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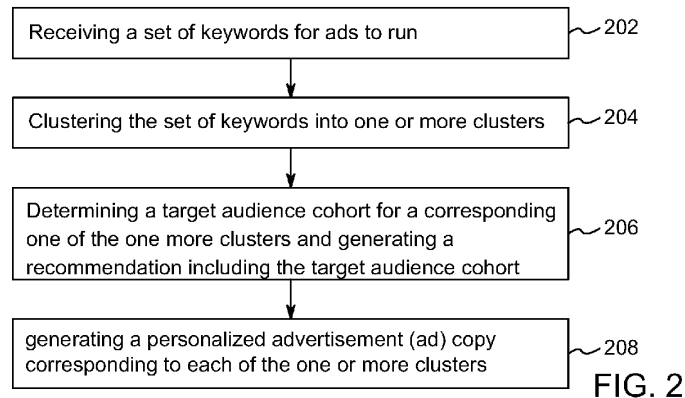
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(54) Title: METHOD AND SYSTEM FOR DIGITAL SEARCH OPTIMIZATION



(57) Abstract: An AI-enabled digital search optimization system is described. The system includes a clustering module configured to cluster a set of keywords into one or more clusters. The system further includes a targeting AI module configured to determine a target audience cohort for a corresponding one of the at least one cluster. The system further includes an advertisement (ad) copy generation module configured to generate a personalized ad copy to the determined target audience. Herein each personalized ad copy comprises a headline and a description, wherein the headline and the description have at least one keyword from the corresponding one of the at least one cluster.

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