

What is Koveri™ Data?

Koveri™ Data is a monetization solution based on the semantic analysis of the content read by users. Koveri™ Data makes your campaign more successful and accurate by finding which users really match your target.

How is the data collected?

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

« Users 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 recent period.

Segments content

« Cars »

Brands & models: Alfa Romeo, Audi, Renault, Honda...

Type of vehicle: Compact cars, sedan, estate...

Type of purchase: First hand, second hand...

Spare parts: Tires, rims & accessories, motor, break...

Nationality: French, German, Japanese...

« Baby Products »

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

Product category: Baby food, breastfeeding...

Product type: Creams & oil, diapers, infant milk...

Health: Gastric reflux, irritated skin...

Freshness warranty

The semantic data collected by XiKO are regularly updated. We only use the most recent data to build our behavioral segments.

» Extraction of read content

« Hello, my son is 1 month and a half old and I just started **lemiel** 1st age, **Milumel brand**.

[...] I don't know if I have to change the milk, to treat his **constipation** or just wait for him to get used to this milk».

» Semantic Analysis

Brand: Milumel

Product Category: Baby food

Product type: First infant milk

Health: Constipation

» Set up of Users Interest Segments

Regular reading of messages about

Product Category: Baby Food

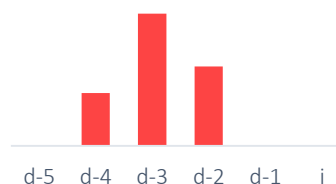


Interest: Baby Food

» Set up of Buying Intention Segments

Increase of readings of user opinions and reviews about

Product type: First infant milk



Buying Intention: First infant milk

You want to be a Koveri™ Data Partner?

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