ADAPT

Of interest to:

Marketing, Sales, Advertising, Brand Managers

Smart Notifications

Intelligent push-notifications engine called EmPushy, encouraging a healthier digital experience

Background

On average, a person receives approximately 80 push-notifications a day, over half of which don't add value for the recipient and therefore for the business sending them, they are simply distractions.

Challenge

Create an AI engine that manages push notifications which are valuable to both the user and the business sending them.
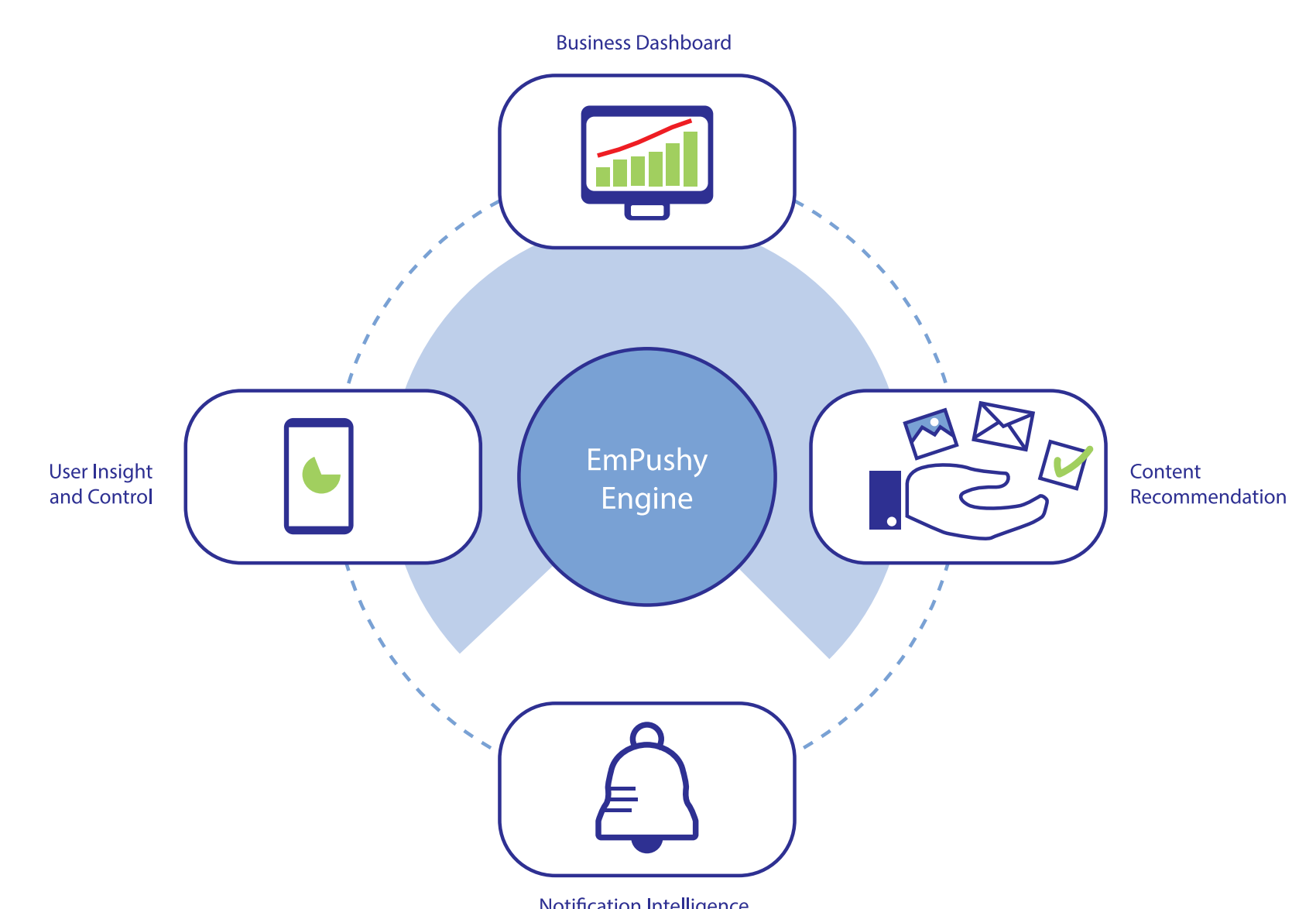
Solution

EmPushy optimises the impact of push notifications through:

- Relevance assessment
- Impact analysis
- User modelling
- User context and interest dynamics

- ➔ Anonymise
- ➔ Generative Model
- ➔ Scale
- ➔ Merge
- ➔ Cluster
- ➔ Entity Embedding
- ➔ Reinforcement Learning
- ➔ Train/Evaluate
- ➔ Explore

Business Dashboard

User Insight and Control

EmPushy Engine

Content Recommendation

Notification Intelligence

Data Analysis

The engagement data is cleaned, analysed and engineered for optimal inference and insight.

Intelligence

A number of intelligent algorithms are executed on, and using, the engagement data, such as: NLP, Synthesis and prediction.

EmPushy Features

The models created are used to power a variety of functions to aid creators and subscribers better understand and manage their notifications.

Results and Benefits

- EmPushy can intelligently deliver push-notifications with up to 80% accuracy using a minimal set of signals taken from the user
- EmPushy can generate personalised push-notifications that improve Click Through Rate (CRT) by up to 75%

Use Cases

Any organisation using push notifications.

Kieran Fraser, Dr Bilal Yousuf and Prof Owen Conlan
To learn more about innovative ADAPT technologies, contact: collaboration@adaptcentre.ie

EmPushy