



Engaging Content
Engaging People

Personalised Content Recommendation Present customers with tailored web content!

ADAPT can help you learn about consumers' online browsing habits and increase user engagement with individually tailored and relevant content.



- Provides meaningful content to customers
- Identifies key customer preferences
- Includes interest management app for users
- Increases customer engagement
- Provides cross-device compatibility
- Integrates seamlessly into CMS platforms

Industry Challenge

Consumers are becoming more and more proactive in seeking out products and brands that fit with their lifestyles. However, the difficulty for companies targeting these consumers often lies in their inability to accurately identify customer browsing interests to keep them engaged with the website.

ADAPT researchers identified an opportunity to provide a personalisation solution that could deliver highly relevant web content recommendations.

The ADAPT Solution

ADAPT's personalisation and adaptivity experts developed 'Wripl', a personalised recommendation platform that learns what each consumer is interested in and serves them highly targeted content recommendations.

Wripl connects the user experience across websites and devices, building an interest profile of the consumer by gathering information about their online activities – what they are reading, what they are clicking on, etc. This interest profile can recommend articles and products that are relevant and interesting to that individual.

The platform uses topic-extraction technology to index content on a Wripl-enabled website. Wripl then matches this index with the user's online behaviour based on key metrics. As the user browses the website, their interests are added to their profile, becoming an individual 'personalisation wallet'. This personalisation wallet ensures that web users can discover content that is highly relevant to them across multiple devices.

Spin Out opportunity



www.wripl.com

Status

Wripl is a commercial startup currently licensing this technology from ADAPT. The Irish-owned company, which was spun out from ADAPT at TCD, is funded through the Enterprise Ireland Commercialisation Fund.

About ADAPT

ADAPT is a collaborative academia-industry research centre dedicated to delivering disruptive digital content and media innovations. ADAPT partners with world-leading companies to deliver advanced content and processing technologies to adapt and personalise digital content and services, enabling businesses in all sectors to achieve unprecedented engagement among customers, companies and communities.

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