Blog Feedback Recommendations

Analytics, Data Science & AI CoE

Publish posts during

Weekdays

Keep the length of the post

4000 - 5000 words

Use the top 10 key words

Top 10

Combination of the above

5x

Higher odds of better **customer engagement** on a digital media post compared to the baseline.

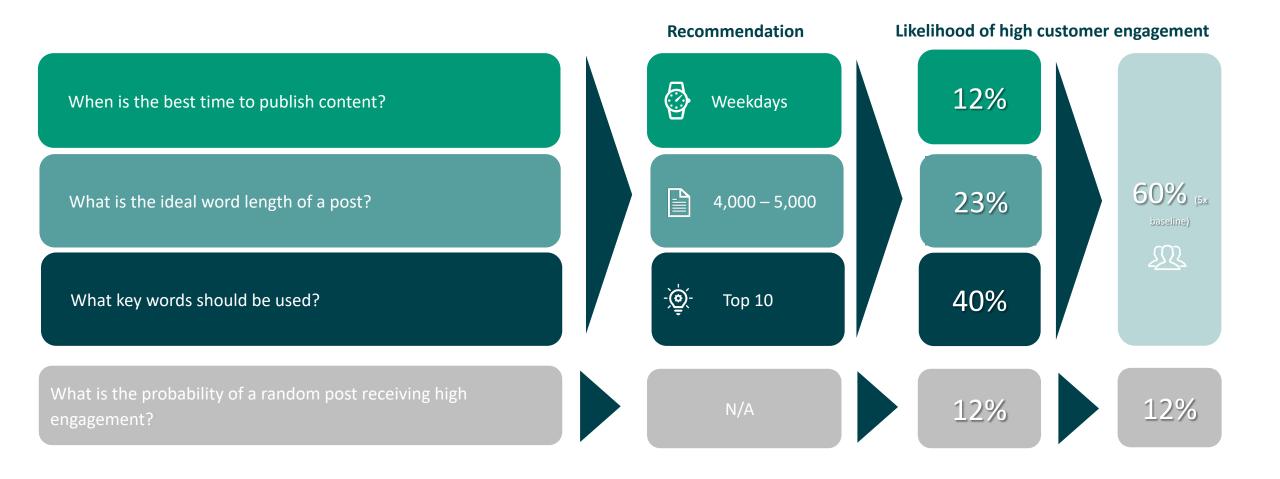Predict if a post will receive high engagement in the following 24 hours

1. Model can correctly predict if a post will not be popular most of the time.

2. However, the model will often overpredict the positive class.

	Recommendation	Likelihood of high customer engagement	
When is the best time to publish content?	Weekdays	12%	
What is the ideal word length of a post?	4,000 – 5,000	23%	60% (5x baseline)
What key words should be used?	Top 10	40%	
What is the probability of a random post receiving high engagement?	N/A	12%	12%

Boost Engagement

Synthetically comment and trackback on existing posts that are likely to have high traffic within the next 24 hours in order to accelerate and increase overall engagement.

Post Selection

Forecast potential engagement on a group of alternative candidate posts and choose the one that is most likely to succeed in the market.

Strategic Ads

Place strategic advertisements and communications in advance into a post that is likely to receive high traffic in the next 24 hours.