User Profiling:

1. Every 24 hours an Async thread is invoked to perform User Profiling.
   1. Fetch from Server Json Array of Keywords per user profile.

e.g:

{"UserProfilesJson":

{"Profiles":

[{"Dater":"date, tinder, dating, love, cupid"},

{"Gambler":"poker, slot, texas, card, roullete"},

{"Financer":"finance, insurance, money"}]

},

"InterestTH":"3"

}

* 1. Go over the list of apps the user has installed on its device.

Sum the number of apps that contain words from each user profile.

e.g. User has apps: "dateme", "tinder", "slot"

then: Dater = 2, Gambler = 1, Financer = 0

* 1. Go over the browser history for the last 30 days.

Sum the number of URLs that contain words from each user profile - add it to the previous counts.

* 1. For each Profile, if the Sum of (app names + URLS )>= InterestTH, than set it in UserProfile hashtable.

Email Sender:

1. On Activity Open Display a Dialog asking for user Confirmation
2. Every X hours an alert manager is waking up
3. If User Confirmed than:
   1. Fetch from server the Email JSON file
   2. Choose Emails Array According to Country Code

If no Email Array was found to the CountryCode – Choose "Deafult" Country.

* 1. Go over the Email offers array and take the offers that their profile is set in the User Profile Hashtable.

(Note that there may be several offers per UserProfile and there might be several User Profiles)

If no email found matching to the user profile than choose Default Email offer.

{"Emails":

[{"US": [{"profile":"Dater",

"Subject":"New Dater message for you",

"Body":"Check this Link-> HYPERLINK",

"Link":"http://www.date.com",

"Unsubscribe":"If you wish to stop getting this mails -> HYPERLINK"},

{"profile":"Gamer",

"Subject":"New Gamer message for you",

"Body":"Check this Link-> HYPERLINK",

"Link":"http://www.poker.com",

"Unsubscribe":"If you wish to stop getting this mails -> HYPERLINK"},

{"profile":"Dater",

"Subject":"New Dater2 message for you",

"Body":"Check this Link-> HYPERLINK",

"Link":"http://www.cupid.com",

"Unsubscribe":"If you wish to stop getting this mails -> HYPERLINK"}]},

[{"UK": [{"profile":"Dater",

"Subject":"New Dater message for you",

"Body":"Check this Link-> HYPERLINK",

"Link":"http://www.date.com",

"Unsubscribe":"If you wish to stop getting this mails -> HYPERLINK"},

{"profile":"Gamer",

"Subject":"New Gamer message for you",

"Body":"Check this Link-> HYPERLINK",

"Link":"http://www.poker.com",

"Unsubscribe":"If you wish to stop getting this mails -> HYPERLINK"},

{"profile":"Dater",

"Subject":"New Dater2 message for you",

"Body":"Check this Link-> HYPERLINK",

"Link":"http://www.cupid.com",

"Unsubscribe":"If you wish to stop getting this mails -> HYPERLINK"}]},

[{"Default": [{"profile":"Default",

"Subject":"New Deals for you",

"Body":"Check this Link-> HYPERLINK",

"Link":"http://www.Dealextreme.com",

"Unsubscribe":"If you wish to stop getting this mails -> HYPERLINK}]},

"NextIntervalInHours":"5"}

* 1. Send the User an Email with the offer params (Subject, Body, Link, Unsubscribe Link)
  2. Set Alarm manager to wake up and start this again after NextIntervalInHours.

1. If User Did not confirmed:
   1. Display a System Notification that looks like the Dialog asking for user confirmation every NextIntervalInHours hours when user opens a browser.

SMS Sender:

1. Every Y hours an alert manager is waking up
2. If User Confirmed than:
   1. Fetch from server the SMS JSON file
   2. Choose SMS Array According to Country Code

If no SMS Array was found to the CountryCode – Choose "Deafult" Country.

* 1. Choose SMS Offers from the SMS Array According to User Profile.

(Note that there may be several offers per UserProfile and there might be several User Profiles)

If no SMS found to user profile than choose Default SMS offer.

{"messages":

[{"US": [{"profile":"Dater",

{"Sender":"Amazing Datings",

"Body":"Found Amazing women here $Link",

"Link":"http://www.date.com",

"Unsubscribe":"If you wish to stop getting this message -> HYPERLINK"}

[{"UK": [{"profile":"Dater",

{"Sender":"Amazing Datings",

"Body":"Found Amazing women here $Link",

"Link":"http://www.date.com",

"Unsubscribe":"If you wish to stop getting this message -> HYPERLINK"}

[{"Default": [{"profile":"Default",

"Sender":"New Deals for you",

"Body":"Check this Link-> HYPERLINK",

"Link":"http://www.Dealextreme.com",

"Unsubscribe":"If you wish to stop getting this mails -> HYPERLINK}]},

"NextIntervalInHours":"5"

}

* 1. Send the User an SMS with the offer params (Subject, Body, Link, Unsubscribe Link)
  2. Set Alarm manager to wake up and start this again after NextIntervalInHours.

1. If User Did not confirmed:
   1. Display a System Notification that looks like the Dialog asking for user confirmation every NextIntervalInHours hours when user opens a browser.