

INTRODUCING THE NEWEST MEMBER TO OUR AI-FAMILY: **“TOPICS OF INTEREST”** FOR CUSTOMER SEGMENTS

Topics of Interest for customer segments bring you an easy, fast, and intuitive way to let AI keep track of your content. These make it easier for you to personalize your customer communication and to unearth your customers' real interests.

WHY THIS FEATURE?

Mapp has developed advanced machine-learning capabilities to better match your content with your audiences' interests. The Segmentation Builder can help you reach audiences with very specific content, based on previous engagement.



“TOPICS OF INTEREST” – KEY BENEFITS



Identify very specific interests of your contacts



Target them more precisely with differentiated communication



Re-engage passive customers with content that they relate to



Less dependence on link categories which may not be granular enough for spot-on targeting



No setup needed, just get the feature activated!

HOW IT WORKS:

- 1 Enter a Topic of Interest, and our AI selects all your customers that are interested in it, based on their previous engagement.
- 2 The Selection Builder is able to associate interests to users, based on past click behavior.
- 3 This new feature allows you to alternatively create segments based on the type of content your contacts were previously interested in.
- 4 The AI keeps a full overview of your content when it's too enormous for you to keep track of.
- 5 The search scans the text around links that your contacts clicked, and alternative text to narrow down what your contacts really like.
- 6 Define search accuracy and limit search results. Save and publish - your segment is ready to use in send-outs.

EXAMPLE/USE CASE

Publishers struggle to keep up with every piece of content on their page, especially since articles sometimes include multiple topics. Using the topics of interest search engine makes it easier to identify contacts that have shown interest in specific topics in the past. Based on the user segments deriving from this, other articles can be recommended to users via multiple marketing channels.