entire document	1-20
A	US 2012/0022937 A1 (BHATIA et al) 26 January 2012 (26.01.2012) entire document	1-20

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E" earlier application or patent but published on or after the international filing date	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search 22 December 2013	Date of mailing of the international search report <b>10 JAN 2014</b>
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