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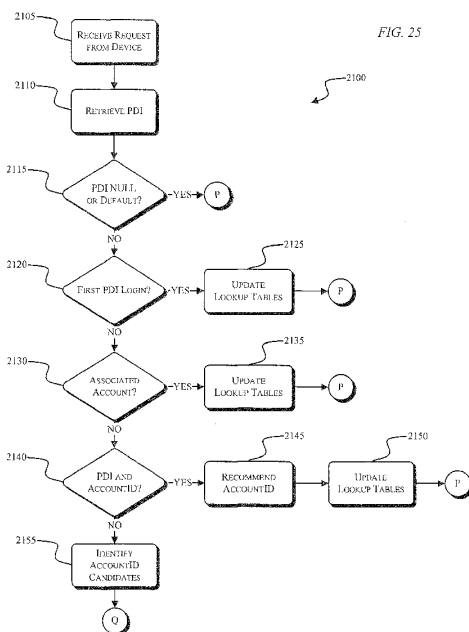
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(54) Title: ACCOUNT RECOMMENDATION BASED ON SERVER-SIDE, PERSISTENT DEVICE IDENTIFICATION



(57) Abstract: An account recommendation system that includes a server. The server is operable to identify a user account based on a server-side persistent device identification. The server includes a processor and a memory. The server is configured to receive a request including one or more attributes related to a client device, identify the server-side persistent device identification ("PDI") record for the client device based on the one or more attributes of the client device, identify one or more candidate accounts based on the server-side persistent device identification, determine confidence scores for each of the one or more candidate accounts, generate a recommendation signal for the user account associated with the client device based on the confidence scores, and transmit the recommendation signal to a merchant server.

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