

Introduction to Koveri™ segments

Koveri™ segments help you gain useful insights about users interests and buying intentions.

Contextual segments

Contextual segments identify topics, products and brands mentioned in a webpage content.

« Cars »

Brand & model: Alfa Romeo, Audi, Renault, Honda...

Category of car: Hatchback, sedan, estate, sport...

Purchase type: First hand, second hand...

Spare parts: Tire, accessories, engine, brake...

Nationality: French, German, Japanese...

« Baby goods »

Brand: Avon, Johnson, Nivea, Pampers, Weleda...

Product category: Baby food, nursing...

Product type: Cream, nappy, milk...

Health: Gastric reflux, irritated skin...

Behavioral segments

Behavioral segments are based on users clickstream data and a fine semantic analysis of the content that was actually read.

« Interest »

Based on constant readings about a specific product type or category in a long-term period.

« Buying intention »

Based on a sudden increase of readings about a brand, category or type of products in a short and recent period.

Freshness warranty

The data delivered are continuously updated which guarantees their freshness and reliability. The behavioral segments are built only from up-to-date data.

» Semantic analysis

« When my daughter was first born they gave **Enfamil lipil with iron**, I would choose liquid or powder [...] got her **constipated** a lot so I had gotten a perscription from her [...] ».

» Creation of contextual segments

Brand: Enfamil

Product category: baby food

Kind of product: lipil

Health: constipation

» Creation of segments interests

Has a special interest for

Kind of product: baby food

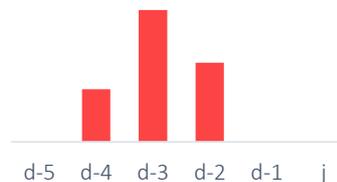


Interest: Baby Food

» Creation of segments: buying intention

Recent pick of consultation about

Kind of product: baby milk



Buying intention: baby milk

You want to use Koveri™ Segments?

Send a mail to contact@xiko.fr or fill the form on our website