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(57) Abstract :

The system in the present disclosure is designed to track user (116) interactions on external websites and deliver contextually tailored notifications in real-time or after user activity. It utilizes advanced data analytics, machine learning algorithms, and user profiling techniques to gather valuable insights into user behavior, interests, and preferences. The system also collects user activity data through various tracking techniques, including browser cookies, JavaScript snippets, and browser extensions. This data is securely stored and managed, complying with data protection regulations to ensure user privacy and data security (110). The system then employs contextual profiling (104) to create individual user profiles with specific interests and behavior patterns. By detecting trigger events, such as multiple visits to a specific product page, keyword searches, or prolonged engagement with website sections, the system determines the most opportune moments for delivering contextual notifications. These notifications are personalized according to the user's interests and context, ensuring relevance and driving user (116) engagement. It also supports various notification delivery methods, including in-app messages, push notifications, email, and SMS, catering to user (116) preferences.

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