METHOD AND APPARATUS FOR TARGETED MARKETING

A method of distributing advertisements to at least two potential respondents, and a system (12) for providing an advertising program, are disclosed. The method includes recruiting at least one retailer to provide a plurality of advertisements, recording at least one profile of two potential respondents, providing at least one saver card to each potential respondent, targeting advertisements to a targeted at least one of the two potential respondents, and providing at least one transaction to the at least one targeted potential respondent upon response of the at least one targeted potential respondent to the targeted at least one advertisement. The system includes a program administrator (14) in communication with at least one retailer (20), wherein the program administrator receives a recorded profile (30) from at least one potential respondent to the advertising program, a message generator communicatively connected to the program administrator and to at least one of the at least potential respondents, and a plurality of saver cards (36), wherein at least one of the saver cards is distributed to each of the at least potential respondents.
For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
A. CLASSIFICATION OF SUBJECT MATTER
   IPC(7) : G06P 17/60
   US CL : 705/14
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)
   U.S. : 705/14

   Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

   Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
   EAST: card, advert$, target$, email$3

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category *</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
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</table>

Further documents are listed in the continuation of Box C. See patent family annex.

* 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
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  "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
  "&" document member of the same patent family

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