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(54) **Title:** APPARATUSES, METHODS AND SYTEMS FOR INTEGRATED, INFORMATION-ENGINEERED AND SELF-IMPOSING ADVERTISING, E-COMMERCE AND ONLINE CUSTOMER INTERACTIONS

(57) **Abstract:** The disclosure details the implementation of apparatuses, methods and systems to Integrated information-engineered and Self-Improving facility for advertising, e- commerce and online Customer Interactions (ISICI).. In one embodiment, the ISICI is comprised of three components: 1) a creation and maintenance of MultiLink menus component; 2) a registration and updating of the underlying multilink records component; and 3) a distribution/syndication of the MultiLink menus component. The ISICI allows for the creation of MultiLink menus. These menus may appear over any links, ads, ecommerce, etc. The ISICI provides a mechanism to track how users use the MultiLink menu. This tracking information is fed back to the ISICI, which allows it to further refine the menu structure in response to actual usage tracking. As such, the ISICI manages to compress the purchasing cycle from months down to moments, and/or to service a wider range of customer prospects who are already in various stages of the purchasing cycle.

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