



## Case Study

# Leiki Focus Content Linking and Ad Targeting United Magazines



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## Background

As part of the Otava Books and Magazines Group Ltd., United Magazines Ltd. is the market leader of Finnish magazines and periodicals. United Magazines has 43 consumer magazines in its publishing programme and the total number of the readers of the company's consumer and customer magazines is 8,7 million. United Magazines' internet business includes numerous websites, including some among top 20 Finnish portals, such as Plaza and NettiX.

## Approach

In the start of 2007 United Magazines commissioned Leiki to enhance one of the Finland's largest portals, Plaza.fi with Leiki Focus dynamic content linking. With Leiki's personalisation engine editorial content on the Plaza.fi site was linked in real time with the most similar user-generated intra-portal content, external news sources, blogs and Wikipedia. In a similar manner, user-generated content was linked with the latest editorial content and other sources.

In October 2007 United Magazines and Leiki extended the use of Leiki Focus to ad targeting and released the **first intelligent advertising system in the market** where web ads are targeted using natural language understanding. With the new system editorial articles, user conversation and advertisements that deal with the same topic are matched automatically, even if they do not have the same keyword. The user's earlier selections that depict the user's interest can also be used to target content.

The first text advertisements targeted based on topical analysis of content appeared on Plaza.fi. Later on the system will be applied to other United Magazine's web services, such as the respective magazines' websites and NettiX classifieds sites including Nettiauto.com. Picture ads can also be used in the future.

## Results

Leiki Focus content linking improved the portal's use immediately: instead of having to navigate menus to find relevant content, **all information around one topic were presented in the same view**, thus serving the whole portal to the user instead of just the section the reader was used to navigating in. External sources such as Wikipedia can also present reference material around the subject.

The advantage of the system for the advertiser compared to other current systems is a **higher response rate** to the campaigns and the targeting method fits to all types of advertisers. Companies that particularly benefit from the targeting system include those with a large selection of products as well as those that can advertise their products naturally in relation to different types of content.

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*There are several benefits – we can target the ads automatically with the right content that is relevant to the ads, and we can assume that an ad message that is closely linked to the content will have the desired effect to the user, for example the user clicks the ad more often than earlier. This method of advertising can be used with very tactical operations such as placing an ad for a product or a closely related product that is mentioned in the content next to the article.*

**Petri Kokkonen, Sales Group Manager of United Magazines**

*The simple concept launched by Plaza.fi presents a paradigm shift for portals. Instead of promoting the various sections of their site via advertising, Plaza now presents all content fitting current user interests automatically, unifying the editorial and community parts. Instead of wondering about Web2.0 concepts, Plaza embraces the new world by automatically finding and presenting what is relevant from the web.*

**Petrus Pennanen, CEO of Leiki**

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A screenshot from Plaza.fi portal's sports news with Leiki Focus dynamic content links

PLAZA.FI

An article on Plaza.fi about NHL game New Jersey vs. Los Angeles

**JÄÄKIEKKO**

JÄÄKIEKKON TILASTOT

SM-LIIGA

MAAOTTELUT

NHL

Uutiset

Tilastot

Taustaa ja tilanteita

MUUT JÄÄKIEKKOUUTiset

RIPARIT

MM-MOSKOVA

MM-KANADA

## JÄÄKIEKKO

### New Jersey'n vuoro taipua Los Angelesille

8.2.2009, 09.54

Los Angeles Kings kukisti lauantaina New Jersey Devilsin vieraisa 3-1. Voitto oli yllättäen NHL:n kuumimpien joukkueiden ryhmään liittyneelle Los Angelesille kolmas peräkkäinen ja kuudes viimeisessä seitsemässä ottelussa. Kings on enää kahden pisteen päässä Läntisen konferenssin playoff-ivivasta. New Jerseylle tappio oli vasta toinen viimeisessä 11 kappailussa.

Ensimmäistä playoff-paikkaansa sitten kevään 2002 tavoitteleva Los Angeles ratkaisi ottelun toisen erän jälkipuoliskolla, kun Jarret Stoll, Anze Kopitar ja Patrick O'Sullivan maalasivat hieman yli neljän minuutin sisään. Lopusta huolehti maalivahti Jonathan Quick, joka on ollut isossa roolissa Kingsin viime aikojen vahvassa jaksossa. Quick menetti nollapelinsä vasta päätöserän puolivälissä.

Aikaisemmin viikolla Los Angelesin uhriksi joutunut Washington Capitals löi Florida Panthersin kotonaan 3-1 ja vahvisti asemiaan Itäisen konferenssin toisella sijalla. Washingtonin maaleista kaksi teki Mike Green, joka on nyt osunut kuudessa peräkkäisessä ottelussa. Green johtaa sekä NHL:n puolustajien maali- että syöttöpörssiä.

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**Mökkikansan uusin villitys: Fort Lauderdale, Florida. lomalennot.fi**

Greenin ylivoimaosuma kolmannen erän ensimmäisellä minuutilla vei Washingtonin 2-1 johtoon. Verizon Centerissä jouduttiin vielä vuodattamaan tuskanhikeä, sillä Capitals-pakki Shaone Morrisson otti viiden minuutin jäähy ajassa 54:59. Capitals kesti kuitenkin ensin 65 sekunnin mittaisen kahden miehen alivoiman ja sitten vielä Floridan kuudennen kenttäpelaajan ennen kuin Green ratkaisi iskettyään loppunumerot tyhjiin.

**Juttuja aiheesta**

[Langenbrunner, Crosby ja Green NHL:n viikon pelaajat](#) (03.02.2009, Urheilu)

[Washingtonille viides peräkkäinen voitto](#) (15.11.2008, Urheilu)

[Los Angeles jatkoi puolustaja Matt Greenen sopimusta](#) (18.10.2008, Urheilu)

[Los Angelesin Anze Kopitarille rahakas jatkosopimus](#) (12.10.2008, Urheilu)

[NHL lauantaina, tuloksia](#) (17.02.2008, Urheilu)

[NHL-tilastot](#) (Urheilu)

**Keskusteluja aiheesta**

[NHL All Stars peli](#) (25.01.2009, Muropaketti)

[Nhl ottelut netistä suorana?](#) (05.12.2008, Urheilu)

[NHL 2008-2009](#) (15.10.2008, Muropaketti)

[New York ja shoppailu + New Jersey](#) (24.08.2008, Ellit, kulttuuri ja viihde)

[Halvimmat lennot Kalifornia/Florida?](#) (31.07.2008, Matkalaukku)

**Muualta verkosta**

[Aleksander Ovetshkin sai 200 maalia täyteen. Katso video!](#) (06.02.2009, Urheilu)

[Kings ja Stoll sopimukseen](#) (05.09.2008, Urheiluviikko)

[Sergei Brytin jättää New Jersey Devilsin](#) (24.08.2008, Urheiluviikko)

[Antoine Vermettelle ja Jerred Smithsonille jatkosopimukset](#) (01.08.2008, Urheiluviikko)

[Tukonen Starsiin, Fedorov Devilsiin](#) (22.07.2008, Urheiluviikko)

[Wikipedia: Luettelo 1 000 ottelua pelanneista NHL-pelaajista, NHL:n varaustilaisuus 2008](#)

**Aiheeseen liittyvien yritysten tiedot (Inoa.fi & O2.fi):**

[Verizon Business, kartta](#)

[Salon Florida, kartta](#)

Automatic content linking by Leiki Focus based on the article profile; (1) Advertisement most similar to the article

Similar (2) articles and (3) discussions from Plaza.fi

(4) Similar content from external web sites, incl. e.g. Wikipedia

(5) Companies from Inoa.fi directory that best match the article



## How does it work?

Leiki Focus is a unique product with patented technology that enables easy content discovery on any digital channel. The technology is based on the usage of very detailed ontologies, hierarchies of concepts, which cover all fields of the portal content. The Leiki Focus engine uses the ontologies to profile the content articles and match them intelligently with similar content items. The engine analyses the content and user click-stream and uses this data to create real-time content profiles and user interest profiles. These profiles are then used to recommend content such as news, blogs, videos, products, advertisements and also other users.

With Leiki Focus it is possible to **advertise actual products from the catalog or directory on any media site** by displaying the most relevant products next to the most relevant content, automatically showing personally relevant items to consumers. The detailed ontology spots the connections beyond simple keywords and allows the catalog owners fully utilise their entire product catalog, without being dependent on keyword matches or "most popular items" lists.

**For more information, please contact: [sales@leiki.com](mailto:sales@leiki.com)  
or go to [www.leiki.com](http://www.leiki.com)**



## About Leiki

Leiki provides patented software technology that automatically recommends users with interesting content, relevant advertisements and other users with similar interests. The functionality is based on the most detailed content analysis and real-time learning of user preferences and uniquely enables linking products from catalogs to online content. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list and in 2007 received the European ICT Prize. Leiki's customers include Financial Times, Nokia and Sun Microsystems.