



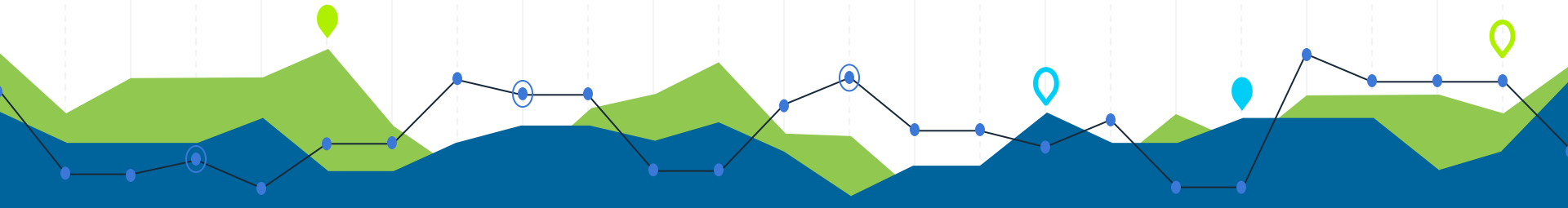
# Automated Classification of Demonstrated Interests at Scale & Depth

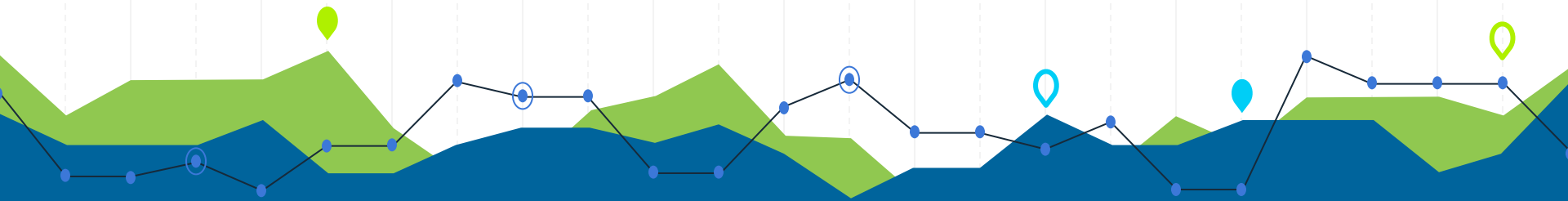
**eContext**<sup>™</sup>  
Always On Topic

# 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

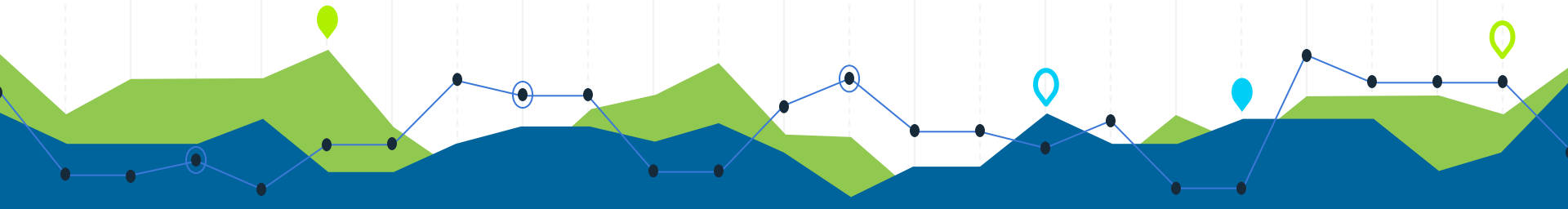


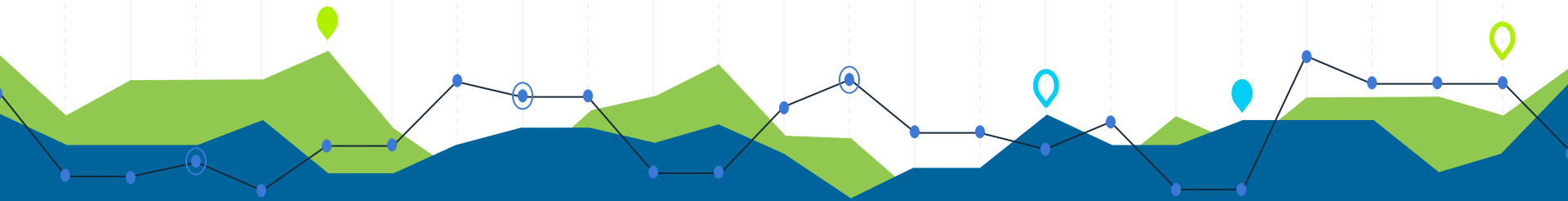


# How Insightful are Your Consumer Insights?

## 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

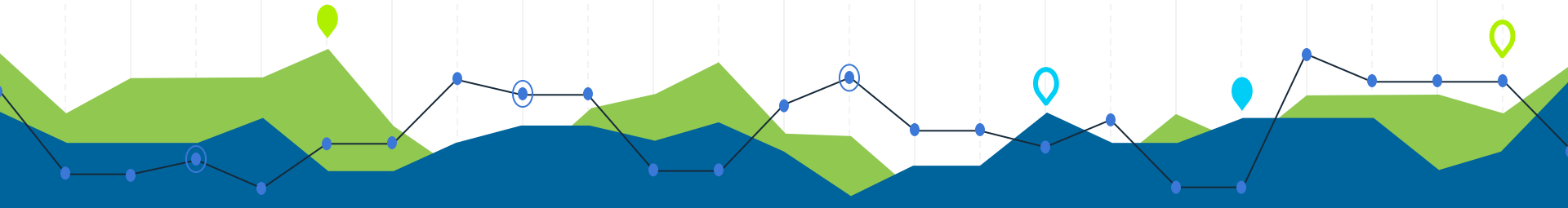
# ACTIVE DATA COLLECTION: SURVEYS, INTERVIEWS, DIRECT CONVERSATIONS

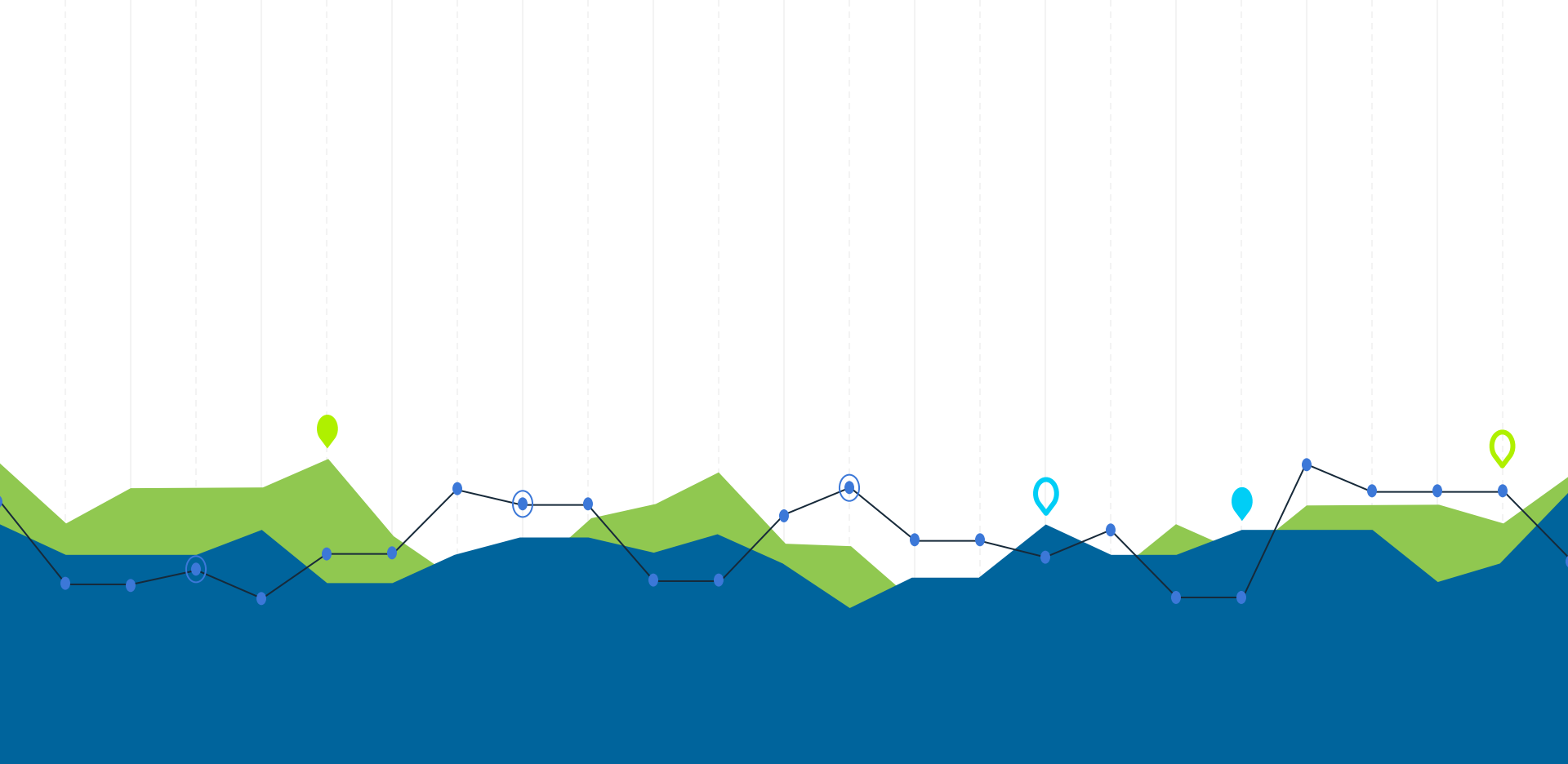
## STRENGTHS

- 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 Hawthorne Effect



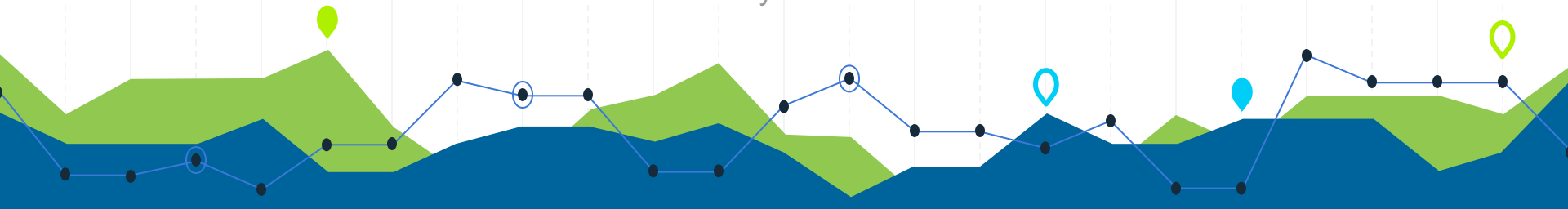


# Declared vs Demonstrated Interests




*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



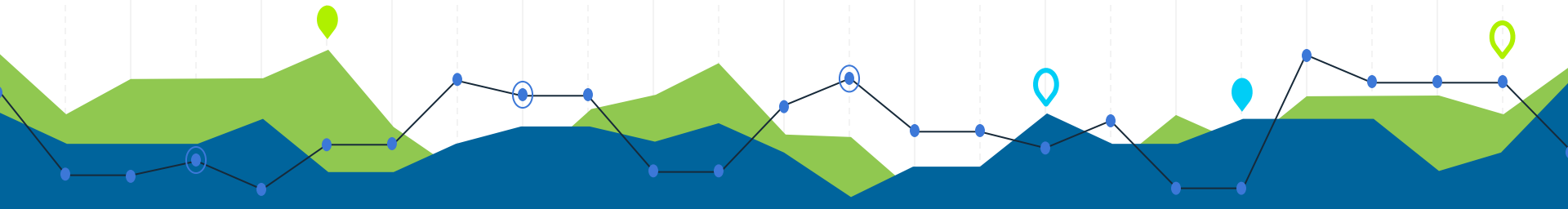
SHORTENED TIME-TO-  
INSIGHT

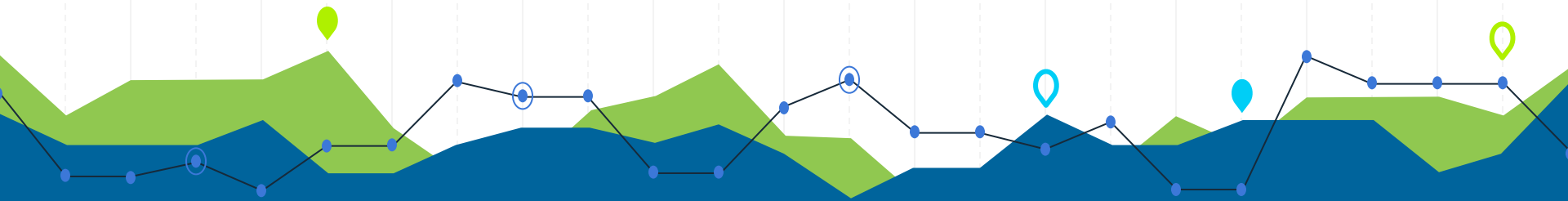


MINIMIZED RESEARCHER/  
EXPERIMENTER IMPACT



CURRENT DATA ASSETS  
WORK HARDER





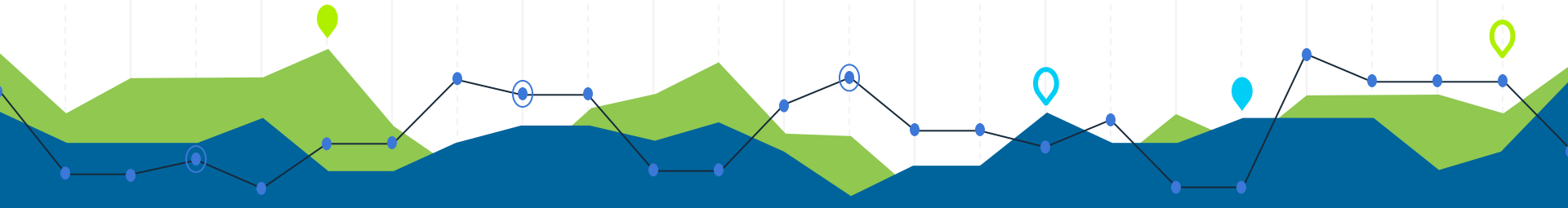
# Closed Network Use Case:

## Mobile Device User Panel (UK)

# CLASSIFICATION OF USER BROWSING INTERESTS

## SITUATION

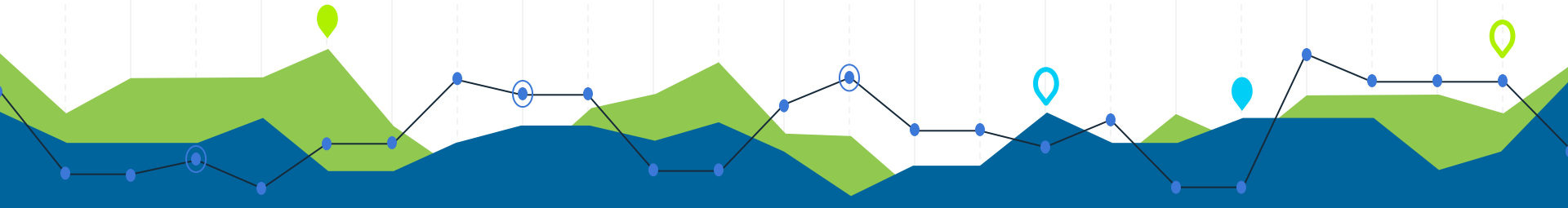
- Agency with full activity data from users' mobile devices
- Agency could ask quantitative questions about device usage, but qualitative questions were limited
- Agency needed deep topical understanding of browsing data at individual page level



# CLASSIFICATION OF USER BROWSING INTERESTS

## SOLUTION

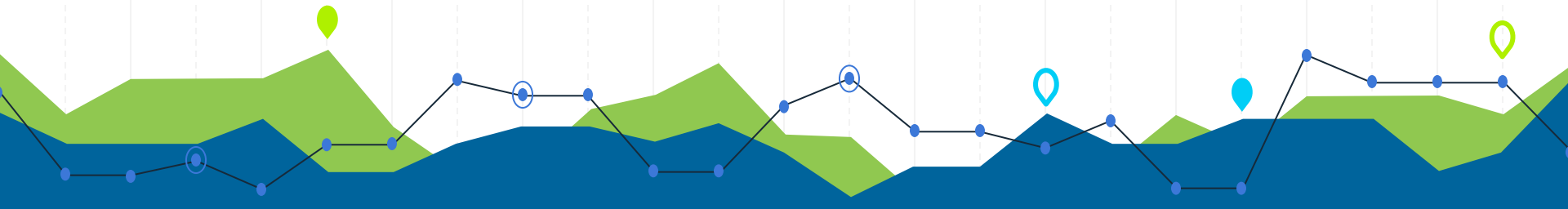
- As users browse the web, agency passes complete URL data to eContext's API endpoint for website classification
- eContext classifies the URL, **replicating the experience the user had at that time**

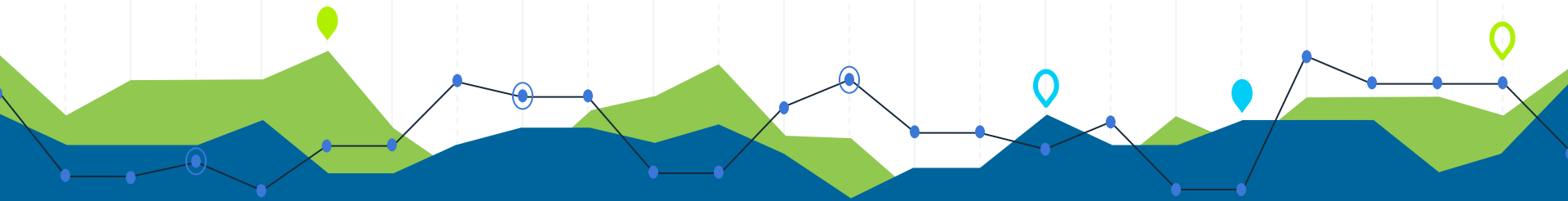


# CLASSIFICATION OF USER BROWSING INTERESTS

## 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
  - Campaign Effectiveness
  - Media Planning
  - Demographic Segmentation
- Opportunity for on-prem version of the website classification service for providers with privacy requirements





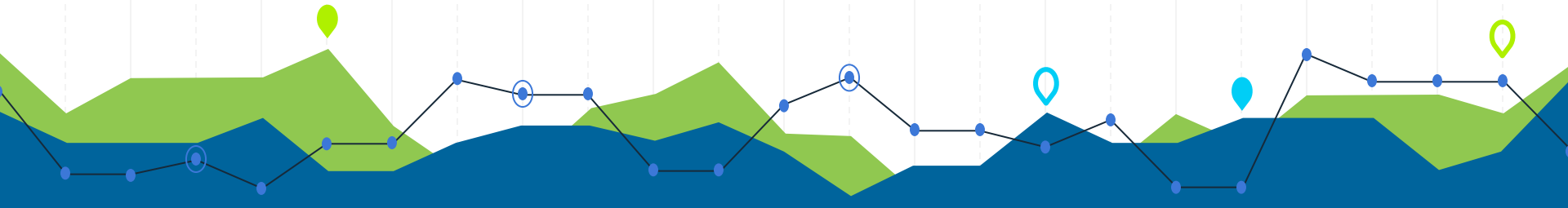
# Closed Network Use Case:

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

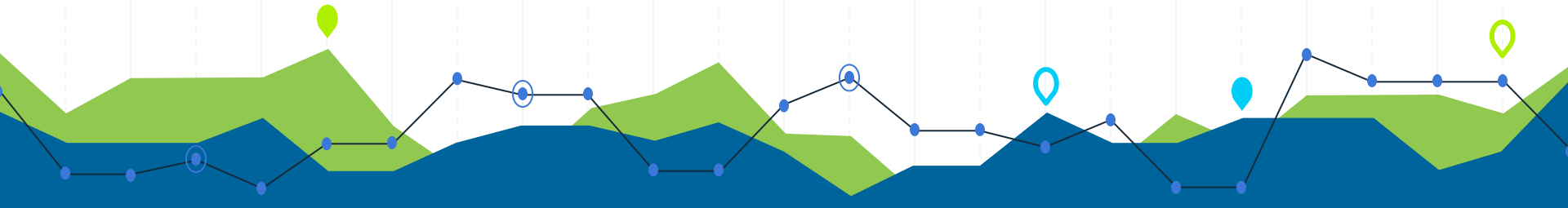




# USER SEGMENTATION VIA SEARCH QUERIES

## SOLUTION

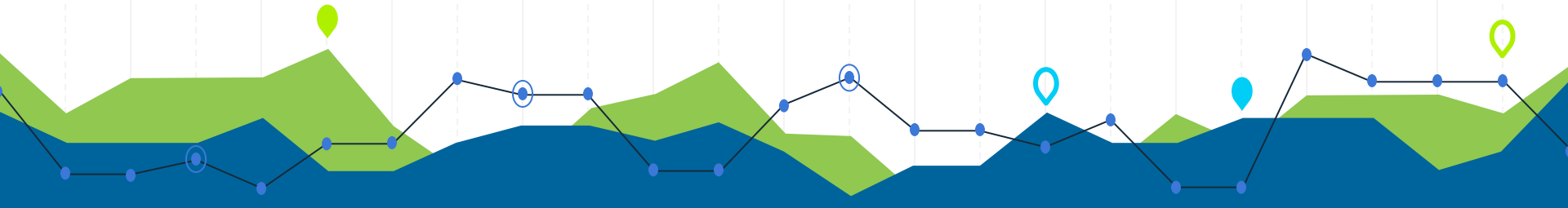
- Agency passed all panelist search queries to the eContext API endpoint for search classification
- Tens of thousands of keywords classified to highly granular topics in **seconds, not weeks**
- Any queries passed to human analysts for additional segmentation had much lower noise

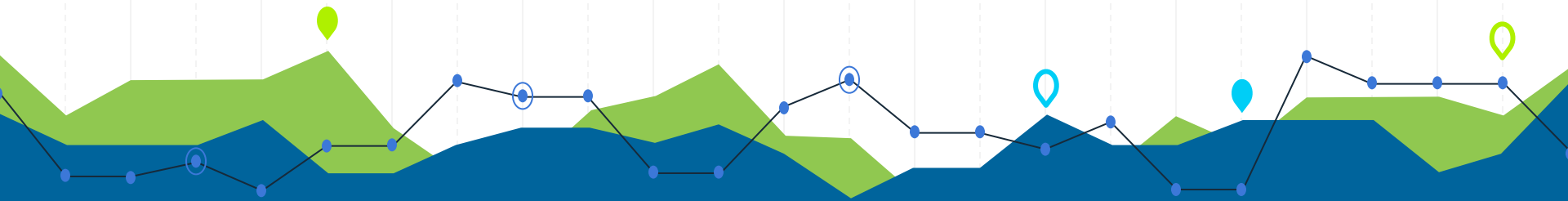


# USER SEGMENTATION VIA SEARCH QUERIES

## 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





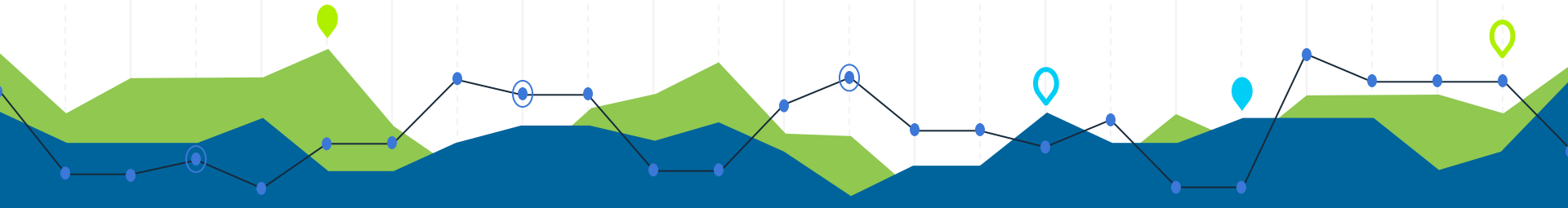
# Open Network Use Case:

## DIY Consumers on Twitter

# MODERN MEDIA PLAN FOR HOME IMPROVEMENT BRAND

## SITUATION

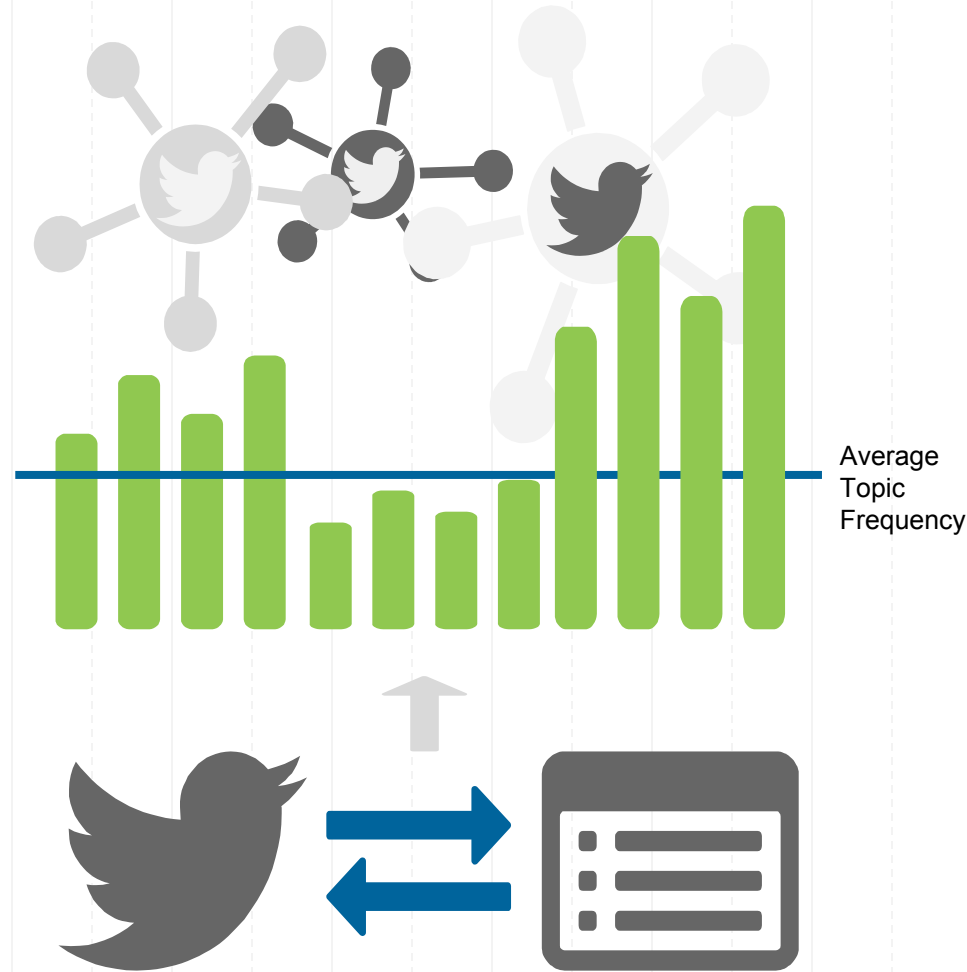
- Agency for Home Improvement brand needed to connect on “shared meaning” with their key customers
- Primary KPI was **relevant connections** for higher CLTV
- Agency wanted to automate a manual-coding process
- Agency wanted to aggregate insights across channel



# MODERN MEDIA PLAN FOR HOME IMPROVEMENT BRAND

## SOLUTION

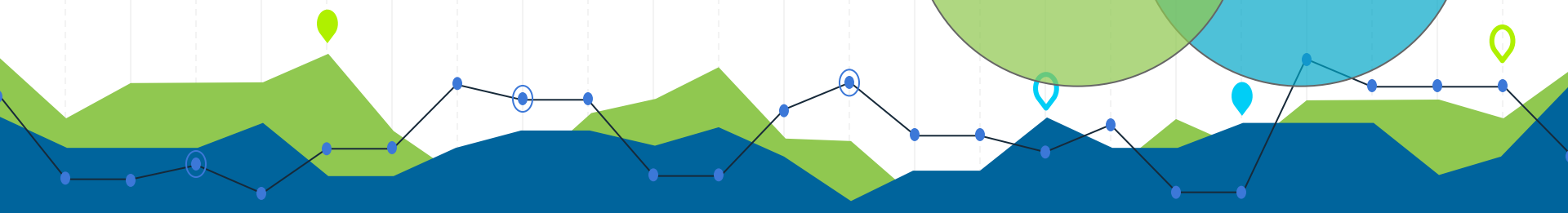
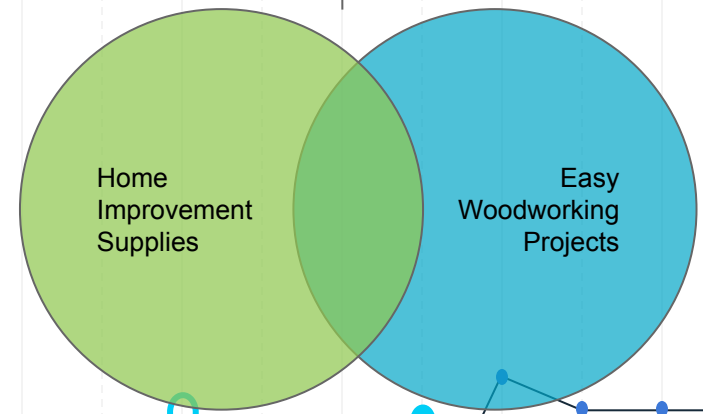
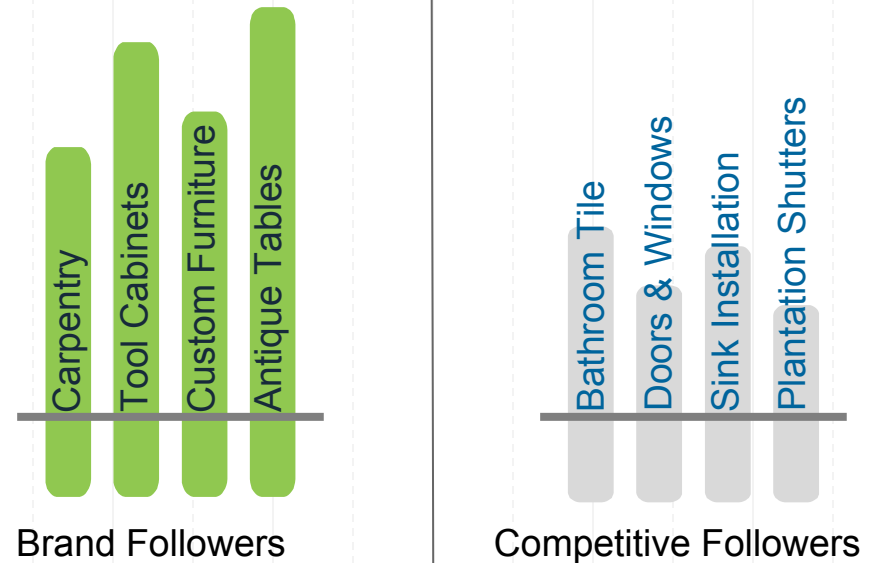
- eContext analyzed thousands of social media posts by brand followers & competitive followers in only a few hours
- eContext built a **standard social topic index**
- eContext combined socially-shared content by Home & Garden publishers



# 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





# Thank You

**Ian McCarty**

VP of Operations [imccarty@econtext.com](mailto:imccarty@econtext.com)

[www.econtext.com](http://www.econtext.com) @econtext 312-477-7300  
180 N. Michigan Ave. Ste. 1400, Chicago, IL 60601