



Content Recommendation



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Agenda

- What is Content Recommendations?
- How does it work?
- Content Recommendations Set up
- Goals & Ideas

What is Content Recommendations?

Our Content Recommendations tool allows users to create personalized page recommendations based on their visitors' previous behaviors



How does it work?



Our Content Recommendation algorithm runs nightly across enabled behaviors



How does it work?



Our Content Recommendation algorithm runs nightly across enabled behaviors



Using Collaborative Filtering your page visitors are placed into cohorts based on the pages they have visited in the last 15 days



How does it work?



Our Content Recommendation algorithm runs nightly across enabled behaviors



Recommendations are then created for users in each cohort with the pages they've not yet visited



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How does it work?



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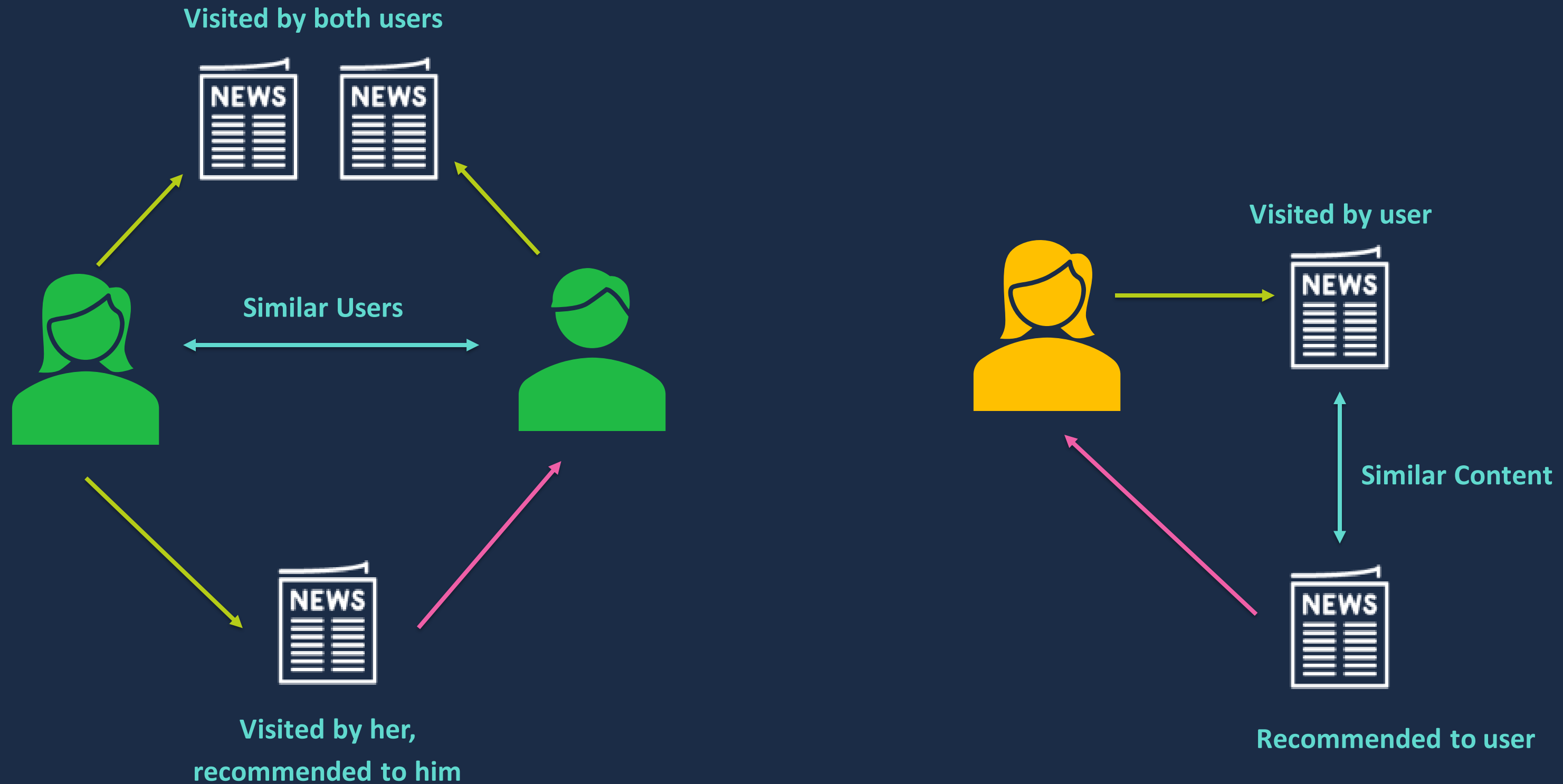
Using Collaborative Filtering your page visitors are placed into cohorts based on the pages they have visited in the last 15 days



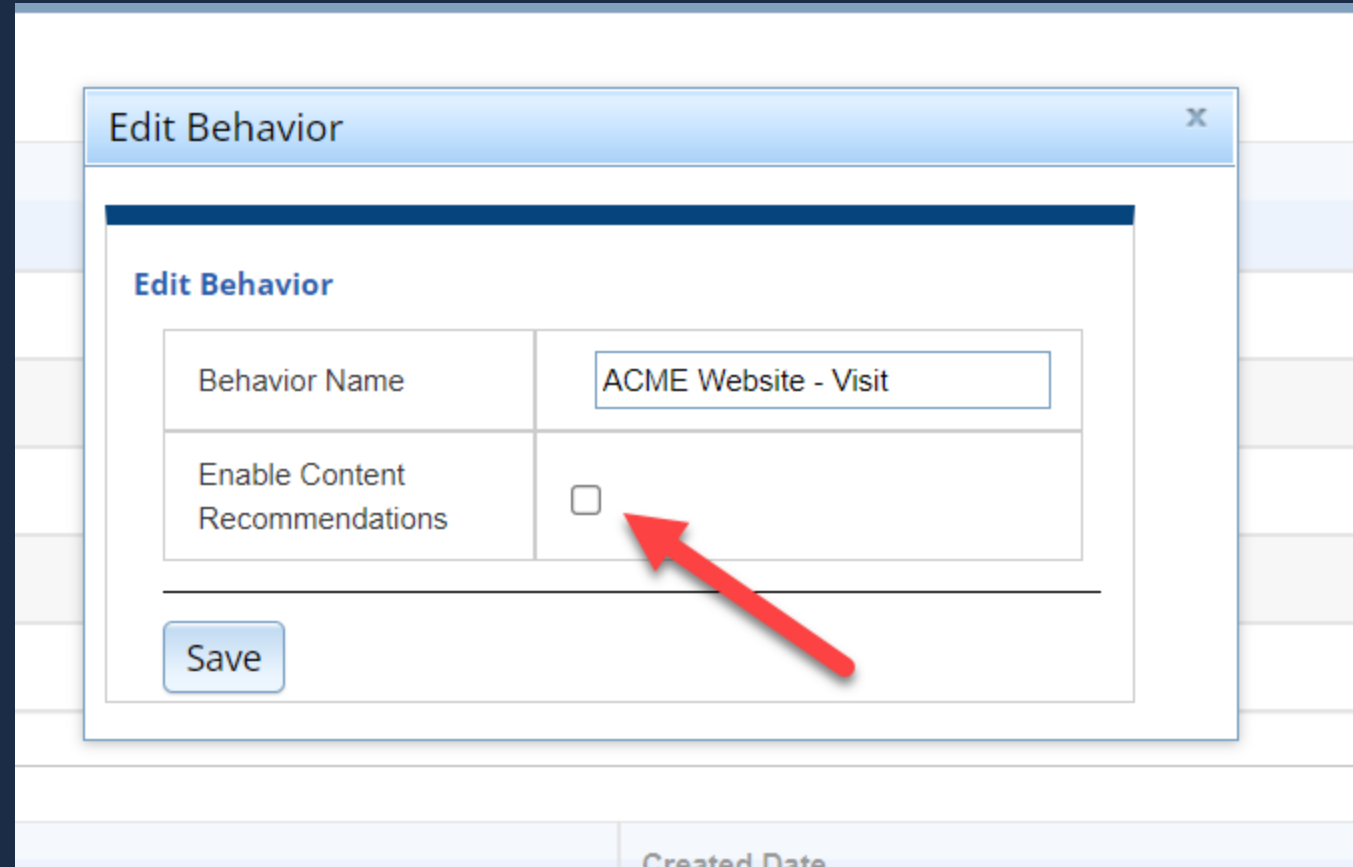
Recommended links then will display for each visitor in a Personalization with the strongest recommendations at the top.



Collaborative vs. Content Based Filtering



Setting it up



Edited Behavior

Behavior Name	ACME Website - Visit
Enable Content Recommendations	<input type="checkbox"/>

Save

Created Date

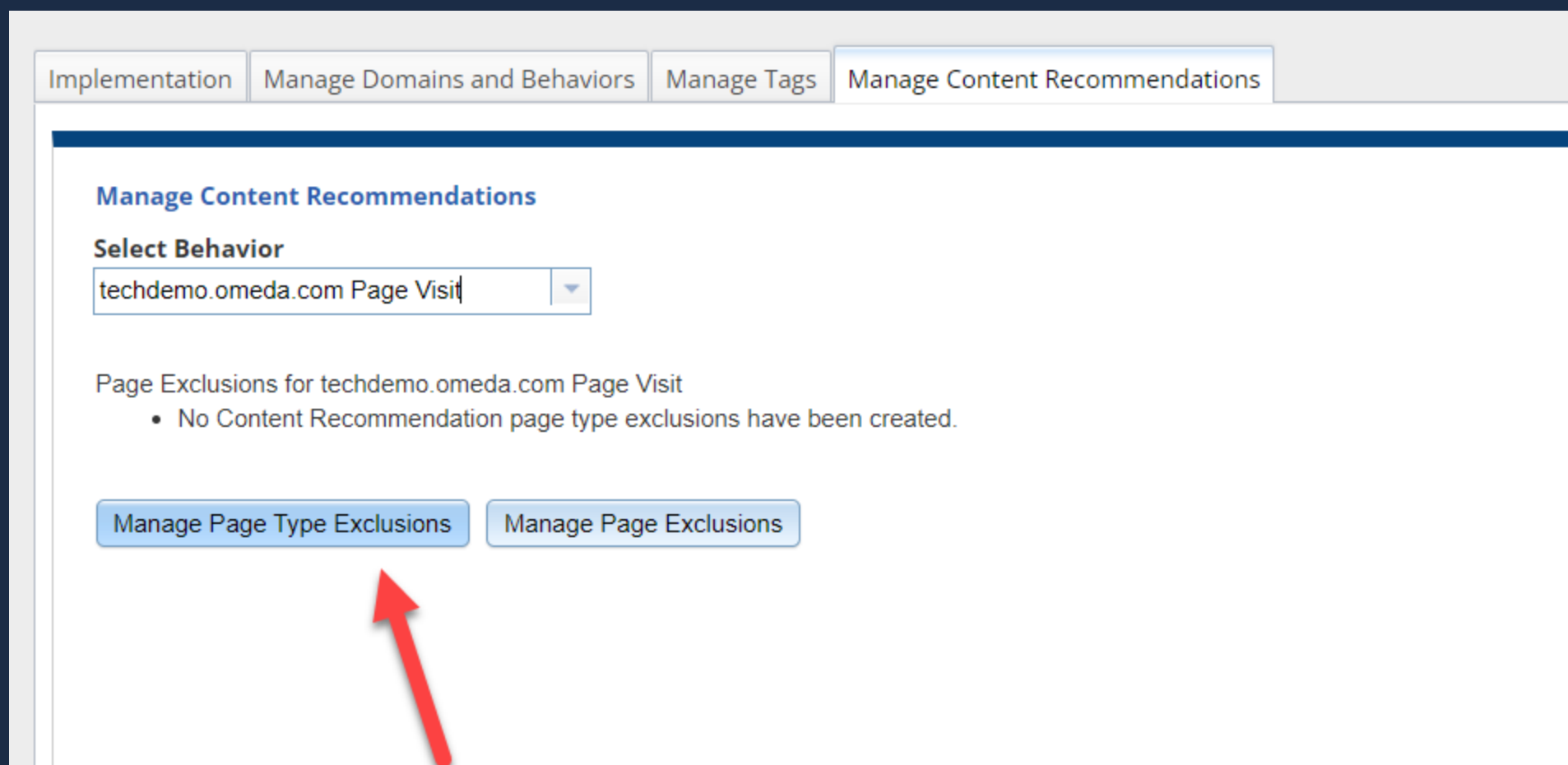
Enable

What : Turn on Content Recommendations for a Behavior

Where : The Manage Domains and Behaviors tab of the Olytics set up page



Setting it up



Exclusions

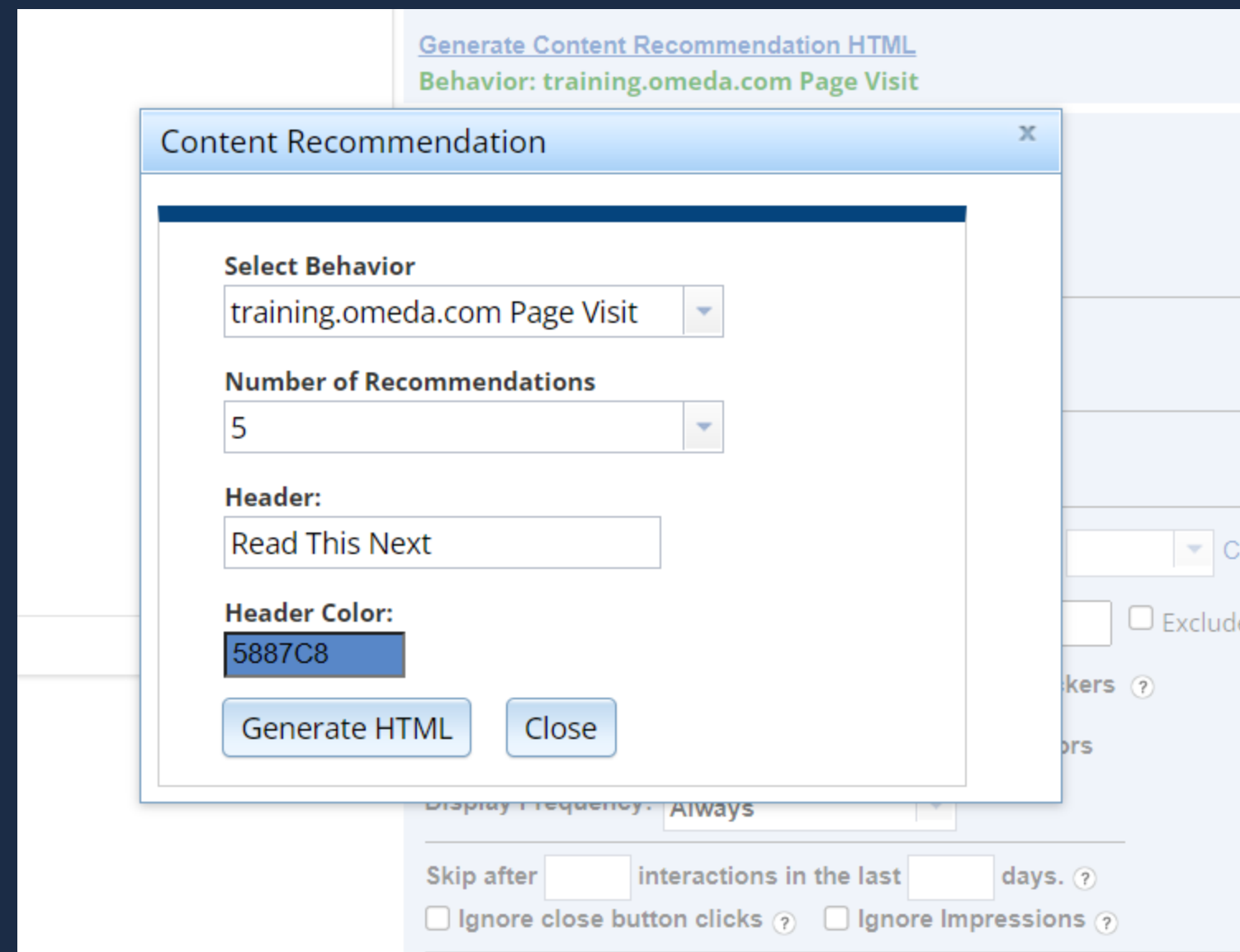
What : Exclude Pages by Metadata Type or URL

Where : The Manage Content

Recommendations tab of the Olytics set up page



Setting it up



The screenshot shows a web interface for generating content recommendations. A modal dialog box titled "Content Recommendation" is open, displaying the following configuration options:

- Select Behavior:** training.omeda.com Page Visit
- Number of Recommendations:** 5
- Header:** Read This Next
- Header Color:** 5887C8

At the bottom of the dialog are two buttons: "Generate HTML" and "Close".

Background text from the interface includes: "Generate Content Recommendation HTML", "Behavior: training.omeda.com Page Visit", "Display Frequency: Always", "Skip after [] interactions in the last [] days.", "Ignore close button clicks", and "Ignore Impressions".

Generate

What : Create an Inline or Modal Personalization with your Recommendations

Where : Personalization



Personalization Setup



Goals & Ideas

Goals & Ideas



Personalized
Experience for your
Users



Goals & Ideas



Personalized
Experience for your
Users



Increased
Engagement
& Time on Site



Goals & Ideas



Personalized
Experience for your
Users



Increased
Engagement
& Time on Site



Cross-sell
and Upsell
Opportunities



Goals & Ideas



Personalized
Experience for your
Users



Increased
Engagement
& Time on Site



Cross-sell
and Upsell
Opportunities



Native Advertising
Opportunities



Examples

Modal

The screenshot shows a website interface for 'TECH DEMO'. The navigation bar includes 'Customer Data Platform', 'Marketing Automation', 'Privacy & Data Governance', and 'Membership & Subscriptions'. A hero image of a person on a hill is at the top. Below it, the article title is 'See Content Recommendation Here' by Sacha Levy, dated September 29, 2022. The article text begins with 'The Best Ideas Can Come From The Most Unexpected Places'. A modal window titled 'You might also like:' is overlaid on the right, listing four related content items: 'This is a Hard-Gated Article - Omeda Tech Demo', 'Customer Data Platform - Omeda Tech Demo', 'Trending: Increased Website Traffic - Omeda Tech Demo', and 'Audience Builder - Omeda Tech Demo'. A yellow circle highlights the modal.

TECH DEMO Customer Data Platform Marketing Automation Privacy & Data Governance Membership & Subscriptions

Marketing Automation Web Tracking

See Content Recommendation Here

by [Sacha Levy](#) • September 29, 2022

The Best Ideas Can Come From The Most Unexpected Places

One of the largest impacts of the current environment is the toll on relationship-building and maintaining a connection with those that interact with your brand one way or another. Everyone has turned to the virtual life (better known as Zoom), whether it is for events, social activity, or just to say hello to a family member.

You might also like:

- This is a Hard-Gated Article – Omeda Tech Demo
- Customer Data Platform – Omeda Tech Demo
- Trending: Increased Website Traffic – Omeda Tech Demo
- Audience Builder – Omeda Tech Demo



Inline

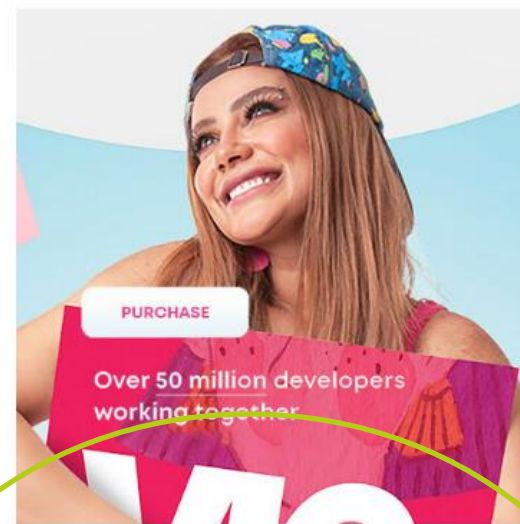
The screenshot shows the Omeda website interface. At the top, there is a navigation bar with links for Platform, Resources, Benchmark Calculator, Onboarding, Knowledge Base, About Us, Contact, and a Client Login button. Below the navigation, there is a news article titled "U.S. Federal Privacy Law on the Horizon: What's in the Proposed American Data Privacy and Protection Act (ADPPA)?" dated August 30, 2022. To the right of the article is a sidebar with a "Recommended Reading" section containing several links to Omeda webinars, reports, and resources. A green circle highlights the "Recommended Reading" section.



by [Sacha Levy](#) • September 29, 2022

See Content Recommendation Here

The Best Ideas Can Come From The Most Unexpected Places One of the largest impacts of the current environment is the toll on relationship-building and maintaining a connection with those that interact with your brand one way or another. Everyone has turned to the virtual life (better known as Zoom), whether it is for events, [...]



Read This Next

- This is a Hard-Gated Article – Omeda Tech Demo
- Customer Data Platform – Omeda Tech Demo
- Trending: Increased Website Traffic – Omeda Tech Demo
- Audience Builder – Omeda Tech Demo
- 7 Steps to Accelerate Your Top-of-Funnel Audience Growth – Omeda Tech Demo



Upsell / Cross-sell

Platform Resources Benchmark Calculator Onboarding Knowledge Base About Us Contact [Client Login](#)

Below is a summary of the proposed bill's impact:

Whom does it apply to?

- Companies (including nonprofits and common carriers) that handle personal data, including information that identifies or can be reasonably linked to an individual.

What is covered?

- The collection, processing and transfer of personal data reasonably necessary to provide a...

What are the key provisions?

- Established consumer data protections, including the right to access, correct and delete pe
- Prohibits companies from transferring individuals' personal data without their affirmative ex
- Companies are required to provide individuals with a means to opt out of targeted advertis
- The bill additionally protects personal data of individuals under the age of 17 and is prohibi
- specified protected characteristics when using personal data.
- Companies are required to implement security practices to protect and secure personal da

How would it be enforced?

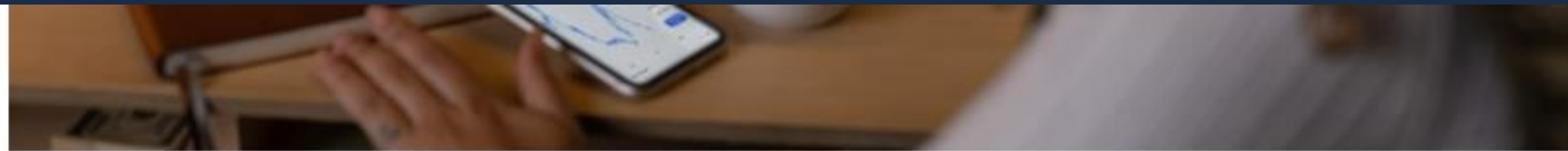
- *Initially.* The FTC and state attorneys general would enforce the above requirements.
- *Four years following the bill's enactment.* Individuals may bring civil actions for violations of

You might also like:

- [Omeda Webinars - Omeda : Brought to you by The Client Success Team](#)
- [Omeda | Discover The Power of Audience Relationship Management](#)
- [Register for our upcoming webinar on Content Recommendation](#)**
- [Email Engagement Report Q2 2022 - Omeda](#)
- [Omeda | Company - The Power of Audience Relationship Management](#)
- [80 Media Industry Acronyms You Should Know - Omeda](#)



Upsell / Cross-sell

[Customer Data Platform](#)[Integrations & Personalizations](#)

7 Steps to Accelerate Your Top-of-Funnel Audience Growth

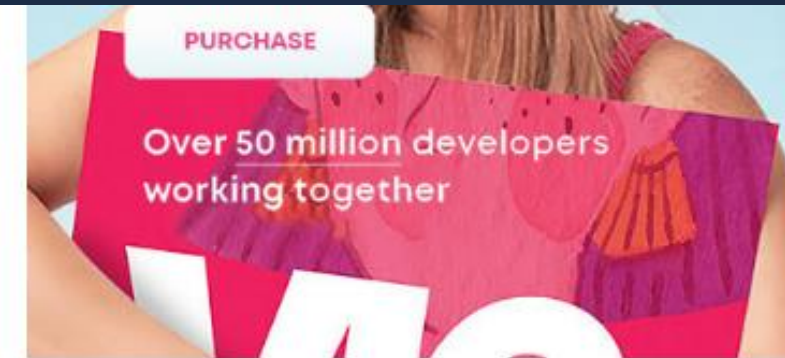


by [Sacha Levy](#) • June 14, 2022



If you're looking to grow your audience, a strong top-of-funnel marketing strategy is critical. Potential customers at the top of your funnel need to understand what you offer before you can move them deeper into your funnel (*and start converting those leads into customers!*).

Top-of-funnel leads are very early in their buying journey, and are just beginning to research their specific business need – and there are myriad ways to show them the value of what you offer and entice them to learn more. Using content assets



You might enjoy

Where Will You Find the Next Big Idea? – Omeda Tech Demo

Customer Data Platform – Omeda Tech Demo

Can we send you our next blog post?

Subscribe to ACTIVATE now!

Audience Builder – Omeda Tech Demo

Trending: Increased Website Traffic – Omeda Tech Demo



Native Advertising



Platform Resources

known user with their previously anonymous behaviors provides you with a wealth of data. A combination of browsing activity coupled with the first-party data is extremely useful to help to better engage and monetize your known audience. There are a variety of ways to help:

You might also like:

[Omeda Webinars - Omeda : Brought to you by The Client Success Team](#)

[Consumer Media is Learning that Data is the Product Sponsored by A Media Operator](#)

[Omeda | Discover The Power of Audience Relationship Management](#)

[Omeda | Company - The Power of Audience Relationship Management](#)

[80 Media Industry Acronyms You Should Know - Omeda](#)

Email Builder

This conversion method can be extremely successful when executed strategically. The process involves deploying your newsletter and promotional emails through Omeda's Email Builder. When you create a deployment, Omeda scans all links and appends the encrypted customer ID to any links with a domain that has Omeda's web tracking script. Then, when a customer clicks on a link within the email, their encrypted customer ID (known

The screenshot shows a website interface for 'TECH DEMO'. The navigation bar includes links for 'Customer Data Platform', 'Marketing Automation', 'Privacy & Data Governance', and 'Membership & Subscriptions'. The main content area features an article titled '3 Main Benefits of a Customer Data Platform' by Teddy Serrano, dated February 16, 2022. The article includes a sub-header '3 Main Benefits of a Customer Data Platform' and a paragraph starting with 'When it comes to CDPs, there are numerous benefits, many of which speak for themselves. In order to understand the benefits, let's first define what a CDP is. A customer data platform (CDP) is a type of software that organizes customer data...'. To the right of the article is a sidebar titled 'Recommended For You' containing several article titles, with one title circled in green: 'Consumer Media is Learning that Data is the Product Sponsored by A Media Operator'. Above the article is a featured image of a laptop displaying data charts, and to the right is a promotional image for a product with a 'PURCHASE' button and the text 'Over 50 million developers working together'.



Questions?



THANK YOU!

Contact your Client Success Manager
to get started today!

