



Increasing User Engagement

AscentCore's Solution for
Dynamic Content Optimization



Overview

The surge of data privacy concerns, ever-changing algorithms, and information overload are only some of the issues media companies deal with in maintaining user engagement.

AscentCore has a solution: **Predictive Models.**

Objective

The primary goal was to devise a versatile framework capable of studying, measuring, and enhancing user engagement, gradually transitioning from manual to semi-automatic engagement optimization.

This framework was intended to remain dynamic, adjusting to new business strategies and requirements.



Key Principles of User Engagement:

The framework centered around critical principles derived from research:

Focused Attention

User engagement is linked to focused attention, similar to the concept of flow, where users become fully immersed in their activities.



Novelty

Interactive, novel experiences capture users' curiosity and encourage repeated engagement.



Positive Affect

Engaged users actively participate and exhibit positive emotions while interacting.



Richness and Control

The “Richness, Control, and Engagement” framework assessed engagement levels based on user interactions and the complexity of thoughts, actions, and perceptions.



Aesthetics

Multimedia quality influences engagement by fostering curiosity and sustained attention.



Reputation and Trust

Trust is crucial for engagement, with reputation reflecting users' trust in a resource.



Endurability

Engaging experiences are memorable and encourage repeat interactions.



User Context

Engagement is context-dependent, with user motivations and benefits impacting their experience.



How it works:

Engagement Engine



Each webpage contained multiple placeholders filled by the optimization engine based on user profiles and current strategies. The engine combined manual rules and algorithmic decisions for optimal content placement.

Content Delivery Ecosystem



The system utilized an Engagement Engine, Content Delivery, and Optimizer to dynamically assemble personalized content for newsletters and webpages.

Rules Engine



The semi-supervised Rules Engine determined content placements, allowing for manual intervention while utilizing decision trees to optimize engagement.

Optimizer



The Optimizer utilized AI models to understand user behavior and content consumption, generating rules for content placement. User and content metrics were collected to improve prediction accuracy.

Data Collection



User attention was captured using an in-page behavior collector, aiding analysis of content engagement and user behavior.

Benefits

Enhanced Engagement

The framework significantly increased user engagement through personalized content placement and strategies.

Flexibility

The system's adaptability allowed a seamless transition between manual and automated content optimization, meeting changing business requirements.

Improved Content Strategy

The framework aided in crafting effective content strategies based on user personas, behavior, and context.

Targeted Ad Placement

The system prioritized ad placement based on user devices and screen sizes, leading to higher conversion rates.

Continuous Optimization

The Optimizer continually improved engagement strategies by learning from user behavior and content metrics.

Conclusion

By implementing this user engagement optimization framework, AscentCore empowered its client to achieve substantial improvements in user engagement and content strategy. The flexible, data-driven approach enabled the client to adapt to changing dynamics while ensuring optimal content delivery, resulting in increased user satisfaction and improved business outcomes.

About us

At AscentCore we provide end-to-end product development services including specialized expertise in a wide cross-section of industries and solutions. We sit at the nexus of deep vertical knowledge and comprehensive horizontal capabilities, empowering companies to disrupt, transform, accelerate, and scale.

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