



# CognitionX

## Cognition X Demo

Cognition X is integrated chatbot based Ads framework.

It takes user inputs, understand these inputs using a Semantic Engine and render Ads within a same widget.

Ads served are highly relevant and result in high recall / conversions / engagement.

Clients can create complex Ads Workflow, stories, recommendations using this framework.

Here is the demo of Ads workflow –

Case Study 1 for PVR Cinemas -

1)

2)

VOICE OF INDIA

HOME BUSINESS ENTERTAINMENT SPORTS VIDEOS LIFESTYLE CONTACT US

**PREM RATAN DHAN PAYO**  
Starring SALMAN KHAN, KAJOL, ANUSHKA SHARMA, KATKINA

After a year of news about the Shah Rukh Khan-Kajol starrer Dilwale, the wait is finally over. The theatrical trailer of the film is all set to be attached to the prints of Salman Khan's Prem Ratan Dhan Payo, in an exciting reunion of the two superstars.

Shah Rukh Khan and Kajol in 'Dilwale' A source says, "The makers of Dilwale were looking for an apt date to unveil the promo and what better time than Diwali? After discussions with the creative team, they felt it would be best to reveal the teaser with Salman's film as it is the next big release.

The two stars have always been pitted against each other for their on-off friendship. After an alleged tiff in 2008, they were not on talking terms for long. However, they decided to bury the hatchet by hugging it out at an Eid party two years ago. Shah Rukh also visited Salman on the eve of his sister Arpita's wedding last November. Shah Rukh even unveiled the first look of Salman's 'Bajrangi Bhaare'.

Would you like to see a 3D Movie ?  
Yes, No  
No submit

3)

VOICE OF INDIA

HOME BUSINESS ENTERTAINMENT SPORTS VIDEOS LIFESTYLE CONTACT US

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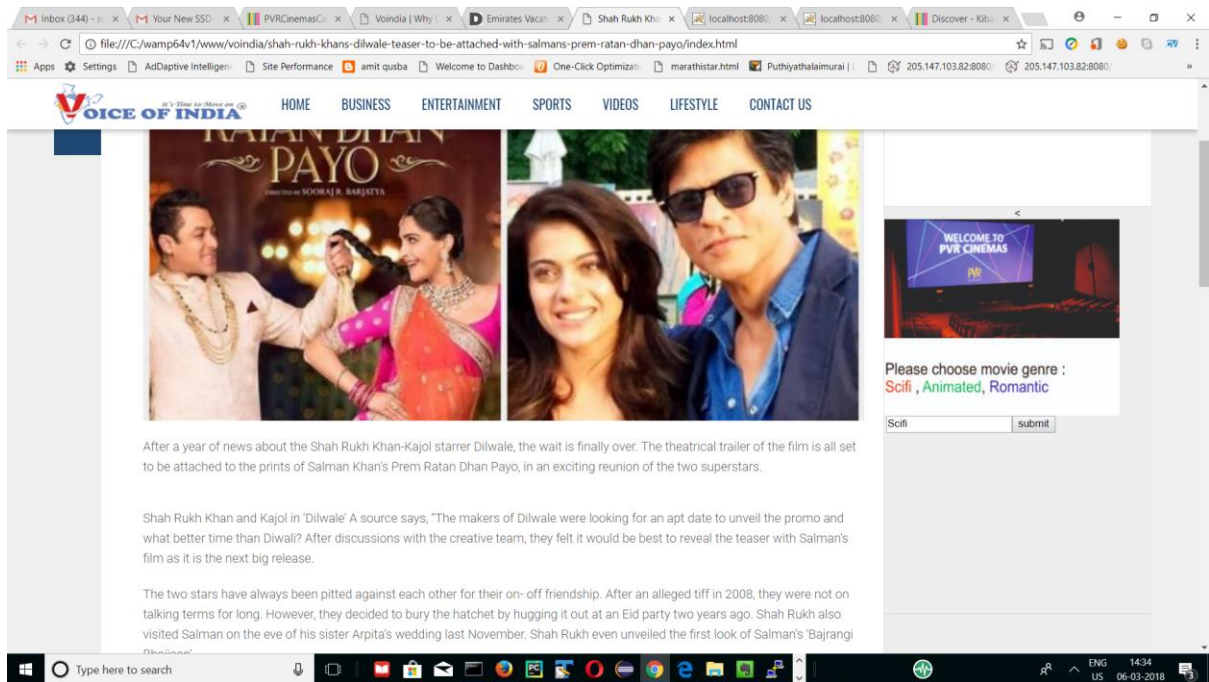
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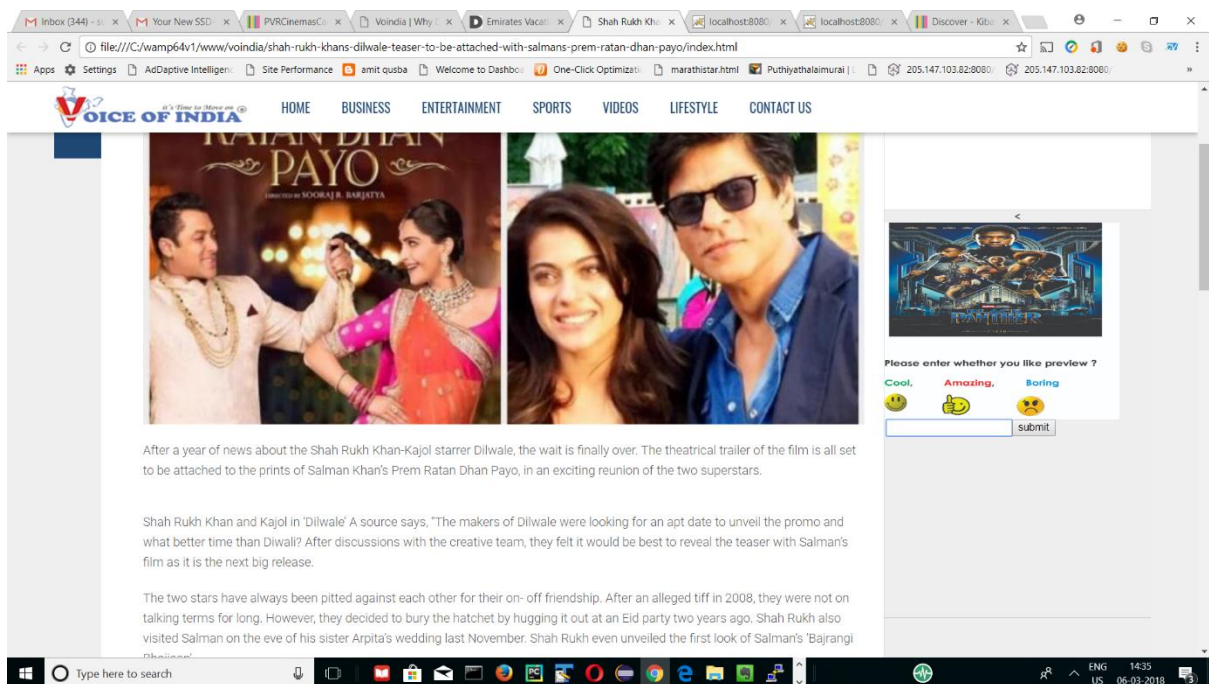
WELCOME TO PVR CINEMAS

Please choose the genre you like :  
Bollywood, Hollywood  
Hollywood submit

4)



5)

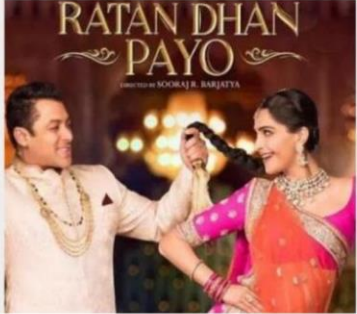
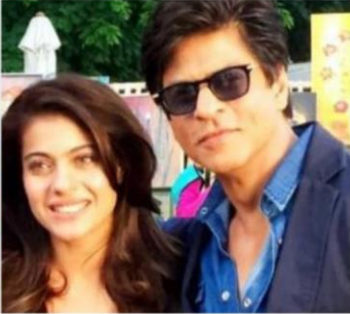




6)

**VOICE OF INDIA** HOME BUSINESS ENTERTAINMENT SPORTS VIDEOS LIFESTYLE CONTACT US

## Salman's 'Prem Ratan Dhan Payo'

After a year of news about the Shah Rukh Khan-Kajol starrer *Dilwale*, the wait is finally over. The theatrical trailer of the film is all set to be attached to the prints of Salman Khan's *Prem Ratan Dhan Payo*, in an exciting reunion of the two superstars.

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WELCOME TO PVR CINEMAS

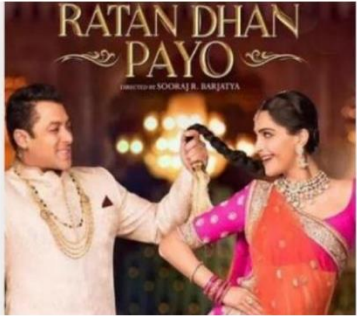
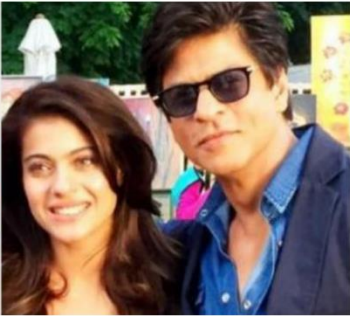
Please choose movie genre :  
 Scifi, **Animated**, Romantic

Animated submit

7)

**VOICE OF INDIA** HOME BUSINESS ENTERTAINMENT SPORTS VIDEOS LIFESTYLE CONTACT US

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WRINKLE IN TIME

Please enter whether you like preview ?

Cool, **Amazing**, Boring

😊 👍 😞

submit

8)

The screenshot shows a web browser window with multiple tabs. The active tab displays a news article from 'VOICE OF INDIA' titled 'Salman's 'Prem Ratan Dhan Payo''. The article features two images: a movie poster for 'RATAN DHAN PAYO' and a photo of Shah Rukh Khan and Kajol. The text of the article discusses the film's trailer and its connection to the 'Dilwale' franchise. To the right of the article is a sidebar with a 'WELCOME TO PVR CINEMAS' banner and a form titled 'Please choose the genre you like :'. The form has a text input field containing 'Bollywood' and a 'submit' button.

9)

This screenshot shows the same web browser window and news article as in the previous image. However, the sidebar form is different. It is titled 'Please choose your favourite Actor?' and lists three actors: 'Shahrukh Khan, Akhay Kumar, John Abraham'. Below the list is a text input field containing 'Shahrukh Khan' and a 'submit' button.



10)

**Salman's 'Prem Ratan Dhan Payo'**

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The two stars have always been pitted against each other for their on-off friendship. After an alleged tiff in 2008, they were not on talking terms for long. However, they decided to bury the hatchet by hugging it out at an Eid party two years ago. Shah Rukh also visited Salman on the eve of his sister Arpita's wedding last November. Shah Rukh even unveiled the first look of Salman's 'Bajrangji Bhajjaan'.

**WELCOME TO PVR CINEMAS**

Please enter whether you like preview ?

Cool, Amazing, Boring

Amazing submit

11)

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**WELCOME TO PVR CINEMAS**

Please choose your favourite Actor?

Shahrukh Khan, Akshay Kumar, John Abraham

Akshay kumar submit

CLICK TO ADD A COMMENT

SCROLL FOR MORE

12)

VOICE OF INDIA

HOME BUSINESS ENTERTAINMENT SPORTS VIDEOS LIFESTYLE CONTACT US

**PAYO**  
starring SHAH RUKH KHAN & KAJOL

After a year of news about the Shah Rukh Khan-Kajol starrer Dilwale, the wait is finally over. The theatrical trailer of the film is all set to be attached to the prints of Salman Khan's Prem Ratan Dhan Payo, in an exciting reunion of the two superstars.

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Please enter whether you like preview ?  
Cool, Amazing, Boring  
Cool submit

Type here to search

ENG 1452  
US 06-03-2018

13)

VOICE OF INDIA

HOME BUSINESS ENTERTAINMENT SPORTS VIDEOS LIFESTYLE CONTACT US

**RATAN DHAN PAYO**  
starring SHAH RUKH KHAN & KAJOL

After a year of news about the Shah Rukh Khan-Kajol starrer Dilwale, the wait is finally over. The theatrical trailer of the film is all set to be attached to the prints of Salman Khan's Prem Ratan Dhan Payo, in an exciting reunion of the two superstars.

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Would you like to see a 3D Movie ?  
Yes, No  
Yes submit

Type here to search

ENG 1455  
US 06-03-2018



14)

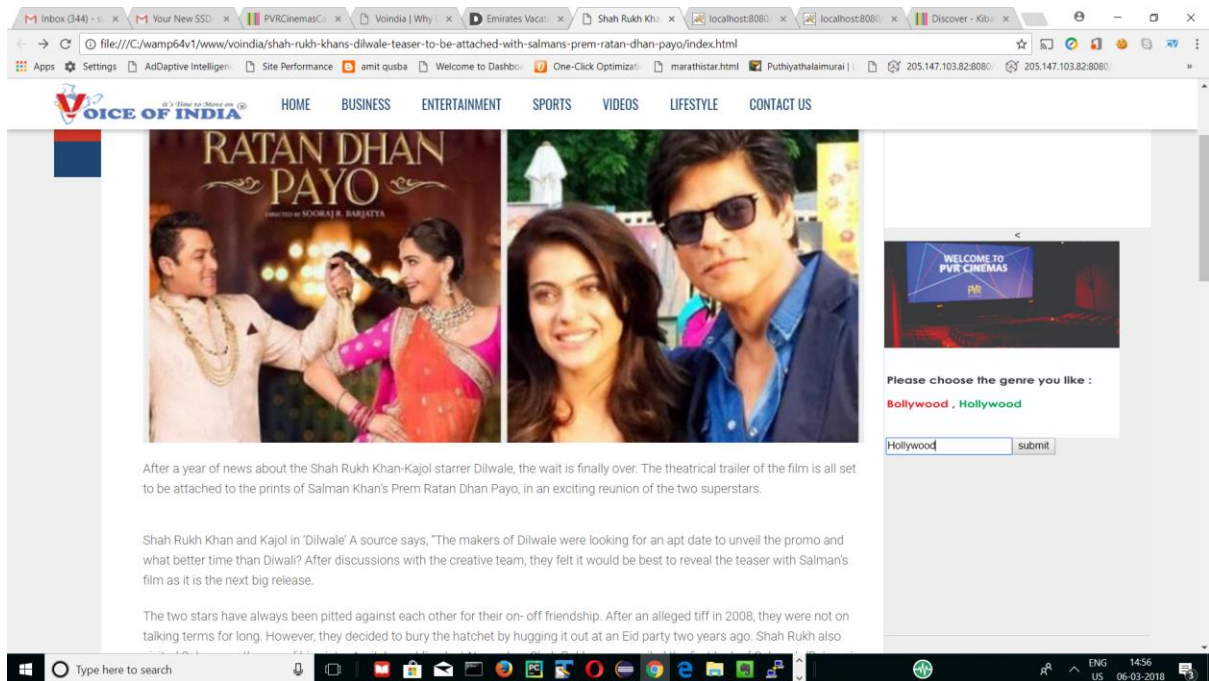
The screenshot shows a web browser window with multiple tabs. The active tab displays a file path: `file:///C:/wamp64v1/www/voindia/shah-rukh-khans-dilwale-teaser-to-be-attached-with-salmans-prem-ratan-dhan-payo/index.html`. The website, 'VOICE OF INDIA', features a navigation bar with links: HOME, BUSINESS, ENTERTAINMENT, SPORTS, VIDEOS, LIFESTYLE, and CONTACT US. The main content area displays a news article titled 'RATAN DHAN PAYO' by SOHRAJ R. BARIJATTA. The article includes two images: a promotional still from the film and a photo of Shah Rukh Khan and Kajol. The text discusses the film's release and the stars' relationship. A sidebar on the right contains a 'WELCOME TO PVR CINEMAS' banner and a form asking the user to choose a genre (Bollywood, Hollywood) with a 'submit' button.

15)

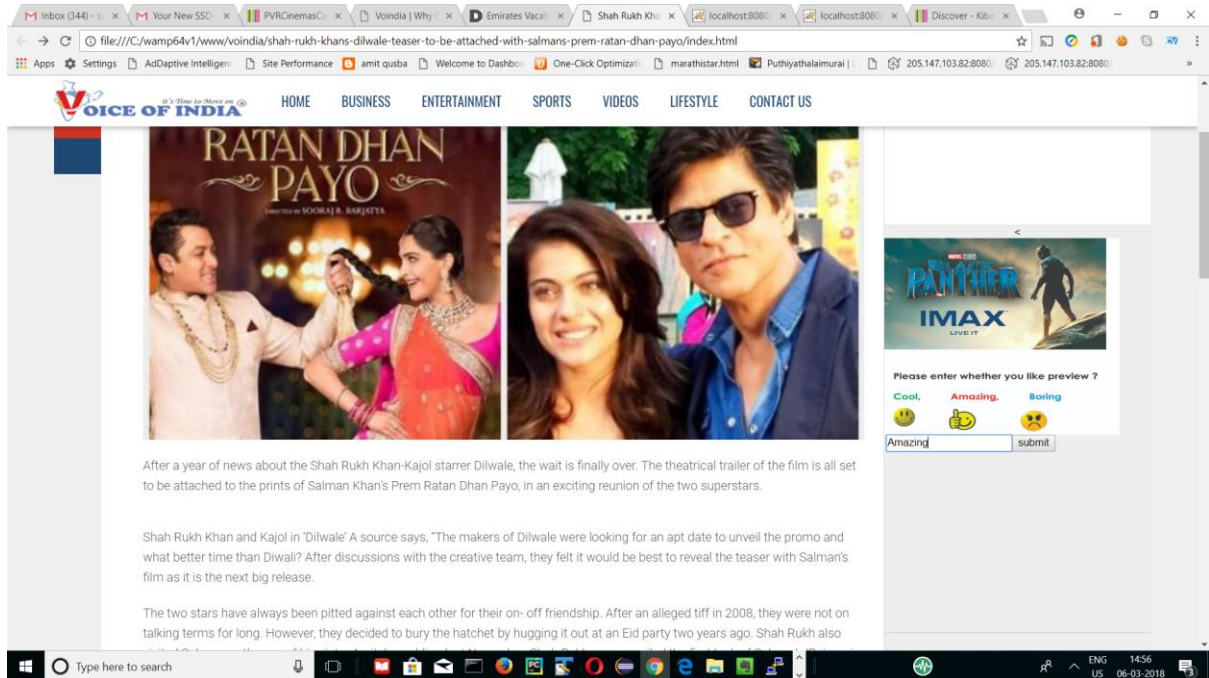
This screenshot is identical to the one above, showing the same news article on the 'VOICE OF INDIA' website. However, the sidebar on the right has been updated. It now features a movie poster for '3D Little Superman' and a form asking the user to rate the preview. The form includes three radio buttons labeled 'Cool', 'Amazing', and 'Boring', each accompanied by a corresponding emoji (😎, 👍, 😞). A 'submit' button is located at the bottom of the form.



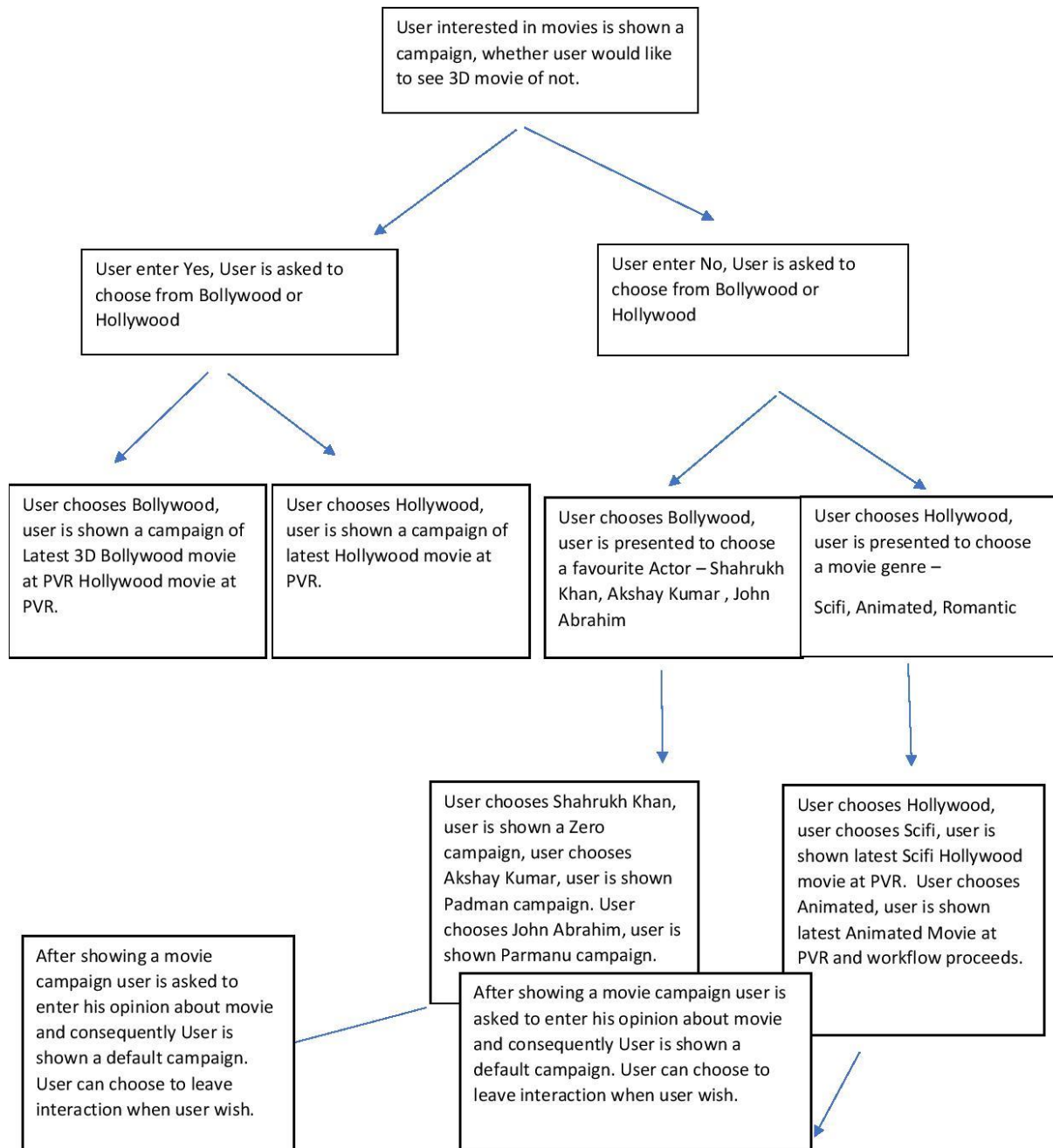
16)



17)



### Decision Tree of Campaign Semantics



Above was demonstration of Engine in Entertainment Industry.

Below is case study for Food and Beverage Industry.

Here is snapshot of demo campaigns which can be set up for Swiggy



Please type your favorite dish :

System figures out the genre of your dish via Semantic Engine and ask whether you need Snack or Full meal.



Would you like to see snack or full meals :

Snack, Full meal

Depending on above two answers, if system figures out genre of dish is Chinese, system displays appropriate recommendations as follows



For snacks -



Please enter whether you like dish ?

Cool, Amazing, Boring



For full meal -



Please enter whether you like dish ?

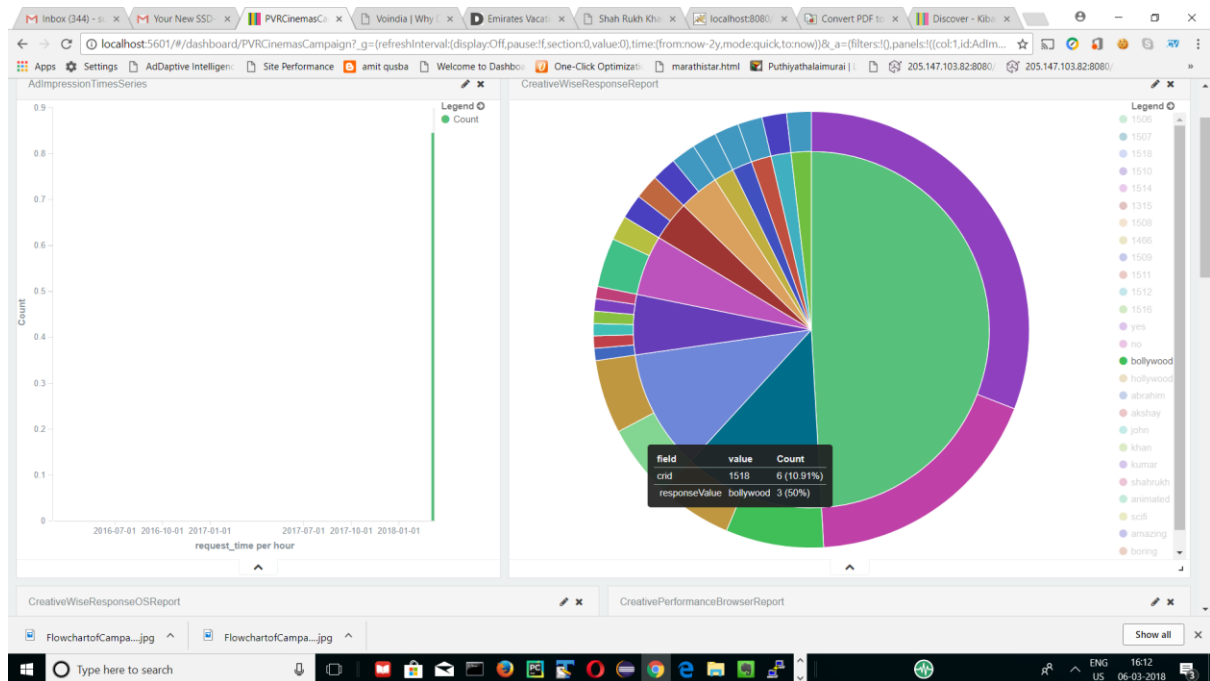
Cool, Amazing, Boring



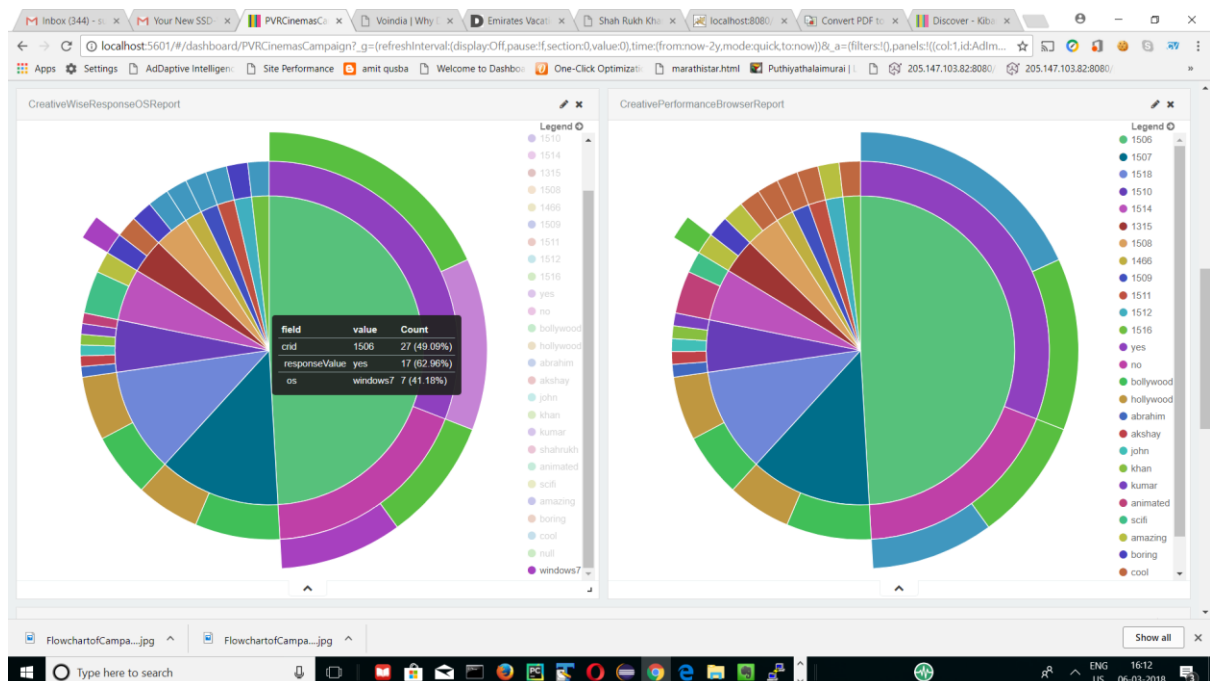
Here are the dashboards.

Reports which can be pulled from the system –

Campaign Impression Report and Campaign Response Report

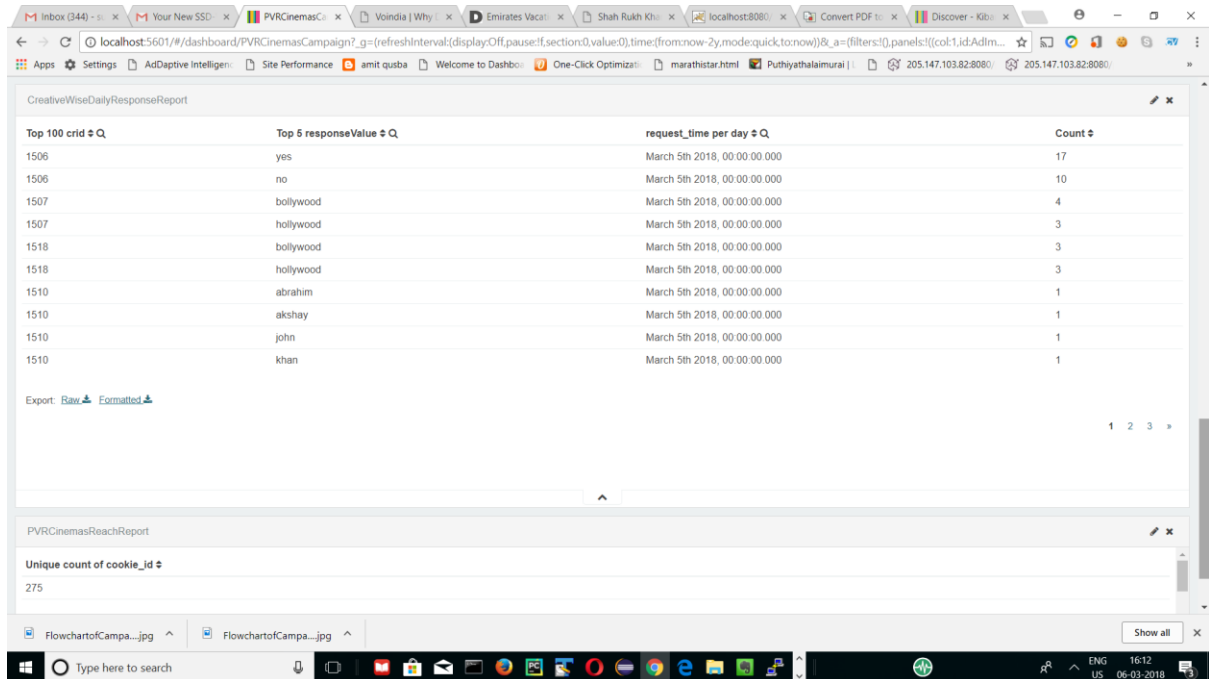


Campaign wise Response OS Report and Campaign wise Response Browser Report



## Campaign wise Response Report Data Table.

## Campaign wise Reach report.



**CreativeWiseDailyResponseReport**

Top 100 crid	Top 5 responseValue	request_time per day	Count
1506	yes	March 5th 2018, 00:00:00.000	17
1506	no	March 5th 2018, 00:00:00.000	10
1507	bollywood	March 5th 2018, 00:00:00.000	4
1507	hollywood	March 5th 2018, 00:00:00.000	3
1518	bollywood	March 5th 2018, 00:00:00.000	3
1518	hollywood	March 5th 2018, 00:00:00.000	3
1510	abraham	March 5th 2018, 00:00:00.000	1
1510	akshay	March 5th 2018, 00:00:00.000	1
1510	john	March 5th 2018, 00:00:00.000	1
1510	khan	March 5th 2018, 00:00:00.000	1

Export: [Raw](#) [Formatted](#)

1 2 3 >

**PVRCinemasReachReport**

Unique count of cookie_id
275

FlowchartofCampa...jpg

FlowchartofCampa...jpg

Show all