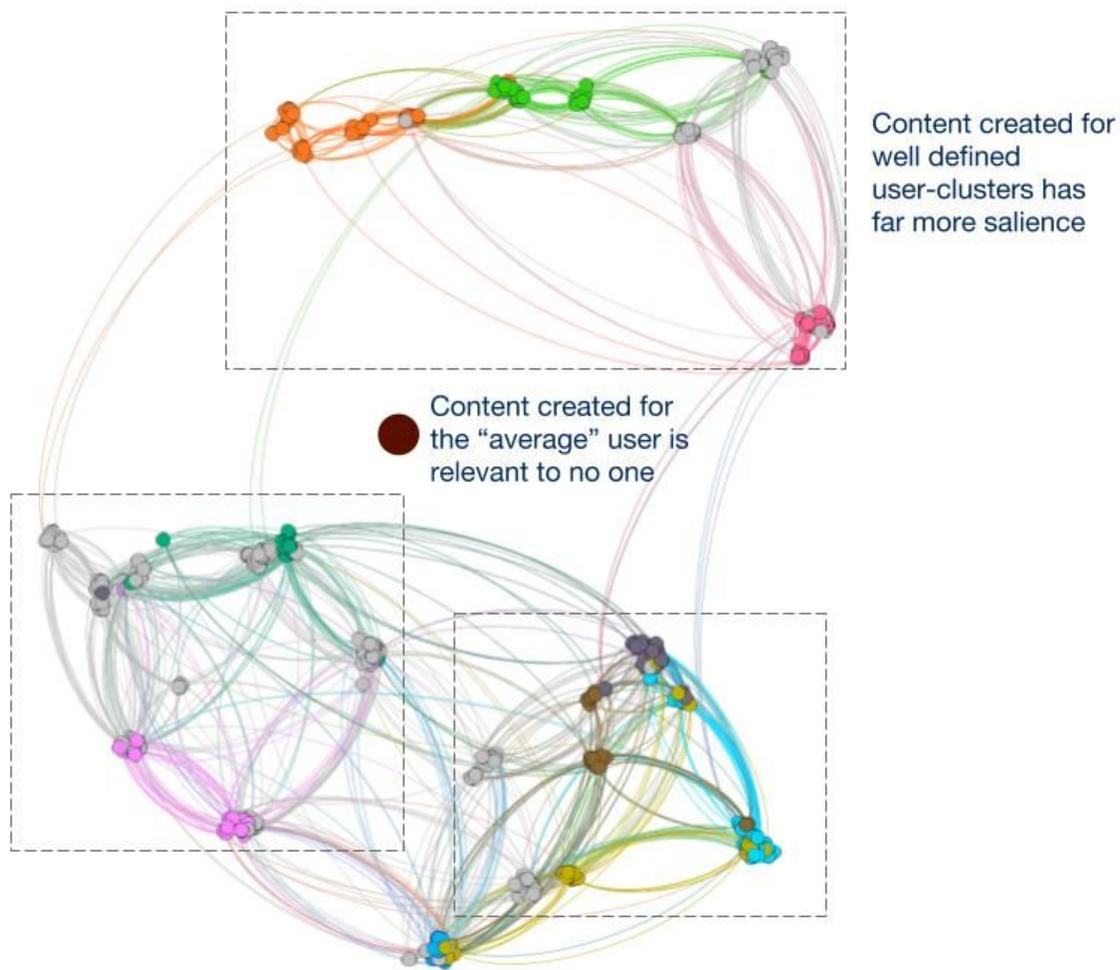


Loki.ai—Case Study

Using Novel, Locally-Relevant Demographic Analytics to Improve Product, Ads, and the Content-Mix



There is no such thing as the average user.



Executive Summary

Background

1. We created gender-, age-, ethnicity-, and affluence-profiles for individual users on the native and social media properties of a large media organization
2. We classified users into discrete clusters, and A/B tested content strategies for each user cluster
3. This increased daily engagements per user by double digit percentage points on social media, and increased yield of native ads by 30%—largely as a result of better demographic information being made available to advertisers

Approach

1. We used the names and photos of social media user and logged-in users to estimate their demographics, as shown in the figure on the right
2. We identified users that were similar to social media- and logged-in users, and then created an algorithm to impute their demographics
3. We enriched these imputed demographics with other metrics, including cost of mobile device used, articles visited, and more



Sruthy Parvathy Kumar

Gender	Female (P: >99%)
Ethnicity	South Indian (P: 91%)
Affluence	Upper-Middle (P: 63%)
Age	25 to 34 (P: 84%)



Panna Lal

Gender	Male (P: >99%)
Ethnicity	North Indian (P: 78%)
Affluence	Lower-Middle (P: 83%)
Age	25 to 34 (P: 76%)

Putting Locally-Relevant Big Data to Work

Making Scale work for you

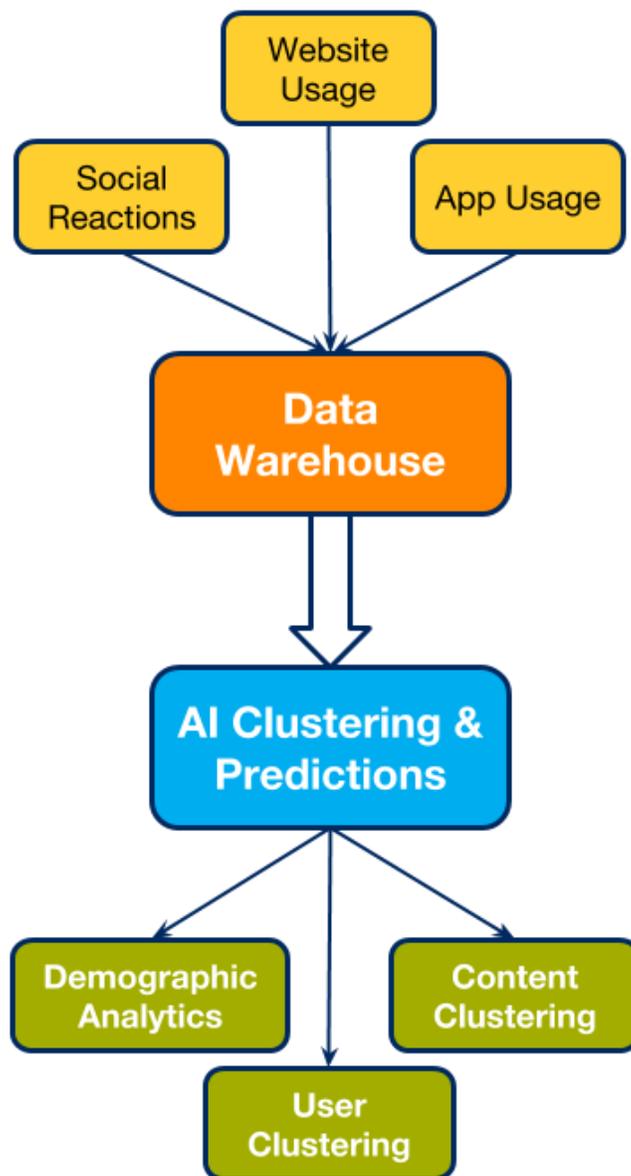
We captured 30+ million individual Facebook reactions and 20+ million pageviews for the client, using our proprietary data warehousing technology.

We then segregated users into discrete clusters, and saw how each cluster reacted to each story.

Sample Findings

We found several insights that helped improve engagement and shareability. These included:

1. Female engagement is 70% higher on posts that have plain-looking women in the thumbnail, compared to thumbnails that contain men or sultry-looking women.
2. Women and middle-aged men are significantly more interested in health-related content than young men.
3. More than than 90% of individuals that interact with political content are men. The only exception to this is stories about a politician involved in crimes against women.



The Impact

Radically Better Content Mix and Distribution Efficiency

Our findings - combined with the domain expertise of our client - helped to radically improve the content mix. More content began to be produced for active but underserved segments - leading to higher reach and engagement on social media.

At the same time, the content-mix of owned-and-operated sites was changed to ensure that commercially important segments - particularly women - always had something to stay engaged with.

Higher Yields for Native Ads

With the ability to provide granular demographic data for engagement on native and social media, RPMs for native ads increased by 30%.

Advertisers were also far more enthusiastic about doing more native ads, largely as a result of better information about the audience and how it interacted being made available to them.

About Us

Loki.ai is a Singapore-based startup that helps content companies improve their analytics, advertising, and content-creation processes. Our proprietary, innovative products have been recognized by clients across South- and South-East Asia, as well as the Global Editors Network.

The company was founded by Rishabh Srivastava. Rishabh has more than 5 years of experience in creating cutting-edge technology solutions for the media industry, and has helped some of the biggest media companies across South-Asia, South-East Asia, and the Middle-East in their analytics and content strategy.

Contact Us

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