



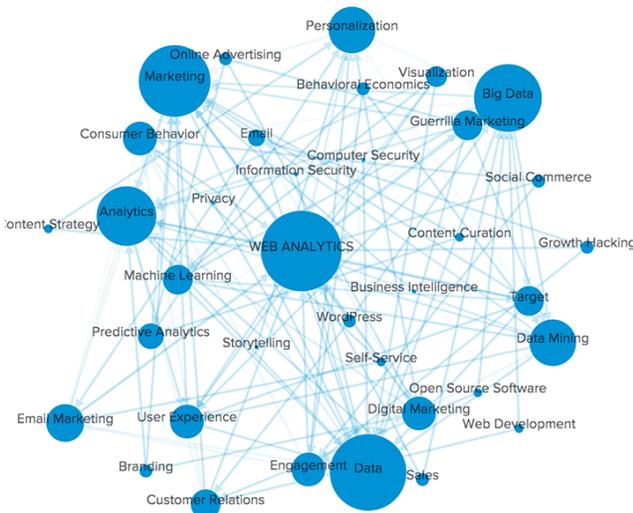
CONTENT AFFINITY ENGINE

STRATEGIC CONTENT MARKETING

Over the past several years, companies have increasingly adopted content marketing – that is, connecting with their customers through the sharing of educational information – versus leading with just a sales pitch.

Challenge is, content marketers have not always known which content (blog posts, photos, case studies, how-to documents) performs best with each customer. With all of the ever-fluctuating content that is created, it can be difficult and time-consuming to track whether that content aligns with your company strategy and if it's gaining traction with your customers.

The Lytics Content Affinity Engine provides marketers with a real-time inventory of their website and measures how it performs with customers. Marketers can use this information to shape their content marketing strategy and to execute personalized marketing campaigns to audience segments based on their interest-level in a particular topic.



INSTANT CONTENT CATEGORIZATION

As soon as you integrate your web data into Lytics, the Content Affinity Engine starts crawling your website and classifying topics using natural language processing (as opposed to tags or keywords).

This continuous process provides higher-level subjects as well as a more accurate classification of content. This information is visualized as a real-time, dynamic map of topics within your Lytics account, allowing marketers to:

- Evaluate how well web content aligns to a company's strategy.
- Identify at a glance the most predominant web topics on the website.
- Identify relationships between topics and ideas and leverage them for additional content marketing pieces.
- Create additional web content on topics that require additional exposure.

CONTENT		
Strong Affinity for "Web Analytics"		75,219
Strong Affinity for "Big Data"		48,229
Strong Affinity for "Online Marketing"		7,668
Strong Affinity for "Analytics"		8,770
Strong Affinity for "Personalization"		4,840
Strong Affinity for "User Experience"		3,895

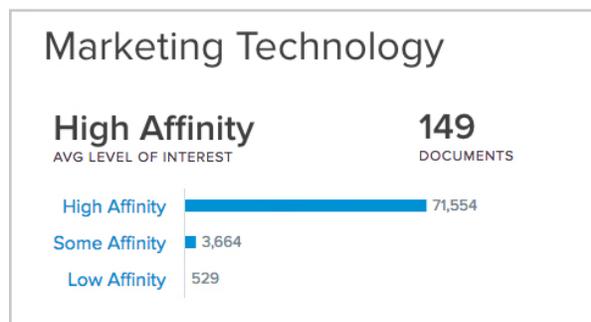
ALIGN CONTENT WITH INDIVIDUALS AND THEIR AFFINITIES

Rather than relying on general demographic data to guess what your customers are interested in, marketers can take advantage of actual customer and behavioral data trends to gauge their affinity levels.

The Lytics Content Affinity Engine reveals customers' interest levels (e.g., uninterested, low, some interest, and high) for a given topic. For a clothing retailer, for example, this could reveal which customers have high affinity levels for a particular brand, product type (jeans) or material (denim).

This allows marketers to segment audiences by interest levels and execute more strategic and personalized marketing campaigns across channels. For example:

- **Targeted email marketing to customers with high interest for certain topics**
- **Educational product campaigns to customers with low affinities for certain topics**
- **Personalized web modals that drive to blog or web page content based on a customer's individual interests**
- **Personalized retargeting campaigns based on customers with specific product interests**



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EFFICIENT, PERSONALIZED CONTENT MARKETING

The Lytics Content Affinity Engine saves companies time and energy by automatically analyzing and displaying website content (versus manually cataloguing content in-house). This real-time view reveals the hierarchy and relationships between topics as well as how your content is performing with your audience.

Armed with these insights, marketers can segment audiences by affinities and execute more personalized and effective marketing across channels.

Here's something new

We think you're interested in what we're doing, check this out.

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