

# ENDECA FOR ONLINE MEDIA

Endeca for Online Media is the most effective way for readers to find the content they want and to discover new information they did not even know existed. That is why Guardian Unlimited saw a 20% increase in page views after deploying Endeca. Endeca's superior search integrated with the patented Guided Navigation® experience encourages exploration and discovery. That experience increases page views, click-through rates, and subscription revenue.

## Proven results

Endeca for Online Media customers range from leading news and magazine publishers such as McClatchy Company and Emap plc to large information providers such as ALM and EBSCO. Despite the diversity of their content, these customers have all seen dramatic improvements in their businesses:

- Increased advertising revenue
- Increased subscriptions and registrations
- Greater customer loyalty

The reason is because Endeca adapts information to people, which drives better informed decision-making for ever smaller decisions, improving the judgment of the business.

## Key features

### Guided Navigation puts the information in context

Endeca invented Guided Navigation, an adaptive user experience that

reveals relationships in the content that keeps the information in context. The resulting exploration and discovery satisfies readers' goals and increases ad inventory. For example, a person looking for the latest information on local elections might first search for "elections," refine the results by the desired county, and then by "past seven days." He then notices a new refinement for "author" and discovers election commentary by his favorite political columnist. Another person, looking for that same commentary may first click the "politics" category, limit his browsing to "past seven days," and then search for his favorite columnist. Not only does he find the right articles, he also discovers an upcoming rally through the "events" refinement.

Supporting every one of these paths for every goal for every reader means literally billions of combinations. It takes Endeca's MDEX Engine™ technology to deliver an experience that encourages readers to traverse more pages by giving them greater control.

### Superior search adds depth to results

Unlike "black box" search vendors, Endeca returns search result that are configurable and transparent. Business users can easily create the best experience, returning only relevant results and dramatically reducing "no results found." Additionally, data-driven spell correction and did-you-mean functionality gives readers valid paths and suggestions to get them to the right information, right away. These successful searches drive multiple advantages including increased subscription sales, reduced abandonment rates, and increased repeat visits.

### Content Spotlighting gives editors flexibility and control

Search terms and chosen navigation options provide the best information about readers' interests. Endeca's unique Content Spotlighting lets editors use this information to present the right information to the right readers at the right time. For example, an editor may see an increase in searches for "Acme



Corp” which is building its new headquarters in town. The editor can then highlight older articles about the company, or present a link to the site’s job boards whenever this search occurs. Adaptive Content Spotlighting rules allow publishers to get incremental value from featured articles, breaking news, topic pages and more.

#### **Content enrichment creates a differentiated experience**

Combining disparate content sources is important; however, establishing relationships across those sources enriches it into a differentiated experience. For example, reviews about a play should appear next to classified ads for tickets to upcoming performances. In the same way, blog entries on a recent art exhibit should complement articles about that same event. Endeca’s technology derives these explicit relationships from meta-data in the content or, where necessary, from the words in the content itself. The resulting experience is the most cost-effective way to prevent deflections to content aggregators or commodity information portals.

#### **The Endeca Information Access Platform**

Endeca for Online Media is based on the unique Information Access Platform, which helps people discover information they need, even when they don’t know it exists. Information access solutions built on this platform return much more than just query results. They also provide dynamic summaries — in the form of menus,

maps, tag clouds, and more — of all the data and content in those results. And with every step the user takes, these summaries instantly change based on the user’s selected filters, the possibilities in the data, and any business rules. This Guided Summarization experience leads millions of people, one at a time, to unexpected insights, increasing revenue, decreasing costs, and accelerating operations. All of these solutions stand on five platform pillars:

#### **MDEX Engine**

The Endeca Information Access Platform is powered by MDEX Engine™ technology, a new class of database designed for exploring information, not managing transactions. Its innovative architecture, including a flexible data model, summarizing query mechanism, and proprietary data-management algorithms, unites the ease of search with the analytical power of business intelligence. The engine dynamically summarizes for the user all the possible, but only the valid, next steps at every step — even on changing data and content.

#### **Information Transformation Layer**

The Information Transformation Layer unites and enriches disparate sources of information while maintaining, augmenting, and even creating structures across the data and content.

#### **Adaptive Application Component Library**

The Adaptive Application Component Library enables the rapid development of information access applica-

tions that automatically adapt to changes in the data and content.

#### **Web-based Management Suite**

The Web-based Management Suite empowers managers to highlight the right information at the right time to end users through adaptive presentation rules.

#### **Enterprise-class Platform**

These essential capabilities are delivered as an enterprise-class platform, with the scalability, reliability, and security that leading organizations demand.

#### **Contact us**

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