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(57) Abstract :

The system (100) for propagating advertisements introduces a dynamic and market-responsive approach to presentation, harnessing advanced computational capabilities. A processor, driven by stored instructions, coordinates the operation. A data collection module (102) acquires diverse data from consumer profiles, market reports, online platforms, social media, and historical advertising records. The machine learning module (104), employs predictive models to optimize advertisement display by deducing ideal time slots, formats, and channels based on real-time market conditions and consumer tendencies. The advertisement propagation module (106) adapts presentation parameters like timing, duration, frequency, and placement, drawing insights from both machine learning and live market insights. A feedback and analysis module (108) oversees advertisement performance, collects consumer input, and conducts data-driven refinements, enriching predictive models for more effective future campaigns.

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