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.

SmartProfiles support:

- ✓ Creating standardized taxonomy.
- ✓ Displaying related content within your network.
- ✓ Improving search, SEO, archiving and other content management functions.
- ✓ Targeting programmatic advertising via e.g. OpenRTB and other data interchanges.
- ✓ Improving brand safety.

Just supply us with a list of URLs or a text feed and we will profile your pages accurately, automatically, and economically.

Core Technology: Leiki Focus

SmartProfiles are built 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 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.

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 200,000 category system, Leiki High Def. We also support IPTC.org news classification and custom taxonomies like product lists and geographic data.

Sample article from CNN

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

Article's IAB Tier 2 profile

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

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.