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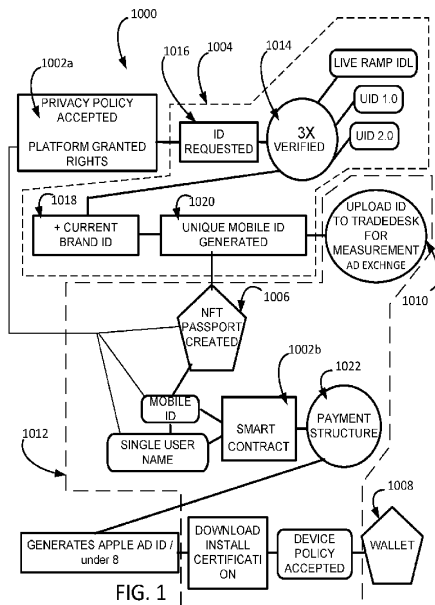
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(54) **Title:** SMART CONTRACT SYSTEM AND METHOD FOR MANAGING DIGITAL USER ENGAGEMENT



(57) **Abstract:** A computer-implemented method for presenting advertise-
ments based on user data is disclosed. The method may comprise extracting a
mobile phone number associated with an internet user, generating an anonym-
ous and unique identifier for the user based on the mobile phone number,
wherein the identifier complies with a privacy rule; analyzing the user's be-
havior and/or interests to assign behavioral attributes to the identifier; receiv-
ing an input to select an advertiser based on a category of the advertisement;
transmitting the identifier to the advertiser to generate an advertisement for
the user based on the identifier, and receiving the advertisement from the ad-
vertiser and presenting the advertisement to the user.

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