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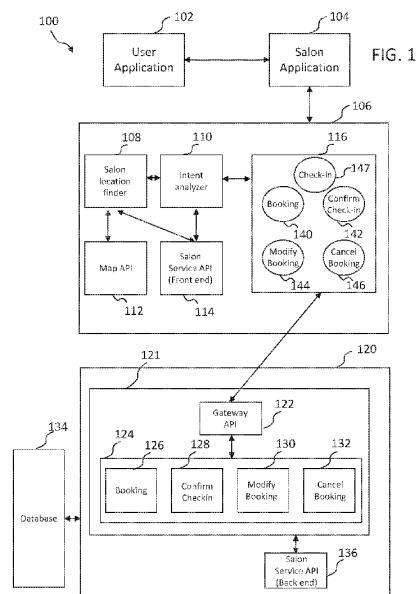
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(54) **Title:** DEMAND GENERATION PLATFORM



(57) **Abstract:** A demand generation platform includes a salon finding ap-
plication associated with a social media, wherein an intent for finding a sa-
lon is expressed by a user on the social media. The architecture includes an
intent analyzer deciphering the intent of the user, a salon service application
program interface (API) finding a salon based on the intent, and a database
interface responding to a request for making an appointment with the salon.