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(54) **COGNITIVE ADVERTISING TRIGGERED BY WEATHER DATA**

(71) Applicant: **International Business Machines Corporation**, Armonk, NY (US)

(72) Inventors: **Donna K. Byron**, Petersham, MA (US); **Carmine M. DiMascio**, West Roxbury, MA (US); **Brian Hull**, Brooklyn, NY (US); **Florian Pinel**, New York, NY (US); **Robert N. Redmond, JR.**, Smyrna, GA (US); **Edward E. Seabolt**, Georgetown, TX (US); **William S. Spann, III**, Atlanta, GA (US); **Domenic A. Venuto**, Brooklyn, NY (US)

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(57) **ABSTRACT**

Aspects of the invention include receiving, at a processing system, weather data that is associated with a target consumer. Content of a digital advertisement for a vendor is selected based at least in part on the weather data that is associated with the target consumer, and information about an item or a service provided by the vendor. The digital advertisement, including the content, is transmitted for presentation to the target consumer via a user interface. A response to the digital advertisement is received from the target consumer. The content of the digital advertisement is modified based at least in part on the response to the digital advertisement from the target consumer. The digital advertisement, including the modified content, is transmitted for presentation to the target consumer via the user interface.