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(57) Abstract :
Disclosed herein is a system (100) for AI-driven personalized marketing. The system includes a microcontroller (102) associated with a processing unit (104). The system (100) also includes the processing unit (104) connected with a digital footprint module (106). The system (100) also includes the digital footprint module (106) connected with the processing unit (104) and communication network (110), communication network further connected with a customer preference prediction module (112), a content creation module (128), a response tracking module (122), a competitor campaign detection module (126), a marketing optimization module (114). Further the microcontroller (102) includes the digital footprint module (106) associated with the processing unit (104). The microcontroller (102) also includes the customer preference prediction module (112) associated with the digital footprint module (106). The microcontroller (102) also includes the content creation module (128) connected with the customer preference prediction module (112).

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