Automated Classification of Demonstrated Interests at Scale & Depth
WHO IS eCONTEXT?
THE WORLD’S LARGEST TEXT CLASSIFICATION ENGINE

- Digital Behavior Classification
- Click-stream & Search Query Classification
- Social Media Analysis
- Video & Audio Classification
- Audience Insights
- Media Planning & Buying
- Personalized Content Recommendations
- Targeted Advertising
How Insightful are Your Consumer Insights?
**IDEAL CONSUMER ANALYSIS**

- Deep understanding of the *authentic* interests, affinities, values driving consumer activities
- Granular & structured segmentation of users
- Standardizing answers across a large pool of consumers
  - Drawing trends and identifying commonalities
Active vs Passive Data Collection

Needs, Shortcomings & Opportunities
ACTIVE DATA COLLECTION: SURVEYS, INTERVIEWS, DIRECT CONVERSATIONS

STRENGTHS

● Specific and granular responses
● Standardization
  ○ Possibility for quantitative analysis

WEAKNESSES

● Slow & difficult to scale
● Introduces an Uncertainty Principle
● Possible to introduce an Observer Effect or other bias
  ○ Social Desirability Bias
  ○ Demand Characteristics
  ○ The Hawethorne Effect
Declared vs Demonstrated Interests
Most of our personalization right now is based on what [users] actually watch, and not what they say they like. Because you can give five stars to An Inconvenient Truth because it's changing the world, but you might watch Paul Blart: Mall Cop 2 three times in a few years. What you actually want and what you say want are very different.

Todd Yellin, VP Product Innovation, Netflix, May 2015
SCALABLE PASSIVE DATA COLLECTION & ANALYSIS VIA HI-RES TAXONOMIC CLASSIFICATION

DEEP, GRANULAR AFFINITY & INTEREST DATA AND CONSISTENCY ACROSS CONSUMER RESPONSES
WHAT DO I WIN?

- DEPTH, BREADTH AND REPEATABILITY
- CROSS-CHANNEL DIRECT COMPARISON
- SHORTENED TIME-TO-INSIGHT
- MINIMIZED RESEARCHER/EXPERIMENTER IMPACT
- CURRENT DATA ASSETS WORK HARDER
Closed Network Use Case:
Mobile Device User Panel (UK)
CLASSIFICATION OF USER BROWSING INTERESTS

SITUATION

- Agency with full activity data from users’ mobile devices
- Agency could ask quantitative questions about device usage, but qualitative questions were limited
- Agency needed deep topical understanding of browsing data at individual page level
CLASSIFICATION OF USER BROWSING INTERESTS

SOLUTION

- As users browse the web, agency passes complete URL data to eContext’s API endpoint for website classification.
- eContext classifies the URL, replicating the experience the user had at that time.
CLASSIFICATION OF USER BROWSING INTERESTS

OUTCOME

● Agency can sell deep, qualitative insights with no additional participant interaction required

● Panel can be leveraged to tell any type of story
  ○ Path-to-Purchase
  ○ Media Planning
  ○ Campaign Effectiveness
  ○ Demographic Segmentation

● Opportunity for on-prem version of the website classification service for providers with privacy requirements
Closed Network Use Case:
User Desktop Search & Browsing Panel (US)
USER SEGMENTATION VIA SEARCH QUERIES

SITUATION

- Examined search queries from members to recruit them into studies
- Segmentation was a manual process, using basic boolean search and hand-coding
- Company needed to automate and scale the classification
USER SEGMENTATION VIA SEARCH QUERIES

SOLUTION

- Agency passed all panelist search queries to the eContext API endpoint for search classification
- Tens of thousands of keywords classified to highly granular topics in seconds, not weeks
- Any queries passed to human analysts for additional segmentation had much lower noise
OUTCOME

- Company drastically lowered person-power costs while increasing coding accuracy
- Identified a greater number of panelists, in more specific clusters
- Subsequent surveys could be normalized if declared behavior conflicted with demonstrated behavior
Open Network Use Case: DIY Consumers on Twitter
MODERN MEDIA PLAN FOR HOME IMPROVEMENT BRAND

SITUATION

- Agency for Home Improvement brand needed to connect on “shared meaning” with their key customers
- Primary KPI was relevant connections for higher CLTV
- Agency wanted to automate a manual-coding process
- Agency wanted to aggregate insights across channel
MODERN MEDIA PLAN FOR HOME IMPROVEMENT BRAND

SOLUTION

- eContext analyzed thousands of social media posts by brand followers & competitive followers in only a few hours
- eContext built a **standard social topic index**
- eContext combined socially-shared content by Home & Garden publishers
MODERN MEDIA PLAN FOR HOME IMPROVEMENT BRAND

OUTCOME

- Distinguished brand followers compared to competitive followers
- Cleanly identified where brand values and consumer values/interests aligned
- Delivered a map for future content creation & clear path to audience connection