

Abstract

A system is disclosed for personalising content in an app. It achieves this by retrieving historical consumer data for a plurality of consumers, the historical consumer data comprising, for each consumer, a behavioural attribute and a transactional attribute. The consumers are then segmented, using a segmentation engine, into a plurality of personas based on similarity between the respective consumers. A business use cases or business use cases accessible through the app are then identified and, for each persona and using a copywriter engine, a notification is generated for each business use case. The notification corresponding to the persona associated with the respective consumer is then displayed to the consumer.

Figure 2