

Introduction

Spot.IM is a disruptive social engagement platform that brings together the online publishing industry and helps their digital media partners to curate their communities' social interactions directly, encouraging organic site engagement that enables over 3 billion monthly page views.

Goal of this project is to leverage Spot.IM's market position and current and near-future assets to collect and use data in a way that will deliver value to stakeholders in the publishing value chain and will be lucrative for the company.



Comment Data

Opportunities in comment data are identified to form revenue streams

Statistical analysis

Comments as statistics and measures

User segmentation

Categorize comments for different user groups

Viewability measure

Display ad pricing, SEO ranking, campaign success evaluation

Natural language processing

Comments as content

Sentiment

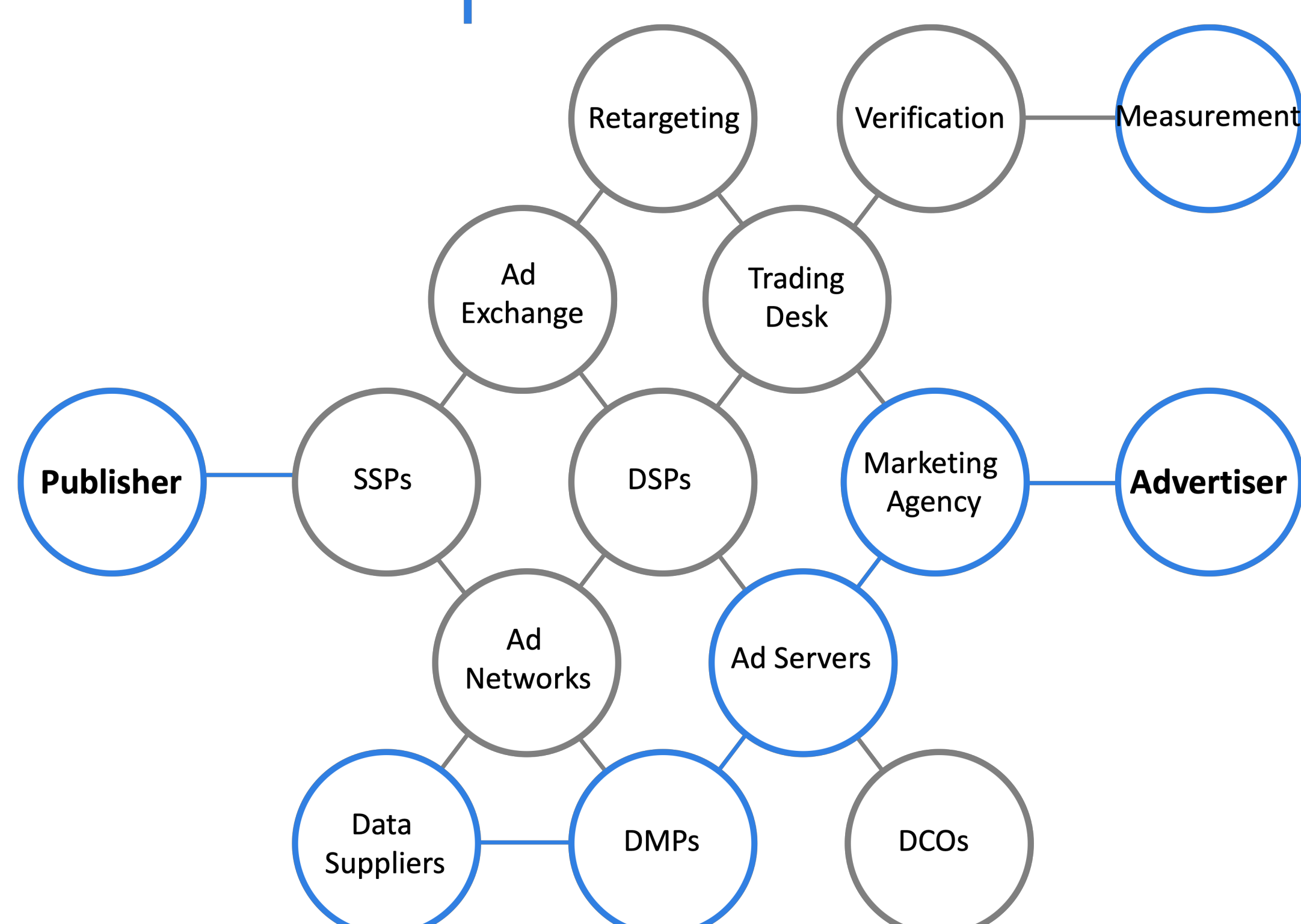
Analyze sentiment in comments, such as positive vs. negative vs. neutral

User Generated Content (UGC)

High quality comment can be reused as content for publishers or native ads for advertisers

Survey and feedbacks

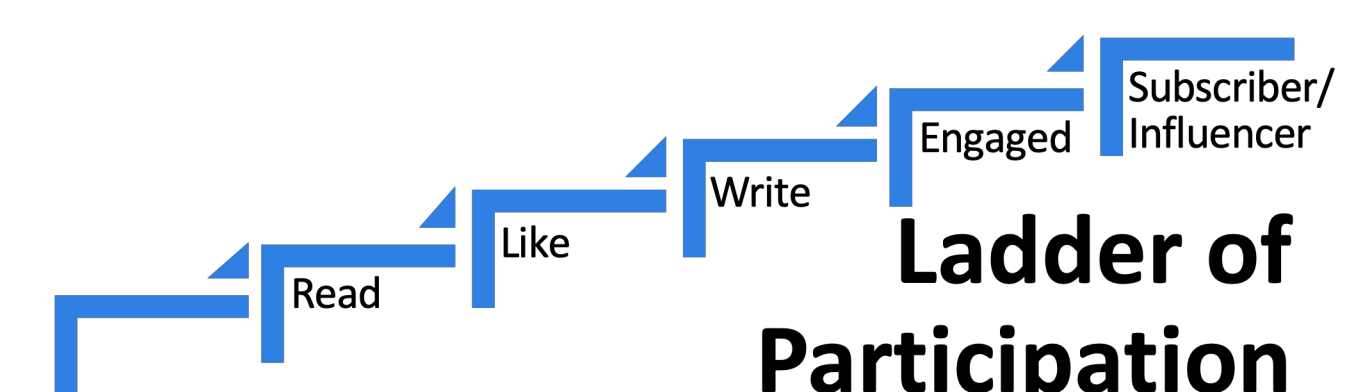
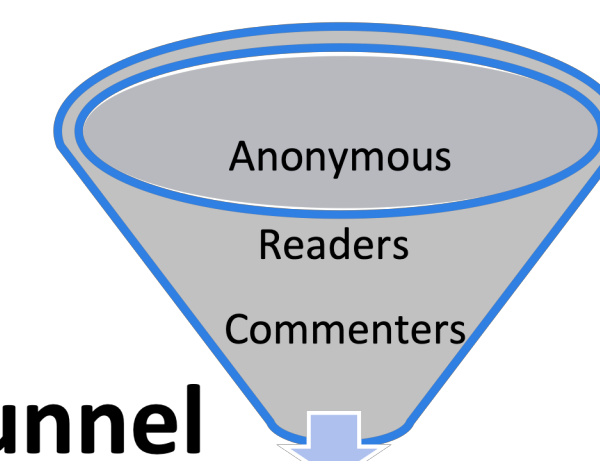
Extract users' opinions for article refinement from comments



User Data

User management is proposed to apply a new Ladder of Participation model, instead of the Customer Acquisition Funnel

Customer Acquisition Funnel



A predictive model for user engagement level and willingness to pay is developed

Existing Data

- Publisher ID
- User ID
- Page View
- Article Clicks
- Likes / Dislikes
- Comments / Replies (viewed / clicked / shared)
- Timestamp of each action

User Engagement Score

- Not engaged = 0
- Read = 1
- Like = 2
- Write = 3
- Engaged = 5
- Influencer/Subscriber = 10

Additional Data

- Gender
- Age
- Industry
- Position
- Address
- Education level

Willing-To-Pay Score &

Encourage More Engagement

Browser notification, virtual status, targeted email, reward redemption, public- powered journalism, paywall on premium content