



SmartMedia

Leiki SmartMedia is an integrated suite of contextual and behavioral content discovery services for news sites, knowledge bases, blog networks, and other publishers.

Key Features:

SmartContext

- ✓ creates contextual content recommendations that use article meaning, not list of keywords
- ✓ 3-5 times the CTR of "Most Popular" and "Recent" links
- ✓ works across content types
- ✓ keeps readers on the domain or network and upsells them to premium content

SmartPersonal

- ✓ creates a personalized home page, leading readers to higher CPM or premium content
- ✓ personalization profiles are updated in real time
- ✓ user can see personalized content even on the first visit to a site based on other browsing

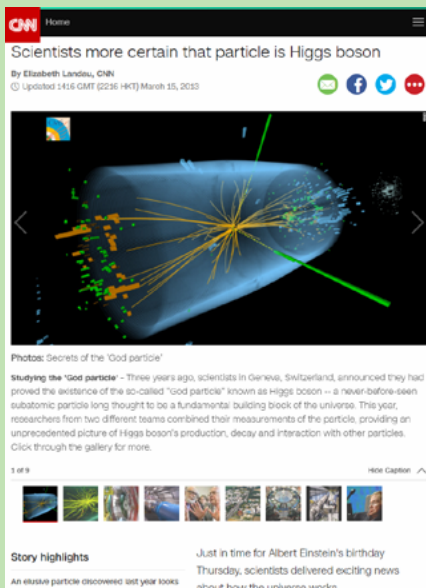
SmartMedia services are powered by [Leiki Focus](#), a semantic AI software engine designed to understand and create a detailed profile of any piece of text and intelligently match similar items together. Focus identifies over 200,000 concepts (Leiki High Def) using over 5.3 million rules. These rules and categories have been manually crafted by a dedicated team of professional linguists during almost

two decades of live Focus deployments and are continuously updated by our advanced ontology center in Helsinki.

SmartMedia can support recommendations and tagging by providing raw, profile data, links, or a complete end-to-end solution using javascript widgets.

SmartContext

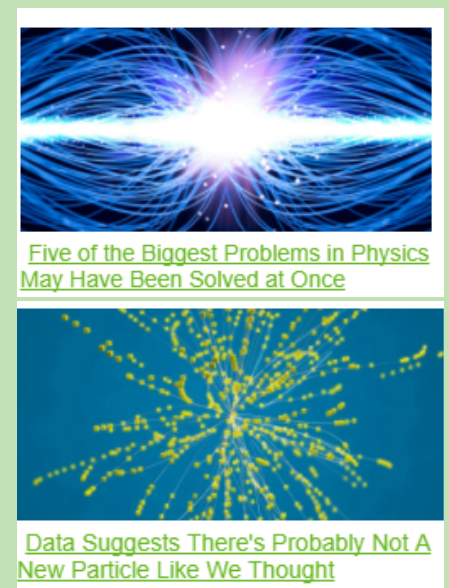
Focus profiles content to generate fingerprints of 50-200 weighted topics. These are matched with other content to generate SmartContext links. SmartContext is adept at relating textual content across various content types (articles, video, images, classifieds, etc.), works well with short text strings like captions of headlines, and is fundamentally language independent.



Sample article from CNN

Category	Weight
Particle Physics	
Higgs Boson	
Peter Higgs	
Boson	
Weak Interaction (Physics)	
Physics	
Elementary Particles	
Cern	
Large Hadron Collider	
Scientists	
Research	

Article's Leiki High Def. profile
(~100-200 categories)



Samples of related articles and videos.

SmartPersonal

SmartPersonal combines content profiles using tracking or session cookies into personalization profiles. These are similar to content profiles but are longer and

more diverse. They are used to generate personalized SmartPersonal links, usually offered on non-contextual landing pages.

YLE, the national broadcaster in Finland places SmartPersonal articles on their front page based on the visitor's clicks on all YLE sites so the reader sees personally interesting stories even on the first visit to a new site.

Getting Started

Adding SmartContext and SmartPersonal to your site is very easy: Just paste the Javascript tag we provide to launch the recommendation widgets. For those who like programming, [Leiki Smart Services](#) also support recommendations and tagging by providing content analysis ([SmartProfiles](#)) and recommendation APIs.

Contact Us

Try Our Demo