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(54) **COMPUTERIZED TOOLS TO ENHANCE SPEED AND PROPAGATION OF CONTENT IN ELECTRONIC MESSAGES AMONG A SYSTEM OF NETWORKED COMPUTING DEVICES**

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(57) **ABSTRACT**

Various embodiments relate generally to data science and data analysis, computer software and systems, and control systems to provide a platform to facilitate implementation of an interface, and, more specifically, to a computing and data storage platform that implements specialized logic to enhance speed and distribution of content in electronic messages as a function, for example, modifiable portions of the content. In some examples, a method may include identifying a performance metric values assigned to one or more portions of an electronic message, determining an equivalent to a portion of the electronic message to enhance a performance metric value, substituting the equivalent in place of the portion to form an adapted electronic message, and receiving data to set, for example, a time at which the adapted electronic message is to be published.