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(54) **MESSAGING SELECTION SYSTEMS IN NETWORKED ENVIRONMENTS**

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ABSTRACT

Users of personalized messaging systems can encounter message fatigue, thereby reducing the efficacy of a message on its intended recipient. Message fatigue can result in wasted computational resources and bandwidth as messages transmitted over a network to the user's client device are not acted upon at the client device. For applications involving desired user interactions and responses, personalized messaging can be a tool to achieve user engagement targets. The systems and methods presented herein may address several of the technical challenges with personalized messaging.

