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(54) **Title:** MACHINE-LEARNING ARCHITECTURE FOR DEFINING END USER AUDIENCES FOR AUTOMATED ONLINE CONTENT SELECTION

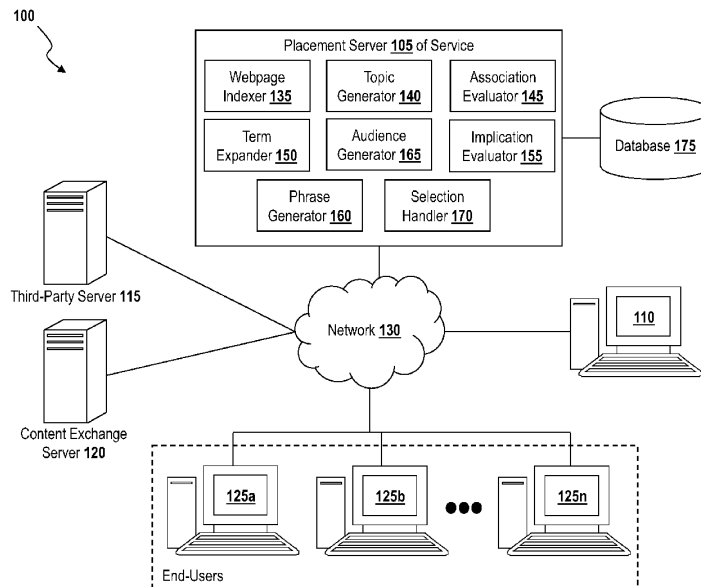


FIG. 1

(57) **Abstract:** Systems and methods described herein may determine audiences for content delivery. A server receives a context term from a client device. The server generates a set of context terms including the context term by selecting one or more of a plurality of corpus terms having a relationship with the context term. The server may calculate an implication score for each topic term of a plurality of topic terms based on a co-occurrence between the topic term and one or more of the set of context terms on a plurality of webpages associated with the topic term. The server may select a topic term from the plurality of topic terms based on the implication score for the topic term. The server may determine an audience identifying users having accessed at least one of the plurality of webpages associated with the topic term.

[Continued on next page]

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