

## ABSTRACT

Disclosed is an intelligent marketing advertisement classification system, including a server and at least a local mobile device. The server transmits a plurality of advertisement contents to the local mobile device. The local mobile device includes an advertisement content receiving unit, an advertisement presenting unit, a user habit collecting unit, a user preference analyzing unit, and an analysis data de-identification unit. This disclosure provides a precise advertisement that is suitable for the user by using the performance analysis of the local mobile device. The local mobile device collects the information about the personal data of the target user to present the precision advertisement, and then the target user purchases the service or product to achieve the purpose of intelligent marketing and precise advertising.

Fig. 2