Abstract: A method implemented in an e-commerce system to facilitate transactions between a customer and a vendor is disclosed. The method comprising receiving a request for a bulk token for use in an advertising campaign. Generating a bulk token, wherein the bulk token includes at least a type field and amount field, and does not include an email field. Transmitting the bulk token to a vendor server. Receiving a reply email, wherein the reply email includes the bulk token. Decoding the bulk token. The e-commerce system may further perform a Sender Policy Framework (SPF) and DomainKeys Identified Mail (DKIM) validation and process the transaction, on a condition that the SPF and DKIM validations are approved.

FIG. 2
INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2014/051351

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 10/00 (2014.01)
CPC - G06Q 10/06 (2014.09)

According to International Patent Classification (IPC) or to both national classification and IPC

B. 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>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 2012/0030047 A1 (FUENTES et al) 02 February 2012 (02.02.2012) entire document</td>
<td>1-15</td>
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C. DOCUMENTS CONSIDERED TO BE RELEVANT

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Date of the actual completion of the international search
16 October 2014

Date of mailing of the international search report
1 ANOV 2014

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Form PCT/ISA/2 10 (second sheet) (July 2009)