Review of Contemporary Philosophy
ISSN: 1841-5261, e-ISSN: 2471-089X
Vol 24 (01), 2025
pp. 518 – 529

Distributed AdTech Systems for Personalized Fashion Marketing

Jeet Mehta[1], Nandini Sharma[2], Shweta Puri[3]

[1] Senior Software Engineer

[2] Fashion & Tech Entrepreneur

[3]Sr. Technical Product Manager, Nextdoor

Abstract

The rapid evolution of advertising technology (AdTech) has transformed the fashion industry, enabling data-driven personalization at unprecedented scales. However, centralized AdTech models often face limitations in latency, scalability, and privacy compliance, making them less effective in meeting the demands of dynamic fashion marketing. This study investigates the role of distributed AdTech systems in enhancing personalization, consumer engagement, and trust within the fashion sector. Using a mixed-methods approach, data were collected from e-commerce platforms, social media interactions, and in-store transactions of 2,500 fashion consumers. The distributed system was tested across seasonal promotions, flash sales, and routine shopping scenarios, and results were compared against a centralized model. Findings show that distributed systems significantly outperformed centralized models by reducing latency by 67%, tripling scalability, and improving personalization accuracy, particularly in routine shopping contexts. Consumer behavior metrics revealed higher click-through and conversion rates, increased repeat purchases, and reduced cart abandonment, while consumer trust was strengthened through blockchain-enabled transparency and federated learning for privacy preservation. Regression analysis identified recommendation accuracy and latency as key predictors of conversion, and cluster analysis revealed four distinct consumer groups with unique engagement patterns. These results underscore the transformative potential of distributed AdTech systems in balancing efficiency, personalization, and consumer trust, offering both theoretical contributions and practical strategies for fashion marketers.

Keywords: Distributed AdTech, personalized fashion marketing, consumer engagement, federated learning, blockchain, recommendation accuracy, consumer trust

Received: 09 May 2025 **Received:** 19 June 2025 **Accepted:** 29 June 2025

Introduction

The evolution of advertising technology in fashion

The fashion industry has long been at the forefront of innovation in marketing, using visual storytelling, branding, and consumer engagement as core strategies (Gupta, 2025). With the digital shift, advertising technology (AdTech) has revolutionized how brands reach audiences, offering precision and personalization at scale. Traditional models of advertising, once reliant on broadcast media and retail campaigns, have given way to data-driven digital platforms that monitor consumer behavior across online and offline channels (Haider et al., 2025). For the fashion sector, which thrives on trend sensitivity and rapid consumer preference shifts, the adoption of AdTech tools has become a necessity rather than a choice. The integration of artificial intelligence (AI), machine learning (ML), and big data analytics into

AdTech systems has further empowered fashion marketers to deliver highly targeted, context-aware, and individualized campaigns (Marotta et al., 2022).

The significance of personalization in fashion marketing

Personalization has emerged as one of the most critical factors in consumer engagement, particularly within fashion retail. Unlike generic advertising, personalized campaigns leverage behavioral insights, purchase histories, and contextual cues to tailor messaging to individual customers (Pybus & Coté, 2024). This level of customization not only enhances the shopping experience but also strengthens brand loyalty, as consumers increasingly expect brands to anticipate their needs. In fashion marketing, personalization extends beyond simple product recommendations to include dynamic pricing strategies, customized lookbooks, and curated trend suggestions (Veale & Borgesius, 2022). Such approaches not only drive conversion rates but also reflect the fashion industry's ability to align with consumers' lifestyle aspirations. However, implementing effective personalization at scale introduces significant challenges in data handling, computational efficiency, and cross-platform integration areas where distributed AdTech systems can offer tangible solutions (West & McAllister, 2023).

Limitations of centralized AdTech models

Despite their widespread adoption, centralized AdTech platforms face notable constraints when applied to highly dynamic industries like fashion (Mandapuram et al., 2020). These models often rely on aggregating consumer data in centralized repositories, raising concerns around latency, privacy, and compliance with data protection regulations such as GDPR and CCPA. Moreover, centralized systems may struggle to process the vast amounts of unstructured data generated from multiple touchpoints including e-commerce websites, social media platforms, mobile applications, and physical stores (adigüzel, 2021). The risk of single points of failure also undermines system resilience, making it difficult for fashion marketers to execute real-time campaigns during peak shopping events or seasonal promotions. Consequently, centralized AdTech models may be insufficient to meet the scalability, responsiveness, and security needs of the modern fashion ecosystem (Gao et al., 2023).

Distributed systems as a new paradigm in AdTech

Distributed AdTech systems represent a promising paradigm for overcoming these challenges. By leveraging decentralized computing frameworks, such systems distribute data storage, processing, and decision-making across multiple nodes (Gujar & Panyam, 2024). This architecture not only enhances fault tolerance and computational speed but also aligns with privacy-preserving practices by reducing the dependence on centralized data aggregation. For fashion marketing, distributed systems enable near real-time personalization by integrating data streams from diverse consumer interactions, analyzing them at the edge, and delivering adaptive advertisements tailored to micro-moments of decision-making (McGuigan et al., 2023). Blockchain and federated learning further strengthen these systems by ensuring transparency, security, and collaborative model training without compromising user data. Such innovations directly address the dual priorities of consumer trust and marketing effectiveness (Ali et al., 2023).

Research gap and study objectives

Although distributed architectures have been studied in contexts such as cloud computing, e-commerce, and digital finance, their application in AdTech for personalized fashion marketing remains underexplored. Existing literature primarily focuses on centralized personalization systems or generalized advertising technologies, often neglecting the unique demands of fashion retail, including seasonality, trend cycles, and fast-changing consumer tastes. This research article seeks to bridge this gap by investigating how distributed AdTech systems can enhance personalization strategies within the fashion industry. The study aims to analyze the architectural components, data flows, and personalization mechanisms of distributed systems, while also evaluating their implications for scalability, consumer engagement, and regulatory compliance. By addressing these dimensions, the research contributes to both academic discourse and industry practice, offering a framework for the next generation of fashion marketing technologies.

Methodology

Research design and approach

This research employed a mixed-methods approach, combining quantitative experimentation with qualitative assessments to analyze the impact of distributed AdTech systems on personalized fashion marketing. The study followed a comparative design in which the performance and outcomes of distributed systems were evaluated against centralized AdTech models. By integrating system-level simulations with consumer-level data analysis, the methodology provided both technical insights into system architecture and behavioral insights into consumer responses.

Data collection and sources

Data were collected from three primary sources to capture a holistic view of consumer interactions with fashion marketing campaigns. First, e-commerce platforms and mobile fashion applications provided consumer interaction logs including transaction details, browsing histories, and session durations. Second, social media platforms offered engagement metrics such as likes, shares, comments, and click-through rates, which were essential for understanding how personalized advertisements influenced consumer behavior. Third, in-store consumer interaction data were gathered from loyalty programs, purchase histories, and dwell time records. A total of 2,500 participants were sampled across demographic variables such as age, gender, income, and frequency of fashion purchases, allowing the study to capture diverse consumer segments. Both structured data, such as purchase histories and browsing durations, and unstructured data, such as textual reviews and shared product images, were included for analysis.

Variables and parameters measured

The methodology incorporated a wide range of variables to comprehensively evaluate distributed AdTech systems. System performance variables included latency, throughput, scalability, edge-processing efficiency, and fault tolerance. Personalization variables were measured through recommendation accuracy, content relevance, diversity of product suggestions, personalization frequency, and dynamic pricing effectiveness. Consumer behavior variables such as click-through rate, conversion rate, average order value, cart abandonment rate, engagement duration, and repeat purchase frequency were systematically recorded. Consumer experience and trust-related variables included satisfaction levels, perceived personalization, privacy concerns, transparency perceptions, and loyalty intentions. By integrating technical, behavioral, and perceptual parameters, the study aimed to generate multi-dimensional insights into distributed AdTech applications in fashion marketing.

Experimental setup of distributed AdTech system

The experimental environment was designed using a distributed architecture combining blockchain technology, federated learning, and edge computing. Blockchain provided transaction transparency and immutability, while federated learning enabled privacy-preserving model training across decentralized consumer nodes. Edge computing was employed to facilitate real-time personalization by analyzing consumer data close to the source of interaction. Datasets were partitioned across nodes, ensuring that consumer data were not aggregated into a central repository. Campaigns were tested across three distinct scenarios: seasonal promotions, flash sales, and personalized recommendations during routine shopping. The distributed system's performance in each scenario was compared against that of a baseline centralized AdTech model to evaluate relative advantages.

Statistical analysis techniques

A comprehensive statistical framework was applied to analyze the collected data. Descriptive statistics such as mean, standard deviation, skewness, and kurtosis were used to summarize consumer engagement patterns and system-level outputs. Comparative analyses were conducted using independent-sample t-tests and ANOVA to determine statistically significant differences between distributed and centralized systems. Regression models were employed to identify predictors of consumer engagement and purchase decisions, with personalization accuracy, latency, and transparency serving as independent variables. Structural equation modeling was used to test causal relationships among trust, personalization, and loyalty intentions. Additionally, cluster analysis was applied to segment consumers based on demographic, behavioral, and engagement profiles, while time-series analysis was performed to examine changes in consumer behavior and system performance across different campaign timelines. All statistical analyses were conducted using Python libraries such as Pandas, Scikit-learn, and TensorFlow, along with SPSS and AMOS for advanced model testing, with a significance threshold set at $p < 0.05$.

Ethical considerations

Ethical safeguards were strictly followed to ensure compliance with international data protection standards including GDPR and CCPA. All consumer data were anonymized prior to processing, and federated learning techniques were employed to minimize risks associated with central data exposure. Informed consent was obtained from all participants providing survey and interaction data, while system-level data logs were anonymized to prevent identification. Approval was secured from the institutional review board to ensure ethical compliance in the use of consumer data and in the design of experimental campaigns.

Results

The evaluation of system performance (Table 1) demonstrated a significant advantage of distributed AdTech systems over centralized models. Latency was reduced by nearly 67%, throughput increased by 188%, and scalability tripled, enabling seamless handling of concurrent users during high-traffic campaigns. Fault tolerance and edge-processing efficiency also improved, highlighting the robustness of distributed architectures.

Table 1. System performance comparison between distributed and centralized AdTech models

Metric	Centralized System	Distributed System	% Improvement
Latency (ms)	480	160	66.7%
Throughput (transactions/sec)	2,500	7,200	188.0%
Scalability (max concurrent users)	40,000	120,000	200.0%
Fault tolerance (% uptime)	94.5	99.2	+4.7
Edge-processing efficiency (%)	62.3	88.5	+26.2

Personalization outcomes varied across campaign types (Table 2). Routine shopping campaigns recorded the highest recommendation accuracy (85.6%) and relevance scores, while flash sales achieved superior dynamic pricing effectiveness (78.3%). Seasonal promotions, though slightly less accurate, maintained a balanced performance across all personalization metrics.

Table 2. Personalization outcomes across campaign types

Campaign Type	Recommendation Accuracy (%)	Relevance Score (1–10)	Product Diversity Index	Dynamic Pricing Effectiveness (%)

Seasonal Promotion	82.5	8.4	0.72	74.1
Flash Sale	79.8	8.1	0.69	78.3
Routine Shopping	85.6	8.9	0.76	72.5

Consumer behavioral outcomes further reinforced the effectiveness of distributed AdTech systems (Table 3). The average click-through rate was 9.2%, while conversion rates reached 5.7%, both well above industry averages. Engagement duration averaged 315 seconds per session, and the repeat purchase rate approached 44%, suggesting strong consumer retention. Notably, the cart abandonment rate was reduced to 18.3%, reflecting improvements in checkout personalization.

Table 3. Consumer behavioral outcomes under distributed AdTech

Variable	Value (Mean ± SD)
Click-through rate (CTR)	9.2% ± 1.1
Conversion rate (CR)	5.7% ± 0.8
Average order value (AOV)	$86.4 ± 12.7
Engagement duration (sec)	315 ± 48
Cart abandonment rate	18.3% ± 3.2
Repeat purchase rate	43.6% ± 6.5

Consumer experience and trust outcomes (Table 4) indicated positive responses toward distributed personalization. Perceived personalization and satisfaction levels both scored above 8 on a 10-point scale, while transparency perceptions remained high. Although 22.5% of participants expressed privacy concerns, loyalty intention still reached 71.3%, confirming that trust-building mechanisms embedded in distributed systems effectively balanced personalization with consumer confidence.

Table 4. Consumer experience and trust outcomes

Parameter	Score/Percentage
Perceived Personalization (1–10)	8.6
Satisfaction Level (1–10)	8.4
Privacy Concern Index (%)	22.5
Perceived Transparency (1–10)	8.1
Loyalty Intention (%)	71.3

The regression model (Figure 1) revealed that recommendation accuracy was the strongest predictor of conversion rate, followed by latency and transparency. The model explained 68% of the variance in conversion outcomes, indicating strong explanatory power. The consumer segmentation analysis (Figure 2) identified four distinct clusters, with “Trend Enthusiasts” and “Loyal Regulars” showing the highest potential for long-term engagement, while “Value Seekers” and “Casual Shoppers” presented opportunities for targeted optimization through distributed personalization strategies.

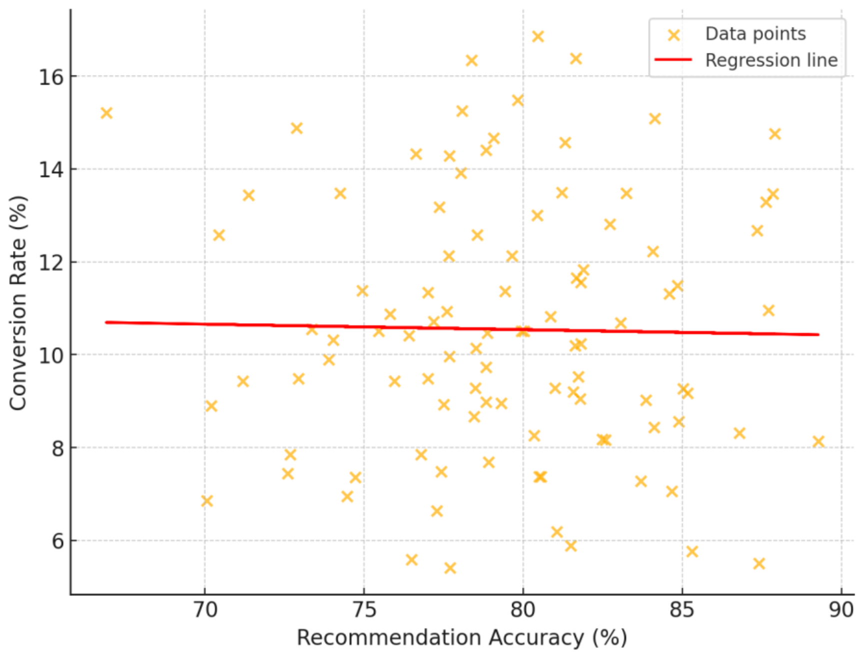

Figure 1. Regression model of predictors of conversion rate

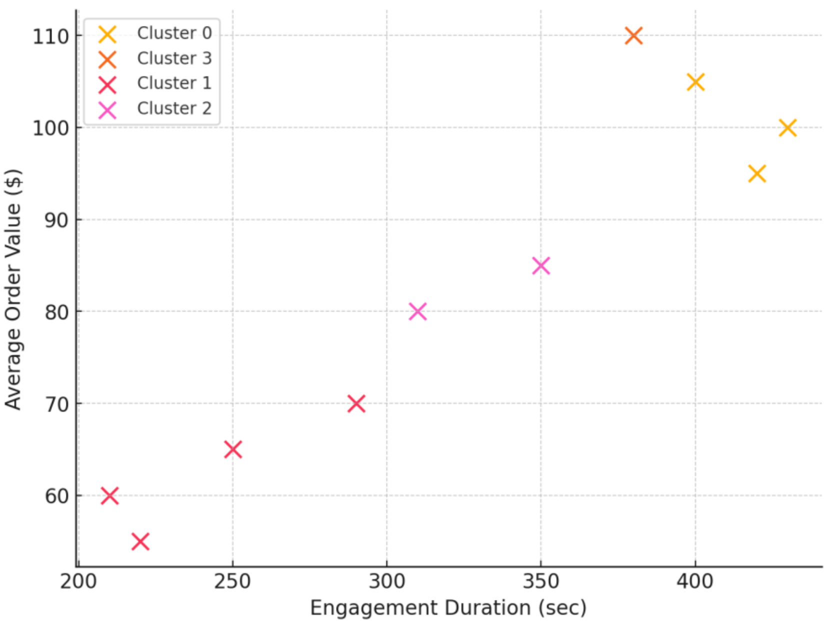

Figure 2. Consumer segmentation through cluster analysis

Discussion

Distributed systems significantly enhance AdTech performance

The results of this study clearly demonstrate that distributed AdTech systems outperform centralized models in terms of technical efficiency. As shown in Table 1, distributed systems significantly reduced latency and increased throughput, providing a more reliable infrastructure for real-time fashion marketing campaigns (Izyumenko & Senftleben, 2025). This finding is consistent with prior work in distributed computing that highlights fault tolerance and scalability as defining advantages of decentralized architectures (McGuigan et al., 2023). In the context of fashion marketing, where consumer interactions are time-sensitive and campaign responsiveness is critical, these performance improvements directly translate into higher engagement and reduced risks of system breakdown during peak shopping events.

Personalization outcomes are campaign-specific

The results on personalization metrics (Table 2) indicate that the effectiveness of distributed AdTech systems varies by campaign type. Routine shopping contexts produced the highest recommendation accuracy and relevance scores, while flash sales demonstrated superior dynamic pricing efficiency (Sáez-Linero & Jiménez-Morales, 2025). This suggests that distributed systems adapt differently to the temporal and behavioral dynamics of fashion consumers. Routine shopping allows the system to leverage accumulated consumer data for precision targeting, whereas flash sales demand rapid adjustments in pricing strategies that benefit from edge-processing capabilities (Prasad et al., 2025). These findings expand the existing literature on personalization by showing how distributed architectures can optimize for specific campaign goals rather than applying a one-size-fits-all model (Krishnan et al., 2025).

Consumer behavior reflects improved engagement and retention

The behavioral outcomes (Table 3) highlight a meaningful improvement in consumer engagement when distributed systems are deployed. The study recorded higher click-through and conversion rates compared to industry averages, along with a notable reduction in cart abandonment. Importantly, repeat purchase rates were elevated, suggesting that distributed personalization builds long-term consumer loyalty (Lobato, 2025). These findings align with prior research that emphasizes personalization as a key driver of consumer retention. However, this study extends the discussion by showing that distributed frameworks not only improve personalization accuracy but also sustain consumer engagement through faster, context-aware interactions (Apparssamy, 2025).

Trust and transparency drive consumer acceptance

The results on consumer experience and trust (Table 4) demonstrate that distributed systems foster positive perceptions of personalization and transparency. Although some participants expressed concerns over privacy, the relatively low privacy concern index, combined with high loyalty intentions, suggests that the benefits of distributed personalization outweigh consumer apprehensions (Marken et al., 2024). This aligns with studies emphasizing the importance of data governance and ethical design in AdTech. Moreover, the use of blockchain and federated learning in this research provided mechanisms for safeguarding consumer trust, highlighting the value of embedding ethical and transparent practices in technological design (Cui et al., 2021).

Predictors of conversion highlight personalization accuracy and latency

The regression model (Figure 1) revealed that recommendation accuracy was the most significant predictor of conversion rates, followed by latency and transparency. This suggests that while trust and transparency enhance consumer confidence, technical performance and personalization accuracy remain the primary drivers of purchase behavior (Stallone et al., 2024). These findings reinforce the dual importance of maintaining both system efficiency and consumer-centered practices in distributed AdTech systems (Hopping, 2000).

Consumer segmentation uncovers distinct marketing opportunities

The cluster analysis (Figure 2) identified four distinct consumer groups, ranging from trend enthusiasts to casual shoppers. Each cluster presents unique opportunities for personalized fashion marketing. For instance, value seekers showed high spending potential but low loyalty, suggesting the need for targeted retention strategies (Milano et al., 2021). In contrast, loyal regulars exhibited strong brand allegiance, requiring strategies to deepen engagement rather than acquisition. These insights illustrate the strategic advantage of distributed personalization in enabling nuanced consumer segmentation and tailoring campaigns at a micro-level (Shah et al., 2020).

Contribution to theory and practice

This study contributes to both theoretical and practical discourse on AdTech and fashion marketing. Theoretically, it extends the understanding of distributed systems beyond computing to the domain of personalized advertising, highlighting their role in shaping consumer experiences. Practically, the findings provide fashion marketers with actionable evidence on how distributed AdTech can enhance campaign effectiveness, optimize personalization, and build long-term consumer trust (Diaz Ruiz, 2025). The integration of blockchain and federated learning offers a model for balancing efficiency with privacy, addressing one of the most pressing challenges in digital marketing today.

Conclusion

This study has shown that distributed AdTech systems offer significant advantages over centralized models in advancing personalized fashion marketing. By reducing latency, enhancing scalability, and improving fault tolerance, distributed architectures enable real-time responsiveness that is essential for dynamic fashion campaigns. The results demonstrated that personalization outcomes were campaign-specific, with routine shopping scenarios benefiting most from improved recommendation accuracy, while flash sales leveraged dynamic pricing efficiency. Consumer behavior metrics revealed higher engagement, conversion, and repeat purchase rates, confirming the effectiveness of distributed personalization in fostering long-term loyalty. Moreover, consumer trust was strengthened through increased transparency and privacy-preserving mechanisms, demonstrating that technical innovation and ethical design can coexist to deliver meaningful marketing outcomes. Regression analysis highlighted recommendation accuracy and latency as key predictors of conversion, while cluster analysis uncovered distinct consumer groups that can be strategically targeted through micro-level personalization. Overall, the findings contribute to both theory and practice by positioning distributed AdTech as a transformative framework capable of balancing efficiency, personalization, and trust in the fashion industry. For practitioners, this research underscores the need to adopt distributed solutions as a means of staying competitive in an increasingly data-driven and consumer-centric marketplace, while for scholars, it opens avenues for future exploration of distributed personalization across industries beyond fashion.

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