

SmartProfiles

Leiki SmartProfiles are weighted topic lists for advertisers, web publishers and marketers. They **define content to IAB Tier 2 level and beyond** for articles, videos, products, documents, classifieds, forums, and image galleries. Just supply us with a list of URLs or a text feed and we will profile your pages accurately, automatically, and economically. SmartProfiles support:

- Targeting advertising via OpenRTB and other data interchanges.
- Displaying related content within your domain or network.
- Generating consumer and audience profiles for personalization and analysis.
- Improving search, SEO, archiving and other content management functions.
- Automating aggregation of content into pages based on topics.
- Creating standardized tagging for all content.
- Monitoring for new or changing content.
- Converting web store catalogs into automatically targeted display ads.

SmartProfiles are built by Leiki Focus, **the world's most comprehensive general-purpose ontology**. Focus identifies over 100,000 concepts using over 1.3 million rules. These rules and categories have been manually crafted by a dedicated team of professional linguists during more than a decade of live Focus deployments and are continuously updated by our advanced ontology center in Helsinki.

Our standard service provides OpenRTB2.1-compliant tags. These weighted profiles are drawn from about 400 topics in the IAB Tier 2 classification system while our premium service supports the full weighted proprietary 100,000 category system, Focus High Def. We also support IPTC.org news classification and custom taxonomies like product lists and geographic data.

Article from CNN
<http://www.cnn.com/2013/03/14/tech/innovation/higgs-boson-god-particle/>

Article's IAB Tier 2 profile

Title	Feed	Relevance
Physics	iab	9
Space / Astronomy	iab	3
National News	iab	3

The top 15 categories of article's Focus High Def profile (usually profile is ~100-200 categories)

Category	Weight
large hadron collider	9
higgs boson	9
cern	9
peter higgs	9
particle accelerator	9
particle physics	9
elementary particles	9
physicist	9
universe	9
physics	9
scientists	9
cnn	9
geneva (geneve)	9
space programmes	9
switzerland	9

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Leiki | From Search to Discovery | www.leiki.com

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Getting Started

Pricing is per content item based on service level and daily volume. Please contact us at sales@leiki.com for a quote for your application.

There are two ways that you can send a data feed to us:

- 1 Submit content page URLs to our REST API. We will scrape the URL to get the text of the content item and return the profile as an XML response.
- 2 If you have access to the full text content (article text without page navigation and other items) you can submit it with the REST API or through a full-text feed. After submitting the content items you can query their profiles with a REST query.

Details are included in the Leiki SmartProfiles API which we will send on request.

Additional Solutions

Leiki offers a range of solutions for leveraging accurate contextual profiles:

- **Advanced Profiles** - Upgrade to the full weighted Focus High Def topic profiles, IPTC classification (1400 categories) or add a topic list (e.g. product classification or brand safety watch list) of your own using the Premium service. You can create a sample Focus High Def profile at www.leiki.com/urldemo.
- **Content Discovery and Targeted Advertising** - Choose from a full range of market-tested javascript widgets that display links to related articles, videos and products. See www.leiki.com/urldemo.
- **Personalization** - Our complete real-time personalization system combines content profiles in a click stream into personalization and audience profiles for personalized landing pages, campaign analytics, etc. You can see a demonstration of this with the Leiki SurfBoard: <http://www.leiki.com/leiki-surfboard-the-new-way-to-surf-the-web>.
- **Content Tagging** - Display content tags on, for example, blogs and forums for reader search and discovery. These can be user editable, community rated, and can support content page galleries (like all photos of German Shepherds) using IAB, Focus High Def or custom tag lists.
- **Leiki SmartBanner Conversion** – Automatically scan web store catalogs and convert all products into dynamic creative display ads for targeting to media pages.

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