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(54) Title: METHOD AND SYSTEM FOR DIGITAL ADVERTISEMENT OPTIMIZATION

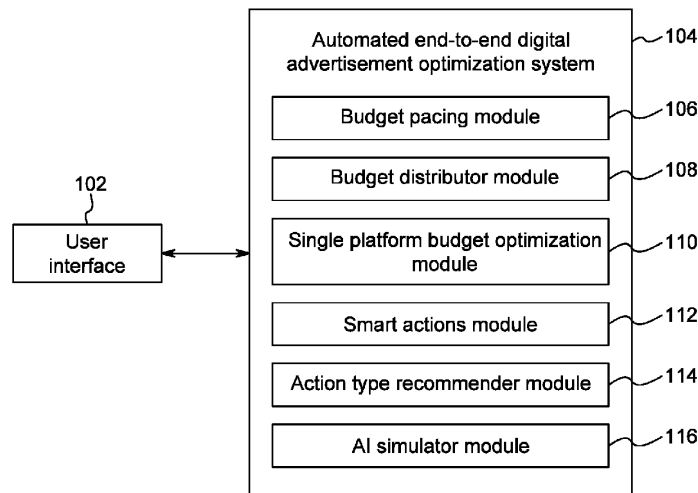


FIG. 1

(57) Abstract: A digital advertisement optimization system for digital advertisement optimization is described. The system includes a budget pacing module for selecting a budget pacing model from a group of budget pacing models, and a budget distributor module for selecting a budget distributor model from a group of budget distributor models. The system further includes a single platform budget optimization module for allocating a budget, within each advertisement platform of a group of advertisement platforms for the digital advertisement optimization, to advertisement sets based at least in part on the selected budget pacing model, the selected budget distributor model, and one or more single platform budget optimization models.

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