

WHAT IS CLAIMED IS:

1. An intelligent marketing advertisement classification system, comprising:

a server configured to transmit a plurality of advertisement contents, wherein the server includes an advertisement content server and a content optimization management unit which are engaged with each other;

at least a local mobile device configured to receive the plurality of advertisement contents, wherein the local mobile device is a smart hand-held device, and comprising:

an advertisement content receiving unit configured to receive the plurality of advertisement contents;

an advertisement presenting unit engaged with the advertisement content receiving unit and configured to present classified and matched advertisements;

a user preference collecting unit configured to collect usage habits or setting which the user prefers to use on the local mobile device;

a user preference analyzing unit engaged with the user preference collecting unit, and configured to analyze the usage habits or setting and output a user state sorting, a user preference sorting set, and an analysis data; and

an analysis data de-identification unit engaged with the user preference analyzing unit, and configured to delete personal data related to the user in the analysis data and transmit the analysis data in which the personal data is deleted to the content optimization management unit of the server through a far-end receiving path by the local mobile device, the far-end receiving path being a wireless communication path from the analysis data de-identification

unit to the content optimization management unit;

wherein, the plurality of advertisement contents are not classified when being transmitted to the local mobile device through the server, and after being received by the local mobile device, the plurality of advertisement contents are precisely classified, and then advertisements corresponding to the classified advertisement contents are presented to the user through the local mobile device;

wherein, the plurality of advertisement contents comprise:

a first advertisement content concerning diabetes supplies or diabetes nutritional supplements; and

a second advertisement content concerning high blood pressure supplies or high blood pressure nutritional supplements;

wherein, the user habit collecting unit comprises:

a self-setting module configured to enable the user to set him/her as one of classifications;

a diurnal average click rate module configured to collect an average click rate with respect to an item in the local mobile device which is clicked by the user per day; and

a weekly average click rate module configured to collect an average click rate with respect to an item in the local mobile device which is clicked by the user per week.

2. The intelligent marketing advertisement classification system according to claim 1, wherein the plurality of advertisement contents comprise:

a third advertisement content concerning cardiovascular diseases supplies

or nutritional supplements for cardiovascular health.

3. The intelligent marketing advertisement classification system according to claim 1, wherein a communication module is disposed in the advertisement presenting unit and configured to enable the local mobile device to establish a wireless communication transmission with the server; wherein a display module is disposed in the advertisement presenting unit and configured to drive the local mobile device to display the advertisements corresponding to the classified advertisement contents through a screen.

4. The intelligent marketing advertisement classification system according to claim 1, wherein the advertisement presenting unit comprises:

an advertisement content classifying module configured to receive and then classify the plurality of advertisement contents output by the advertisement content receiving unit;

a first matching unit engaged with the advertisement content classifying module and the user state sorting, and configured to make the classified advertisement match the user state sorting, thereby selecting advertisements which match the user state sorting;

a second matching unit engaged with the advertisement content classifying module and the user preference sorting, and configured to make the classified advertisement match the user preference sorting, thereby selecting advertisements which match the user preference sorting; and

a multiplex adjuster engaged with the first matching unit, the second matching unit and an adjusting unit, and configured to simultaneously receive advertisement contents respectively classified and selected by the first

matching unit and the second matching unit, and then advertisement contents which are more in line with the user habit or requirements are selected through condition adjustment or condition setting of the adjusting unit.

5. The intelligent marketing advertisement classification system according to claim 1, wherein the user habit collecting unit comprises:

a monthly average click rate module configured to collect an average click rate with respect to an item in the local mobile device which is clicked by the user per month.

6. The intelligent marketing advertisement classification system according to claim 5, wherein the user habit collecting unit further comprises:

a diurnal visiting duration sorting module configured to collect a visiting duration with respect to an item in the local mobile device which is browsed by the user per day;

a weekly visiting duration sorting module configured to collect a visiting duration with respect to an item in the local mobile device which is browsed by the user per week; and

a monthly visiting duration sorting module configured to collect a visiting duration with respect to an item in the local mobile device which is browsed by the user per month.

7. The intelligent marketing advertisement classification system according to claim 6, wherein the user habit collecting unit further comprises:

a first logical gate, wherein an input of the first logical gate is engaged with the diurnal average click rate module and the diurnal visiting duration sorting module, and configured to output a first signal;

a second logical gate, wherein an input of the second logical gate is engaged with the weekly average click rate module and the weekly visiting duration sorting module, and configured to output a second signal; and

a third logical gate, wherein an input of the third logical gate is engaged with the monthly average click rate module and the monthly visiting duration sorting module, and configured to output a third signal.

8. The intelligent marketing advertisement classification system according to claim 1, wherein the user preference analyzing unit comprises:

a state setting module engaged with the user habit collecting module and configured to enable the user to set a self-classification or a special state;

at least one weighted index sorting module engaged with the user habit collecting unit and configured to collect, classify and weight user habits; and

a micro operating unit engaged with the state setting module and the at least one weighted index sorting module, and configured to execute the user state setting or preference analyzing, and output the user state sorting, the user preference sorting and the analysis data.

9. The intelligent marketing advertisement classification system according to claim 8, wherein the at least one weighted index module in the user preference analyzing unit further comprises:

a diurnal weighted index sorting module engaged with the user habit collecting unit and configured to weight a habit of the user using the local mobile device per day;

a weekly weighted index sorting module engaged with the user habit collecting unit and configured to weight a habit of the user using the local

mobile device per week; and

a monthly weighted index sorting module engaged with the user habit collecting unit and configured to weight a habit of the user using the local mobile device per month.

10. The intelligent marketing advertisement classification system according to claim 1, wherein the analysis data de-identification unit comprises:

a user name module engaged with the analysis data and configured to collect data with respect to the user name;

a user account module engaged with the analysis data and configured to collect data with respect to the user account;

a user address module engaged with the analysis data and configured to collect data with respect to the user address;

a user ID module engaged with the analysis data and configured to collect data with respect to the user ID; and

a selecting and deleting unit engaged with the user name module, the user account module, the user address module and the user ID module, and configured to delete contents of the user name, the user account, the user address and the user ID in the analysis data, and output a de-identified analysis data and transmit the de-identified analysis data to the server.