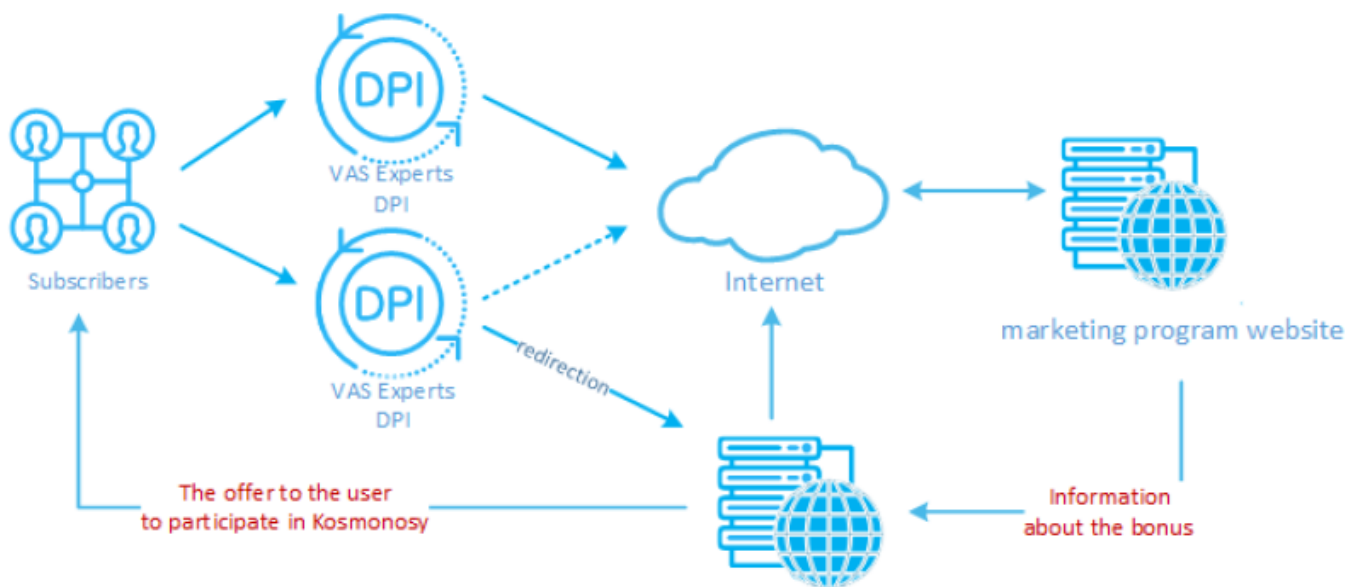# Table of Contents

General description

Bonus program "Cosmobonus" allows subscribers to collect bonus points for their Internet purchases or Internet activity. The operator can get monetary rewards by means of this program. A subscriber can convert his points to money on "Cosmobonus" site. He can use the points to purchase goods or services from Internet. The subscriber's points can be transferred to the operator's bonus program by the operator.

How it works:

1. The subscriber types the address of an Internet shop that is included into bonus program. Alternatively, he can visit this site via search engine.
2. DPI redirects the subscriber to the information page of "Cosmobonus" if this subscriber participates in the bonus program.
3. The subscriber learns the offer. He has an option to register in "Cosmobonus" program or to reject to participate[1].
4. The subscriber is redirected to the requested site upon making the latest choice.
5. The subscriber makes purchases or other action on this site. He gets points to his bonus account as a percentage or fixed amount, according to the bonus program rules.
6. The subscriber receives his bonus account's balance on "Cosmobonus" site. He can purchase services or goods for these points. He has an option to convert points to roubles.

General scheme:

Required components:

1. Deep packet inspection platform (DPI).
2. Optional operator's bonus program[2]

An example of marketing program:

[1]

The registered subscribers are redirected to the requested site automatically.

[2)]

This requires an integration work to transfer subscriber's points into operator's bonus program.