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(57) Abstract :

Disclosed herein is a system (100) for customer segmentation in digital marketing. The system (100) includes a microcontroller (102) associated with a processing unit (104). The system (100) also includes the processing unit (104) connected with a data integration module (108). The system (100) also includes the data integration module (108) connected with the processing unit (104) and a communication network (106). The communication network (106) further connected with a neural network module (110), a clustering module (112), a marketing execution module (114), an interpretation module (116), a privacy protection module (118). Further the microcontroller (102) includes the data integration module (108) associated with the processing unit (104). The microcontroller (102) also includes the neural network module (110) connected with the data integration module (108). The microcontroller (102) also includes the clustering module (112) associated with the neural network module (110).

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