

Targeted Advertising & Automated Semantic Knowledge (ASK) Technology Overview

The Myopic Archer

In targeted advertising, better profiling of users and understanding of advertisements directly leads to improved placement. 2028's Automated Semantic Knowledge (ASK) enables clearer individual and aggregate understanding of users and advertisements.



2028's Automated Semantic Knowledge (ASK)

Designed to mimic human reading and analysis, ASK understands the semantic relevance of a body of text by identifying and analyzing the concepts and their relationships via innovative data representations, set algorithms, and heuristics. Just as Link Analysis algorithms have propelled web search forward, ASK uses comparable insightful heuristics to dramatically improve text analysis. In addition, ASK amalgamates the individual pieces over sets of text into a powerful new substrate. The results simply speak for themselves.

Stereo Vision

There are three parts to the matching process of targeted advertising (TA):

- The document in which to display the Ad
- The Ad description and auxiliary information
- The user profile

These are all combined to determine which set of Ads should be displayed. ASK springboards any TA solutions to the next level.

ASK translates documents, user profiles, and Ad descriptions into a common language in which they can be logically connected and matched. With a clearer understanding of the relevance of concepts and their relationships, ASK provides a platform for the next generation of TA solution.

ASK's real-time analysis of individual documents enables TA systems to adapt the Ads shown to the current user session. Innovative runtime semantic networks are generated by ASK, empowering adaptive contextual representations of users. ASK learns and continuously refines its view with more user viewed documents. Ad descriptions and additional information can be combined together to form a detailed and rich matching substrate using 2028's Automated Semantic Knowledge (ASK). Offline, ASK's semantic network and conceptual flow analysis can help generate more in-depth conceptual demographics helping segment users and generate better business logic. Just ASK and hit the target.

