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(57) Abstract :

The present invention relates to an AI-enabled tool for real-time personalized advertising campaigns, comprising a data integration engine (101), behavioral analytics module (102), campaign optimization unit (103), personalization engine (104), and performance monitoring dashboard (105). The tool dynamically aggregates data, predicts consumer preferences, and generates context-specific advertisements. By employing machine learning and reinforcement learning, the system optimizes campaign strategies continuously. The integrated architecture ensures scalability, adaptability, and cross-platform compatibility, enhancing consumer engagement and maximizing advertising efficiency. The invention provides advertisers with predictive insights, actionable analytics, and improved return on investment.

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