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(57) Abstract :

The present invention discloses a system and method for systematically analyzing and influencing consumer buying behavior through digital marketing strategies. The system captures consumer interactions across digital channels, correlates behavioral data into unified profiles, and models consumer decision making stages. Analytical and predictive components evaluate the impact of marketing tactics on engagement and purchasing outcomes. Personalized and adaptive marketing strategies are dynamically applied to shape consumer intent, improve conversion rates, and enhance long term customer value. The invention provides actionable insights, real time optimization, and scalable deployment to enable data driven digital marketing effectiveness.

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