

Text Analysis for Content Discovery

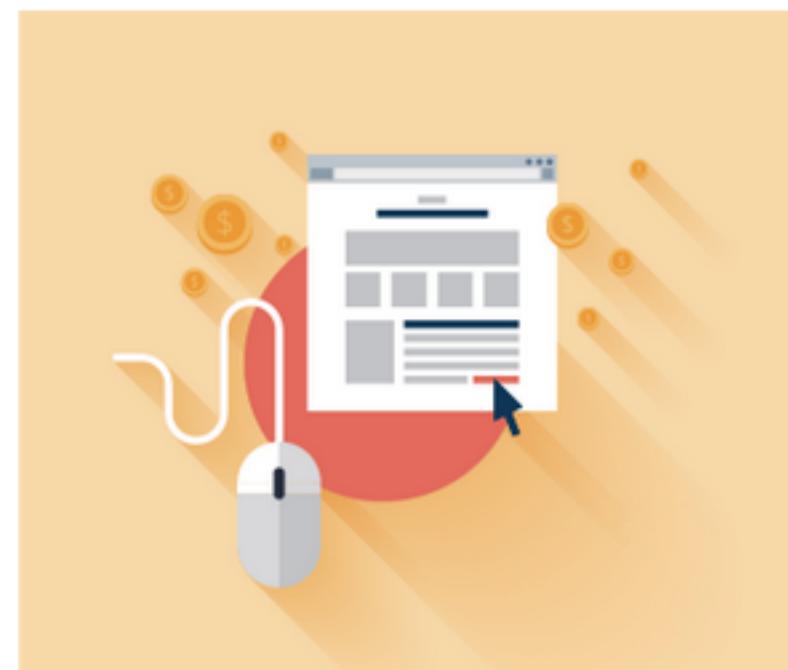
The Challenge

Both publishers and brands realize readers don't come to their sites looking for ads, but to read something interesting. Readers want to be taught, entertained or informed; ads are too often a distraction, and sometimes a downright annoyance that drives readers away. Content discovery platforms use recommendation engines to help readers find interesting content by providing relevant options, whether that's the publisher's own content or an advertiser's.

Publishers are searching for ways to generate more revenue and increase engagement while advertisers (which also may be other publishers) want to attract large, engaged audiences to their content. Content discovery platforms use text analysis to create recommendation engines that simultaneously solve both of these challenges.

Who Benefits

- Content discovery platforms
- Content distribution platforms
- Content syndication platforms
- Publishers
- Advertisers
- Content filtering apps



Text analysis powers content discovery platforms.

Using AlchemyAPI for Content Discovery

AlchemyAPI powers content discovery platforms by transforming unstructured page content into structured data, identifying information such as keywords, entities and concepts within the text.

Enables publishers to:

Monetize content

Earn extra revenue by offering recommendations to third-party content, whether that's a large content publisher like Wall Street Journal or a curation site aimed at selling a specific product, such as trips on TripCurator.com.

Increase engagement

Since people spend more time reading content that is interesting, publishers can increase pageviews and time on site (or engagement) by recommending popular content or content related to a user's recent browsing history.

Enables advertisers to:

Increase distribution

Not only distribute branded content across thousands of top sites, but on a variety of devices (desktop, laptop, mobile).

Build engaged audiences

Attract large, high-quality audiences to branded content from sites with related content or based on their recent browsing history.

Commonly Used Text Analysis Functions

The following text analysis functions are commonly used for content discovery. If you have any questions about how to use these functions in your ad targeting application, please [contact sales](#).

Keyword Extraction

Extract the important, relevant keywords from your content, and then find other content that has the same or a similar mix of keywords. Learn more about [keyword extraction](#).

Entity Extraction

Identify the people, companies, organization, locations, etc. in your content and match that up with articles about those same entities. Learn more about [entity extraction](#).

Concept Tagging

The concepts are the high-level tags about what the content is about, and the higher level of abstraction is particularly suited for recommendation engines. Learn more about [concept tagging](#).

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