

The opportunities that multilingual data analytics can offer to e-commerce in the Digital Single Market.

Francesco Adolfo DANZA

European Digital Single Market

315 million
Europeans
use the
Internet
every day



A Digital Single Market

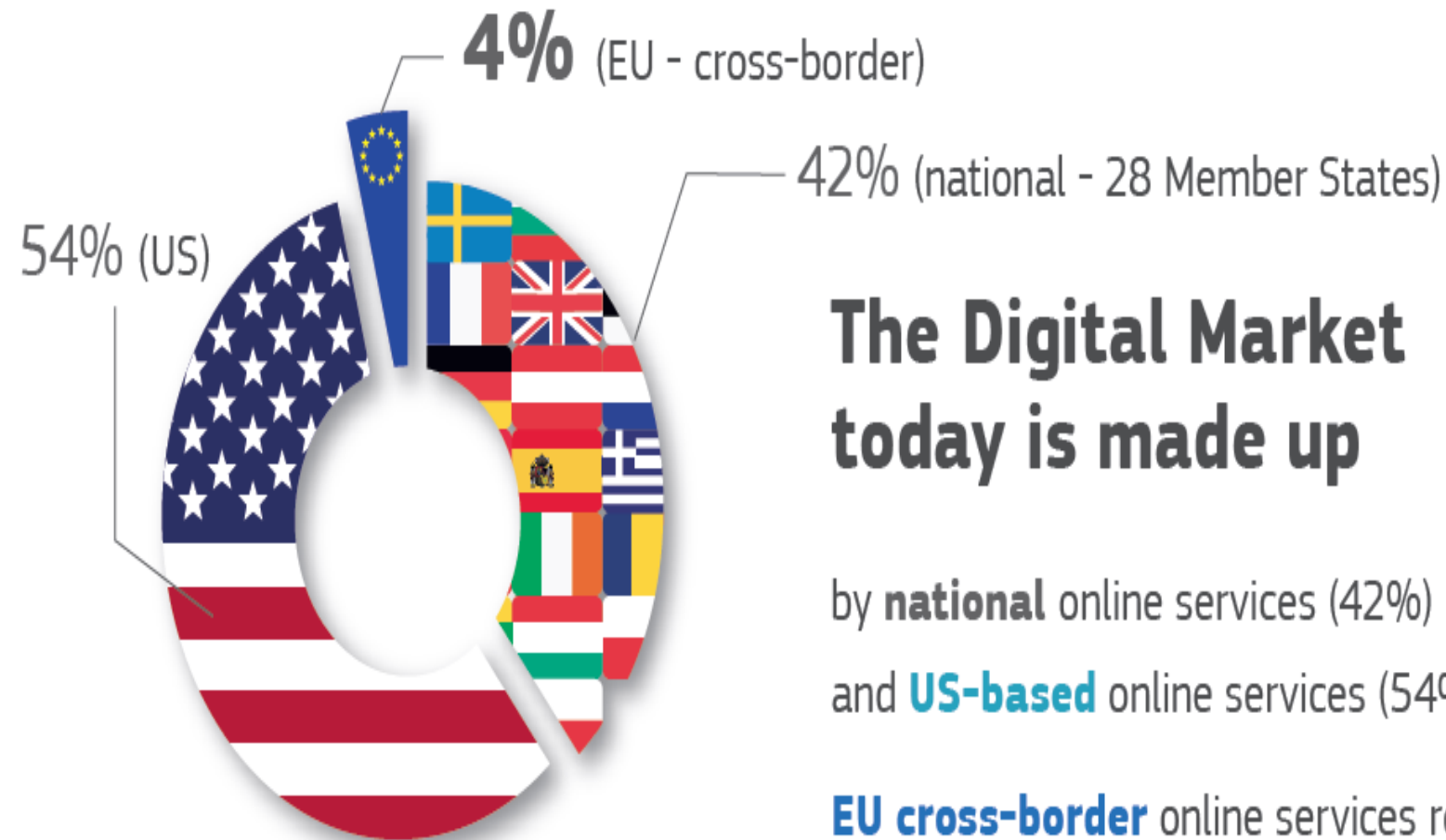
can create up to

€415 billion in additional growth,

hundreds of thousands of new jobs,

and a **vibrant knowledge-based society**

European Digital Single Market



The Digital Market today is made up

by **national** online services (42%)
and **US-based** online services (54%)

EU cross-border online services represent only 4%

The Multilingual Digital Single Market

Language Technology Unlocks the Digital Single Market

2015



English
(565 million)



Chinese
(510 million)



World Spanish
(165 million)



Japanese
(100 million)



World Portuguese
(83 million)



Russian
(60 million)



Europe today
(Many small
markets)

Online Population

LANGUAGE TECHNOLOGY

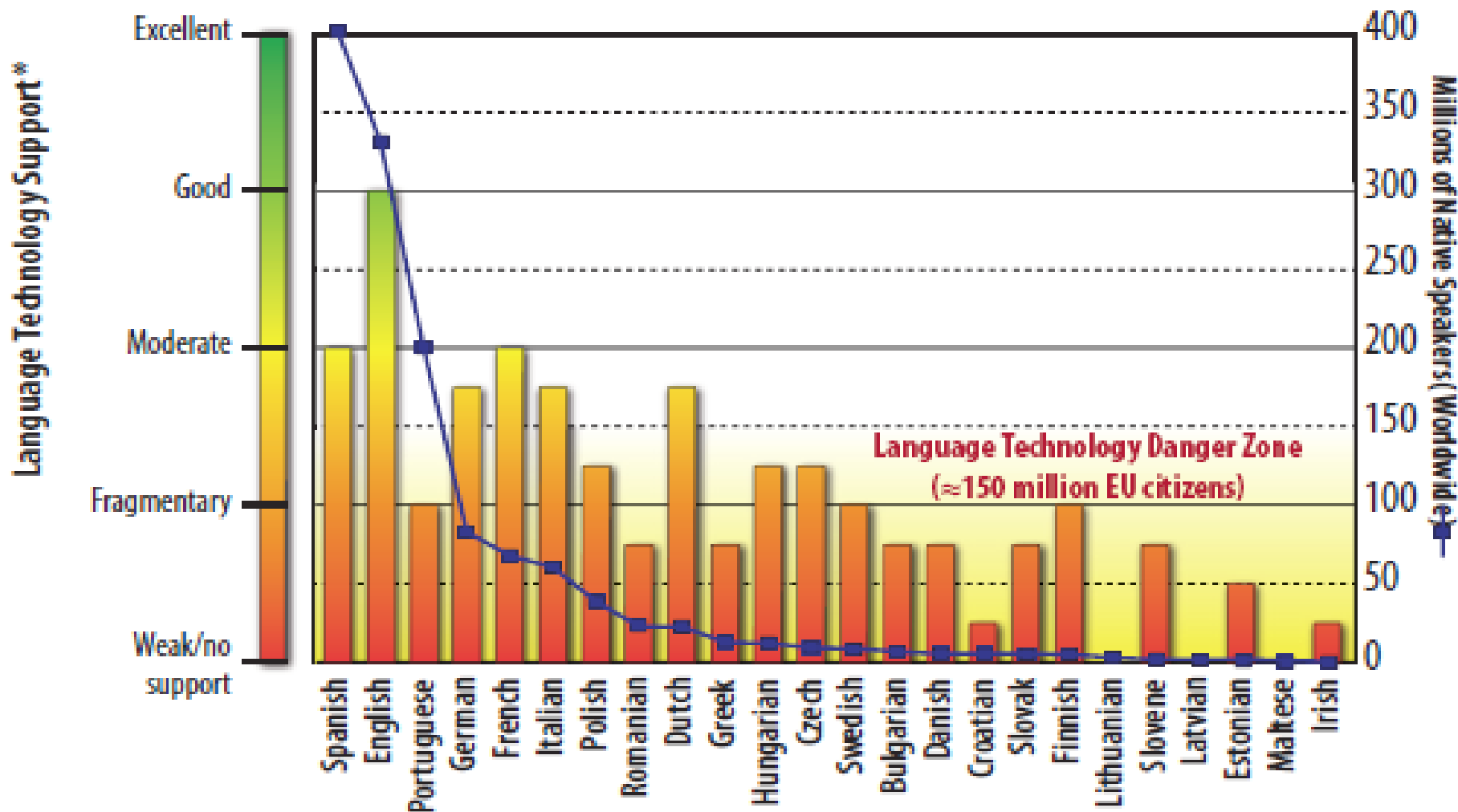
2020



The Multilingual Digital Single Market


META³NET
www.meta-net.eu

Language Technology Support



* Figures based on the META-NET study "Europe's Languages in the Digital Age" (2011/2012).
Technology support has improved for some languages since this study was completed.

Who we are

- 
- Leader in semantic technology
 - Cogito technology is patented in USA

- Global Presence: USA, Canada, UK, Spain, Italy, France, Germany.
- Listed on AIM Exchange (February 2014)
- More than 200 employees worldwide
- 2014 value production: € 17.2 Mil.

Our enabling technology:

Language processing

Overcome language ambiguities and understand real mining

Same
Word,
Different
Meanings

Press: push or the
news media?

Different
Words,
Same
Meaning

Buy or purchase?

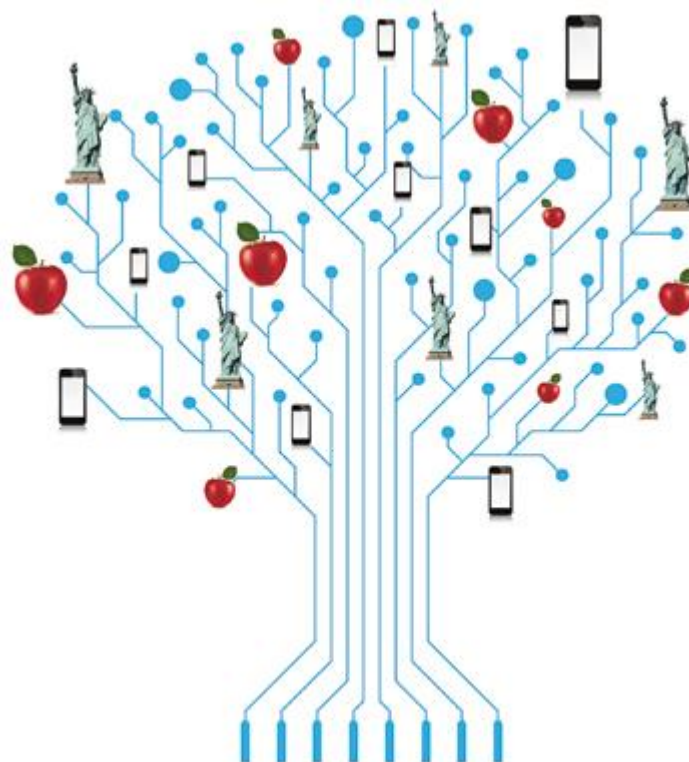
Different
Words,
Related
Meaning

Hollywood or the
U.S. film industry?

What makes us unique

Deep linguistic analysis of words to understand context.

apple



Which **apple** are you looking for?

What makes us unique

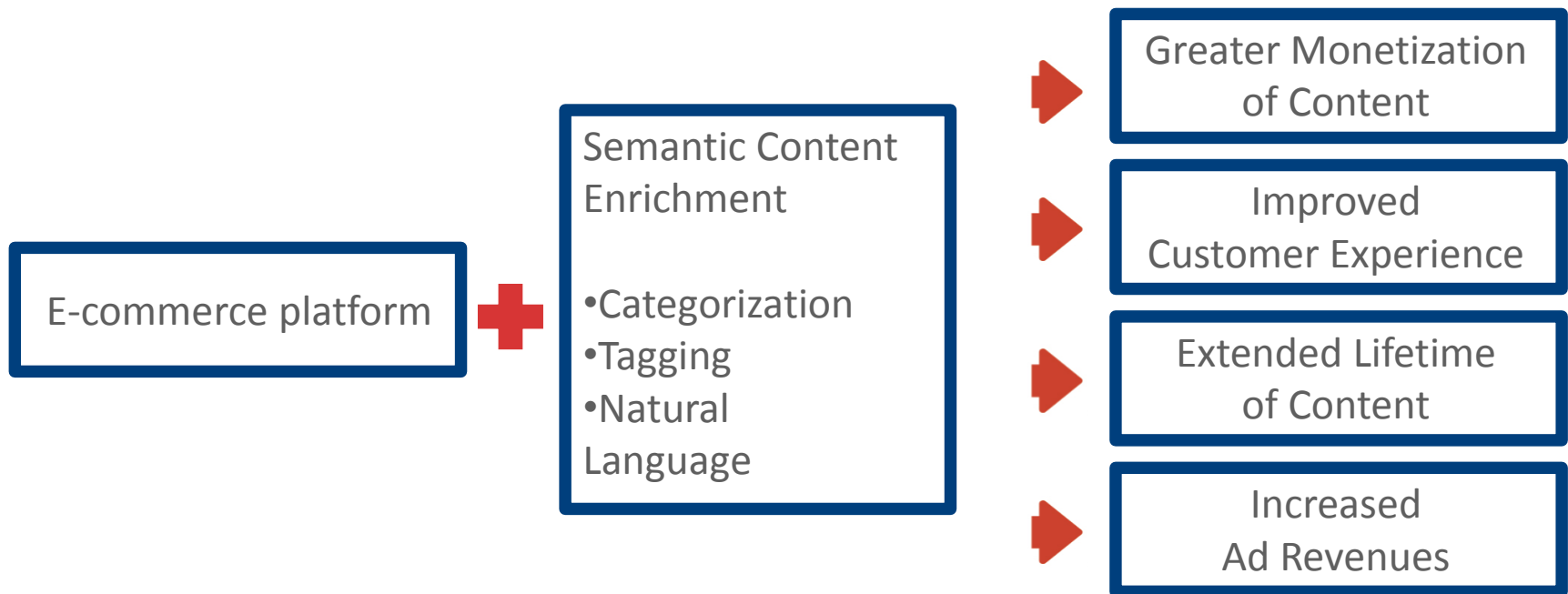
Deep linguistic analysis of words to understand context.

Morphological analysis	word forms	Apple, apple, apple tree
Grammatical analysis	parts of speech	"There are 40 rows in the table." (noun)
		"She rows 5 times a week." (verb)
Logical analysis	word relationships	"The GM car I bought, to replace my Chrysler, stinks."
Semantic analysis	word context	"I used chicken broth for my soup stock."
		"I have 10,000 apples in stock."
		"I bought 10,000 shares of stock in Apple."

E-commerce opportunity



Expert System improves content and advertising targeting by leveraging semantic understanding, natural language processing and sentiment analysis



E-commerce Opportunity: Natural Language Search

Current search **cannot locate** any products related to a question written in **Natural Language**

E-COMMERCE Platform

Charlotte's Amazon.com Today's Deals Gift Cards Sell Help

Search All show me all books on contemporary art written by european authors in the last decade

Go

Hello, Charlotte
Your Account



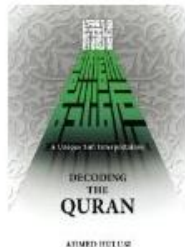
Fine Art Store

Shop paintings, drawings, mixed media works, photography and art prints in the Fine Art Store.

Your search "show me all books on contemporary art written by european authors in the last decade" did not match any products.

Showing results using some of your search terms

"show me all books on contemporary art written by european authors in the last decade" (See all 52 results)

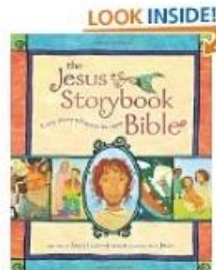


Decoding The QURAN (A Unique Sufi Interpretation) by Ahmed Hulusi and Aliya Atalay (Aug 27, 2013)

\$0.00 Kindle Edition

Auto-delivered wirelessly

★★★★★ (28)



The Jesus Storybook Bible: Every Story Whispers His Name by Sally Lloyd-Jones and Jago (Feb 20, 2007)

~~\$46.99~~ **\$9.93** Hardcover Prime

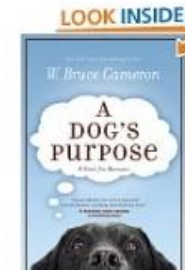
Order in the next **10 hours** and get it by Friday, Oct 25.

FREE Shipping on orders over \$35

More Buying Choices - Hardcover

\$9.00 new (84 offers)

\$4.94 used (53 offers)



A Dog's Purpose by W. Bruce Cameron (May 24, 2011)

~~\$12.99~~ **\$10.28** Paperback Prime

Order in the next **13 hours** and get it by Friday, Oct 25.

FREE Shipping on orders over \$35

More Buying Choices - Paperback

\$5.54 new (79 offers)

\$3.27 used (129 offers)

E-commerce Opportunity: Semantic Analysis

What's Missing?

- More sorting options to select most relevant reviews based on the customer profile
- Advertising for related products

E-COMMERCE Platform

Amazon.com Today's Deals Gift Cards Sell Help

Electronics

Sellers Digital SLRs Lenses Compact System Cameras Point-and-Shoots Camcorders Pro Video Accessories Security & Surveillance

Canon PowerShot G15 12MP Digital Camera with 3-Inch LCD (Black)

247 Reviews


Average Customer Review
★★★★☆ (247 customer reviews)

Share your thoughts with other customers

Questions? Get fast answers from reviewers
What do you want to know about this product?

See all 68 questions & answers

This product

 **Canon PowerShot G15 12MP Digital Camera with 3-Inch LCD (Black)** by Canon
[Click for pricing info](#)

The most helpful favorable review

319 of 328 people found the following review helpful

★★★★★ **Nice upgrade from the G12. Simple review.**
I've long been a fan of my trusty Canon G12. Since it hasn't been upgraded in quite some time, I thought it was the end of the line for the series. When the G15 was announced, I immediately wanted one. Having had it for a couple of days now, I'm very happy with it. Out of the box, the biggest difference I noticed was that the G15 no longer has an articulated swivel...
[Read the full review >](#)
Published 12 months ago by D. Hentze
[See more 5 star, 4 star reviews](#)

The most helpful critical review

152 of 198 people found the following review helpful

★★★★☆ **Great in low light but some poor features**
If you have a specific need for a camera with outstanding low performance then consider the G15. Film speed goes up to 1600 and the lens is really 'fast', with an aperture of f1.8 at wide and f2.8 at full telephoto. The trade off is that this limits the optical ratio to 5x. For a general purpose camera I'd consider a zoom...
[Read the full review >](#)
Published 12 months ago by R. J. Hunter
[See more 3 star, 2 star, 1 star reviews](#)

Search Customer Reviews

☒ Only search this product's reviews

Green Mountain Coffee, Wild Mt. Blueberry K-C
★★★★☆ (123)
\$29.99
Choose a product:
Wild Mt. Blueberry

Kelly Clarkson is a Green Mountain Coffee® Fair Trade Ambassador.

E-commerce Opportunity: Semantic Enrichment



Cogito can leverage **emotional intelligence** of text to better target e-commerce platform shoppers with **relevant reviews** and **targeted, relevant advertising**

E-COMMERCE Platform

on.com Today's Deals Gift Cards Sell Help

All Departments **LED tv** Go

Hello, Sign in Your Account Try Prime Cart Wish List

LED tv

Related Searches: [lcd tv](#), [led tv 32](#), [tv](#)

Showing 1 - 16 of 57,325 Results Choose a Department to enable sorting

Samsung UN32EH5300 32-Inch 1080p 60 Hz LED HDTV (Black) by Samsung (Mar 18, 2012)

\$499.99 Click for product details Prime
Order in the next **8 hours** and get it by Wednesday, Oct 16.

More Buying Choices
\$293.14 used & new (26 offers)

★★★★★ (1,011)
Eligible for FREE Super Saver Shipping.

Product Features
Smart TV

Electronics: See all 43,998 items

Sponsored Products on Amazon [view all](#)

Sony KDL-70R550A 70" 120Hz 3D WiFi 1080p LED HDTV Surge Protector Bundle - Includes TV, Home/Office Surge Protector Power Kit (270 joules) **\$2,298.00** Beach Camera

Sony KDL-70R550A 70" 120Hz 3D WiFi 1080p LED HDTV Wall Mount Bundle Includes TV, Ultra Slim TV Wall Mount, Home/Office Surge Protector Power **\$2,299.00** Beach Camera

Samsung UN40EH5300 40-Inch 1080p 60Hz

\$799.99 Click for product details Prime
Order in the next **8 hours** and get it by Wednesday, Oct 16.

More Buying Choices
\$396.97 used & new (19 offers)

Sponsored Links

1. [Televisori LED Offerte](#) **TV LED HD 3D e Cubovision Tutto incluso. Nessun costo extra!** [www.cubovision.it/shop](#)
2. [LG Smart TV LED](#) Scopri le Smart TV Slim LED Full HD LG. Semplicemente Sorprendenti! [www.lg.com/it](#)
3. [TV LED Ambilight Philips](#) La visione prende vita. Solo su TV Philips. Scopri di più. [www.philips.it/ledtv](#)
4. [LED TV](#) Samsung, Sharp LG: scegli MrPrice la tua TV LED e compra ora online! [www.misterprice.it/TVLED](#)

Shoppers looking for similar products may also be targeted by the **emotional affinity** of a product (pleasure, family, entertainment, etc.)

E-commerce Opportunity: Cogito benefits



Provide rich hosted tagging and categorization solution

Standard formats and easy integration with third-party applications

More comprehensive set of data to drive retargeting etc.

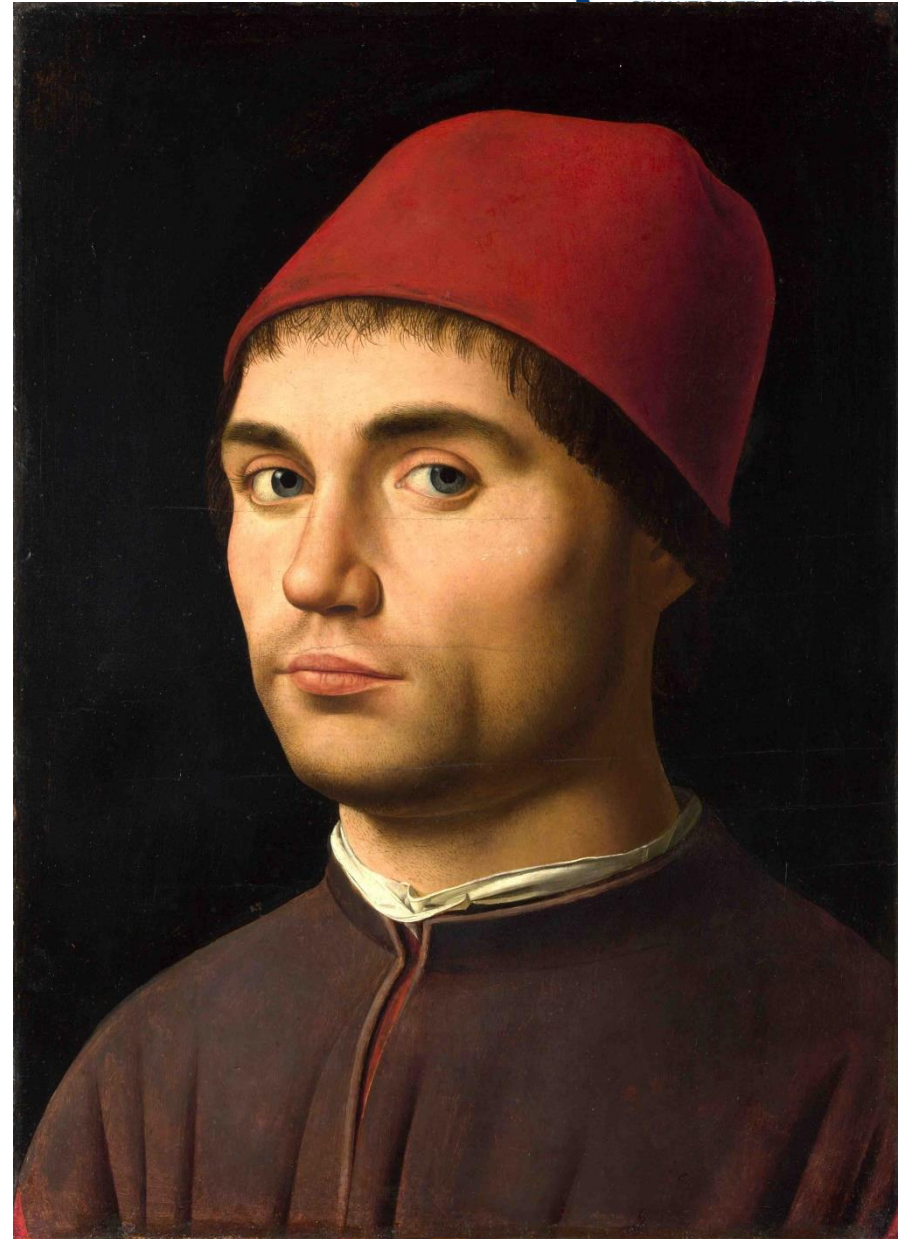
High speed and infinite scalability

Higher revenue per user also on Long Tail items

Higher revenue per user also on Long Tail items

Profile the Audience

- Activate **more effective** and **detailed** audiences by enriching their **profiles**
- Understand the **meanings**, the **motivations** and the **emotions** arising from their conversations and the content they read



Interest Profiles



Interests &

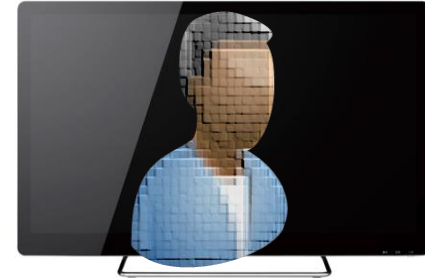
behaviours.

Interest and behaviours change daily. They are expressed **online**



Consumption.

Off-line behaviours are collected via **CRM** and **matched** with online profiles & **inventory data**

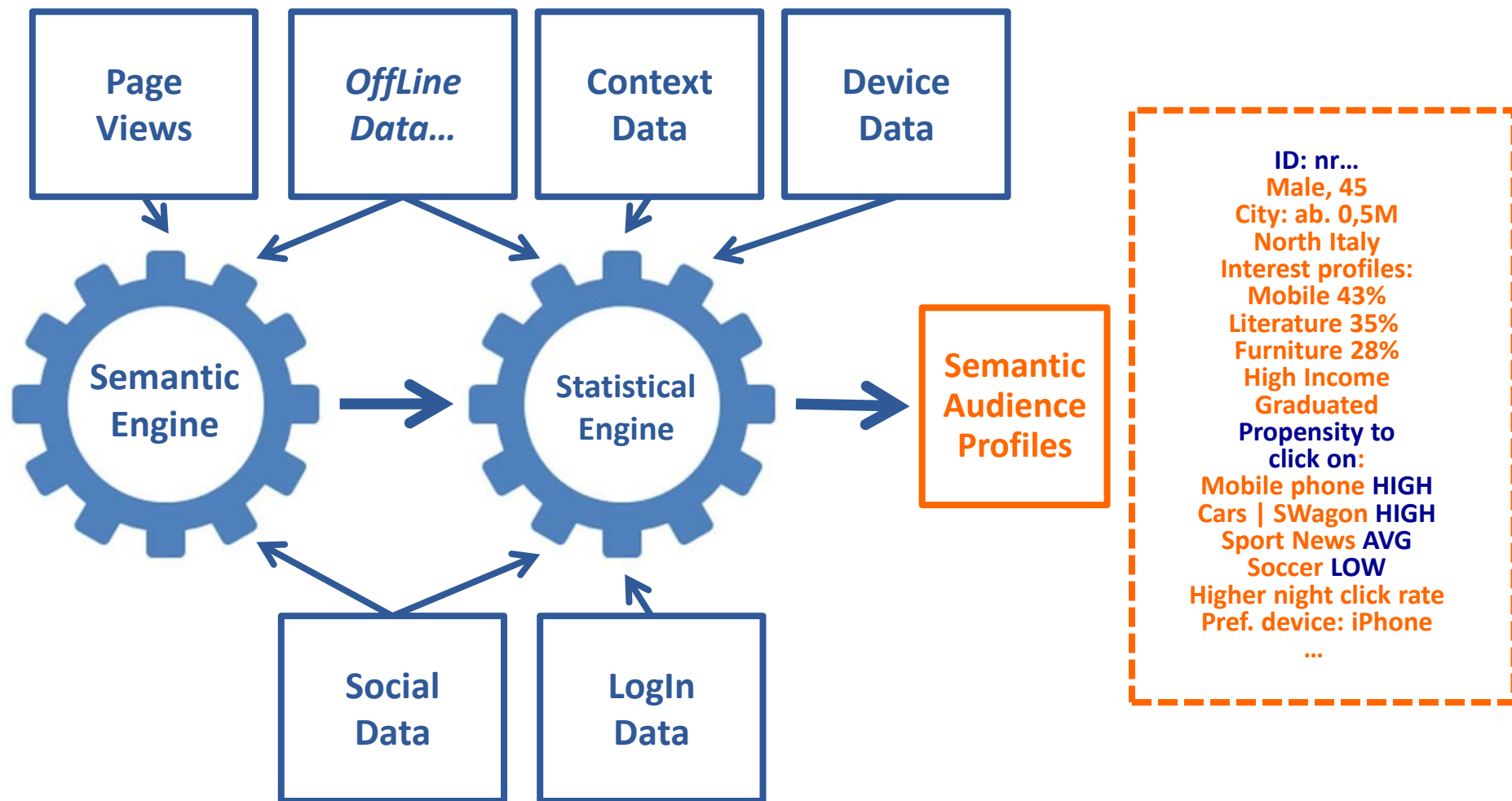


Contact.

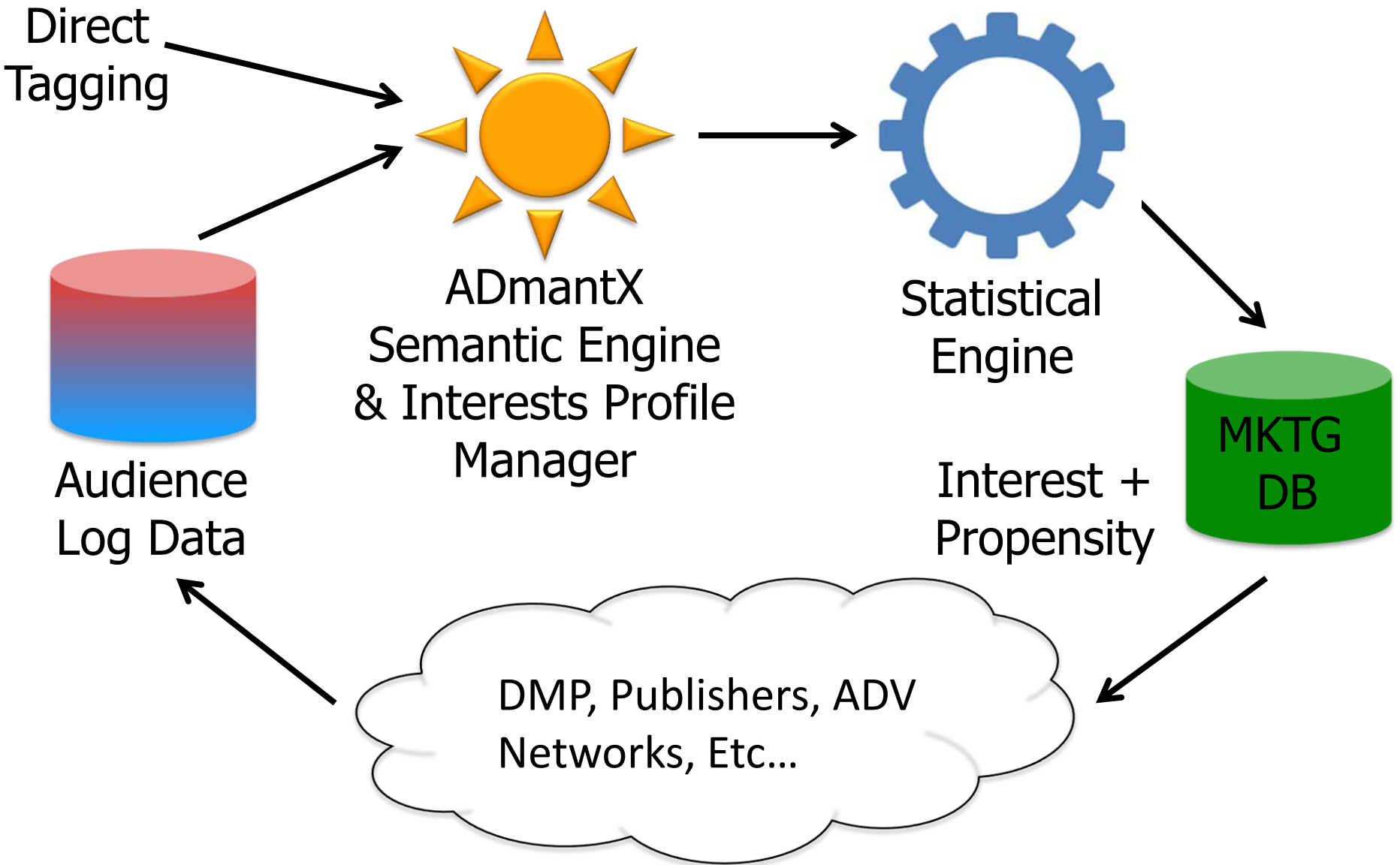
ADX gives TouchPoints (on- & offline) owners the dynamic interests of their viewers to activate the proper campaign

- 1) ADX knows the **online** dynamic interests of the audience
- 2) These are linked to **off-line** consumers' behaviours
- 3) The ADX **SmartEngine connects** users' profiles to the proper inventory items

ADX Profiling

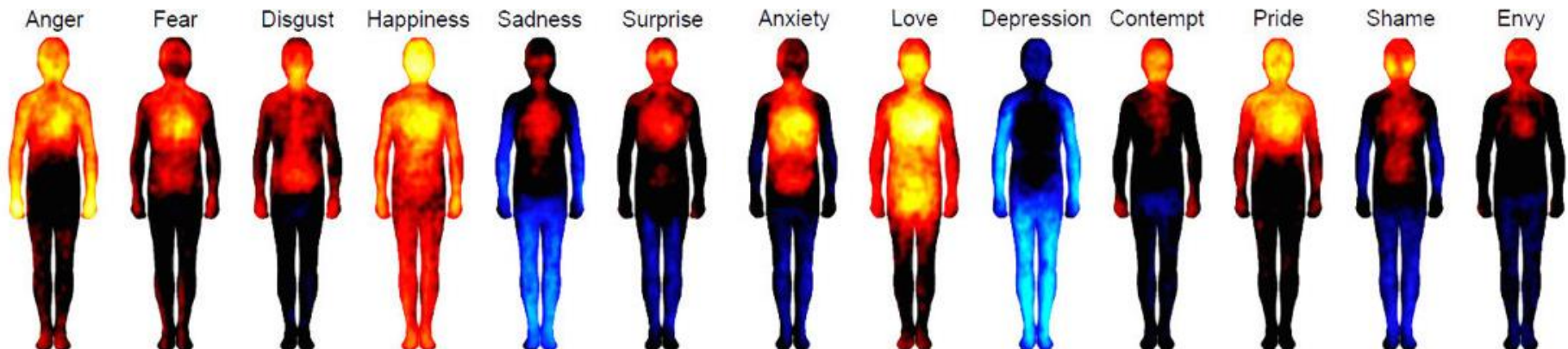


The Operational Flow



Emotions in digital Content

From **mobile conversations** in Social Networks to **online news**, ADmantX discovers feelings, motivations and sentiments expressed by the authors, and that have a **direct effect** on the audience



Get in Contact



Francesco Adolfo Danza, R & D



fadanza@expertsystem.com



twitter.com/Expert_System



www.expertsystem.com



www.linkedin.com/company/expert-system