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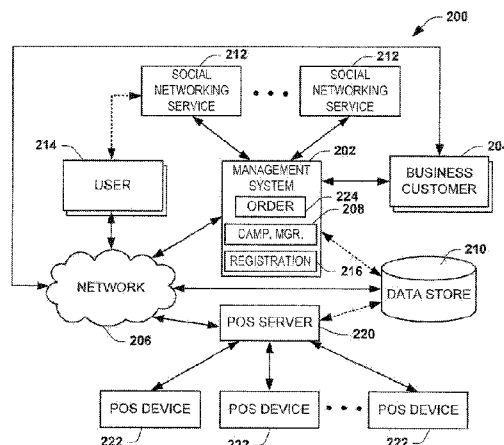
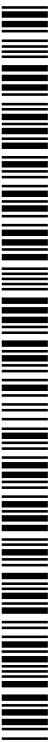


FIG. 2

(57) Abstract: A method (100) for implementing a campaign can include (at 106) registering in a database each of a plurality of registered users to receive notifications sent on behalf of a business customer. A given campaign can be created (at 104) for the business customer by storing campaign data that parameterizes at least timing and content for the given campaign. In response to determining (at 108) to begin distribution of the campaign based on the campaign data, a unique campaign code associated with the given campaign can be sent (at 110) to a point-of-sale (POS) system to enable tracking of transactional activity motivated by the campaign. At least one notification can also be sent (at 112) to each of the plurality registered users about the campaign. The notification further can include an offer code that is based on at least a portion of the unique code associated with the given campaign.



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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 USPC - 705/7.29

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)
 705/7.29

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 705/1.1,7.11,7.29,14.34,14.38 | 700/1,90

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 PubWest(PGPB,USPT,EPAB,JPAB); Google Scholar; POS, point of sale, register, offer, reward, discount, campaign, promotion, manager, user, client, customer, member, send, transmit, distribute, social networking, code, vendor, marketer, merchant, sign-up, notification, alert, ID, identifier, e-mail, electronic mail

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2009/0271267 A1 (Moukas et al.) 29 October 2009 (29.10.2009) entire document (especially para [0061],[0076],[0093]-[0095],[0097]-[0100],[0114]-[0115],[0136],[0162]-[0163],[0200]-[0210])	1-11
Y	US 2008/0065490 A1 (Novick et al.) 13 March 2008 (13.03.2008) (para [0027]-[0028],[0091]-[0092])	1-11
A	US 2005/0125291 A1 (Demkiw Grayson et al.) 09 June 2005 (09.06.2005) entire document	1-11
A	US 2009/0319359 A1 (Soza et al.) 24 December 2009 (24.12.2009) entire document	1-11
A	US 2001/0054002 A1 (Suzuki et al.) 20 December 2001 (20.12.2001) entire document	1-11

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