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(54) Title: A METHOD FOR OPTIMIZING AD CAMPAIGNS BY GENERATING AUDIENCE COHORTS OF iOS USERS

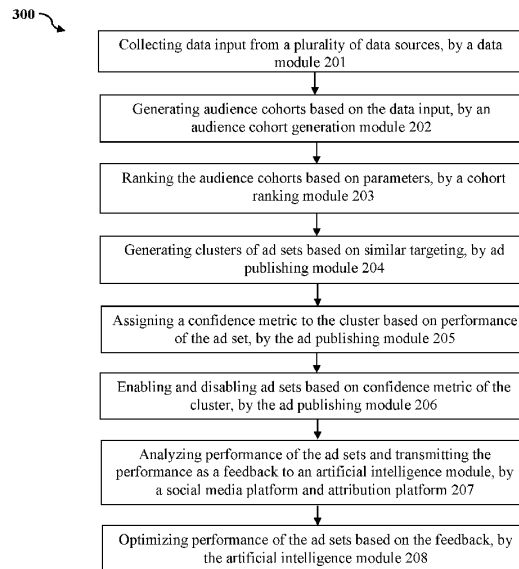


Fig. 2

(57) Abstract: The present disclosure provides a method for optimizing ad campaigns of iOS users. The method comprises collecting (201) data input from data sources, by a data module, generating (202) audience cohorts based on the data input, by an audience cohort generation module, ranking (203) the audience cohorts based on parameters, by a cohort ranking module, generating (204) clusters of ad sets based on similar targeting, by an ad publishing module, assigning (205) a confidence metric to the cluster based on performance of the ad set, by the ad publishing module, enabling and/or disabling (206) ad sets based on confidence metric, by the ad publishing module, analyzing (207) performance of the ad sets and transmitting feedback of the performance to an artificial intelligence module, by a social media platform and attribution platform and optimizing (208) performance of the ad sets based on the feedback of the performance, by the artificial intelligence module.

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