



# CAROUSEL

## Beyond advertising

# Carousel for news

## *The service*

When a visitor reads an article, Carousel recommends other potentially interesting articles.

The reader spends more time on the site, with various benefits for the publisher (advertising revenue, brand awareness, value added services).

The box “related links” is a well-known service provided by online newspapers, but Carousel’s version is apart from commercial standards.



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## *Analysing text*

You are reading an article.

Carousel recommends you 10 articles related through important words.

This is the normal service provided by newspapers.

In Carousel it is only part of a broader service.



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## *Analysing success*

You are reading an article.

Carousel recommends you 10 articles which shown successful for the same target.

[Target may be visitor behavioral profile, visitor geo-location, hour and day ...]

This is the kind of service Carousel provides for ad recommendation (see the documentation).

It is a very advanced form of “most frequently read”.  
In Carousel it is only part of a broader service.



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## *Both text and success*

In fact, Carousel performs simultaneously text analysis and success analysis.

When you read an article, Carousel recommends other articles both because containing similar text and because shown successful (very clicked).

This combination is the competitive edge of Carousel versus other news recommendation platforms.



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## *Suggesting diversity*

Often news recommendation is boring or at least limited. You get articles similar to that you are reading, often with a content overlap which makes useless to read more.

Carousel introduces the original concept of *drift*.

It suggests news related to the current one but not too similar. This feature makes the reader smoothly move to new topics, increasing the time spent on site.



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# Carousel for tagged content

## *The service*

When a visitor reaches a non textual content, e.g. a video, Carousel recommends other potentially interesting contents.

Again the goal is making the visitor spend more time on the site.

The service is analogous to news recommendation, but analyzing a video is not like analyzing a text.



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## *Analysing content tags*

Carousel is able to use content descriptions available as tag collections.

Its proprietary algorithms finds similarity among tag collections, the equivalent of similarity among text contents.

As for news recommendation, Carousel combines content analysis with success analysis in order to provide better suggestions.



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# Carousel for e-commerce

## *The service*

When a visitor looks at product, Carousel recommends other potentially interesting products.

In this case the goal is making the visitor spend more money, not only time.

The service is analogous to content recommendation.

Carousel combines analysis of product description and product success (revenue gained).

A product description can be a text or a tag collection.



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## *Introducing diversity*

The ability to introduce diversity in recommendations is even more important for e-commerce than for news or content recommendation.

Indeed, the visitor needs goods complementary to the current one, not overlapping with it.



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## *Dynamic pricing, versioning and bundling*

Carousel raises product recommendation to different level: offer recommendation.

An offer is more than a product: it includes version, price and possibly bundling of products.

Carousel is able to generate offers, analyze their success and learn to suggest always better offers.

This is like a content recommendation when content is personalized automatically in real-time.



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