AlchemyAPI Empowers Triberr's Influence Marketers

Targeting content to reader interests & uniting businesses with bloggers

"Influence is the next wave in marketing," says Dan Cristo, Founder for Triberr. The emerging power of this organic, trust-centric marketing formula is what's inspiring Triberr to become a leading blog content aggregator and source of influence marketers.

Triberr initially was launched to enable the general community of bloggers to compete for traction with very-high-profile bloggers. Triberr members form "tribes" based on their interests and support one another through a social network.

During the past year, Triberr has been in the midst of what Cristo calls a "long pivot." The goal? To enable businesses to find the content and bloggers they need for influencer marketing efforts, which companies such as Nikon and British Airways have used effectively to bolster product launches and branding.

The Challenge: Classify high volumes of blog content and rank their relevance to reader's needs

Triberr's challenge is centered on content relevance — how can they accurately classify and tag more than 5,000 blog posts daily in order to match reader-defined interests? Also, Triberr uses Twitter to broadcast new posts, but it would lose followers if tweets were pushed indiscriminately to tribes and other readers. Triberr's solution needs automatic, intelligent, contextual analysis of every blog in order to push the right posts to the right audience and pull people to content that matches their interests.

Triberr helps businesses find writers that have pertinent industry expertise. But the decentralized nature of bloggers makes it difficult for companies to coordinate their efforts. According to Cristo, "Once we had a critical mass in terms of the number of Triberr bloggers, we needed a way to become the hub for businesses to find and interact with them."

triberr

Company Profile:
- Content aggregator and distributor
- Helping businesses find influencers

NLP Problems:
- Matching relevant content and authors to reader interests
- Stripping undesirable content from web pages before processing

AlchemyAPIs used:
- Keyword extraction (plus text extraction functionality)

Volume of content analyzed:
- Over 5,000 blogs/day

Type of data analyzed:
- HTML, Text

Result:
- 33% increase in time-on-page

The Solution: AlchemyAPI's keyword extraction API & text extraction Capability

Triberr uses RSS feeds to search for content but those feeds only provide a URL, a title and a short description; that's not enough detail to determine the meaning of a blog.

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Triberr first uses the text extraction capabilities of AlchemyAPI's keyword extraction API to get all the text from the post on a web page and strip it of navigation, ads and other undesired content, a process sometimes called "chrome stripping." AlchemyAPI is also capable of crawling and processing the links embedded within the posts. Next, keywords are extracted from the text, each with their own relevance score. This lets Triberr associate keywords discussed in the blog with their author and categorize every blogger based on what they write. Planned enhancements to the process include incorporating the author extraction API, which will simplify associating content with bloggers.

"AlchemyAPI powers our core search functionality," Cristo explains. When a reader searches for posts or a company wants to engage with bloggers that cover their industry, they simply use the search function on the Triberr website. "One of the features we really like is the keyword relevance ranking. Whether people on our site are searching for bloggers or content, being able to rank it in order of relevance is really important." Cristo adds that one of the latest AlchemyAPI-supported functions on their site lets bloggers specify which topics they are interested in and get notified of posts specific to their selections. This feature's efficacy depends on the high level of accuracy of the keyword relevance ranking.

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Reader experience is an important part of Triberr's value proposition. Triberr includes the entire post for blogs that are called up through their high-performance site and AlchemyAPI helps eliminate any irrelevant ad display from the original post. The strategy is paying off; time-on-page has increased 33% since adding AlchemyAPI.

Cristo plans on using AlchemyAPI's feed detection functionality to automate syndicated content access since "users often don't know what their RSS URL is." Cristo says that feature is part of the company's goals: "We want to also create the world's best reader of content. AlchemyAPI helps us get there."

"I am a programmer, but I don't work with a lot of APIs. When I first found AlchemyAPI's website, I was very excited, because I got it working right away. The experience of working with AlchemyAPI has been pretty great."

Dan Cristo
Triberr Founder

AlchemyAPI's Value: Monetizing Content that Influences Readers

What will determine which Triberr-esque companies will win? It will be those that can most quickly and accurately match content to reader's interests. This means evaluating the unstructured data that bloggers produce including the text, the images and links, and instantly associating the ideas that have been teased from the data with companies and topics people want to learn more about. AlchemyAPI gives content aggregators easy-to-use and economical capabilities that help monetize content created by a new breed of influencers.

About AlchemyAPI

The product of over 75 person years of engineering effort, AlchemyAPI is a text mining platform providing the most comprehensive set of semantic analysis capabilities in the natural language processing field. Used over 3 billion times every month, AlchemyAPI enables customers to perform large-scale social media monitoring, target advertisements more effectively, track influencers and sentiment within the media, automate content aggregation and recommendation, make more accurate stock trading decisions, enhance business and government intelligence systems, and create smarter applications and services. To learn more about our company and services, please call us at 1-877-253-0308 or email info@alchemyapi.com.