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profiling ai

We make decisions based on **who** we are

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Challenge: understanding underlying motivations
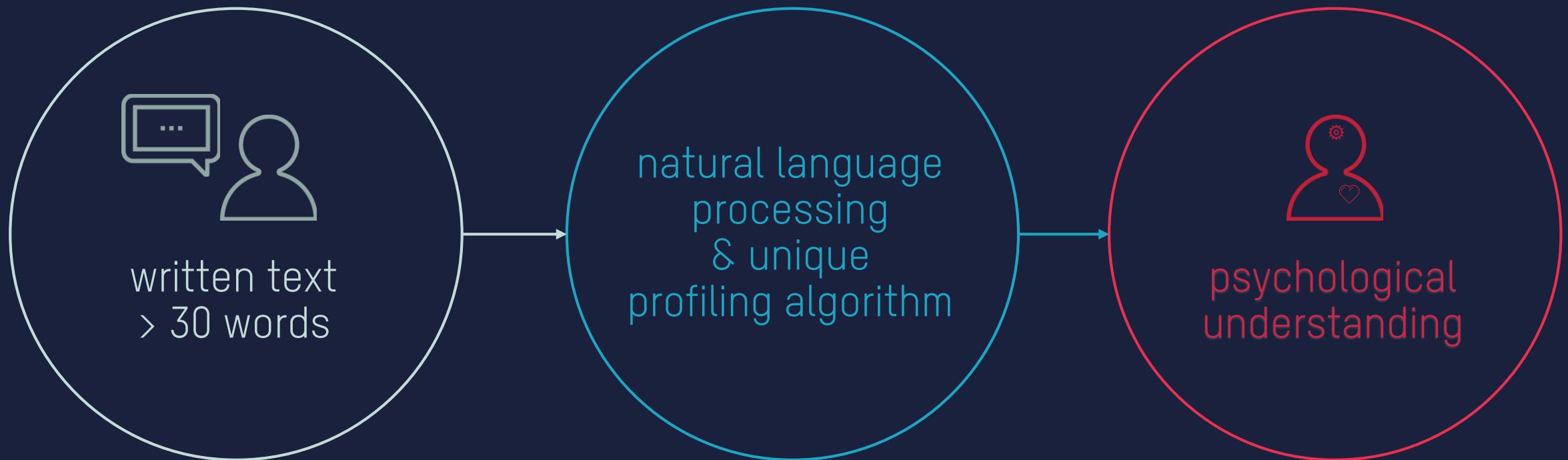
what

do people do?

know

demographics

retrospective

statistics

why

do they do it?

understand

personality

prospective

insights

Our proprietary psycholinguistic profiling a.i.

deep learning

artificial intelligence

psychology

machine learning

nlp

show me how
you write
&
i'll tell you
who you are

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Basic principle of psycholinguistic profiling:

written text
> 30 words

natural language
processing
& unique
profiling algorithm

psychological
understanding

Profiling a.i. engine

extract
raw text
from multiple
sources

l e c t e r

structuring & connecting

all data to identifying

profiles e v e r y w h e r e

displaying real-time
profiling data with
best-in-class connectivity

cloud solutions, erp, crm...

Microsoft Dynamics

salesforce

Azure

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Profiling a.i. modules

personality

intention

motivation

attitude

expertise

How **emotional** or **rational** is your audience?

Does your target audience require **informative** responses or active **actions**?
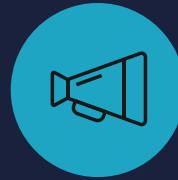
Does your target audience need rather **facts** or **self-revealing** statements to bring them to action?

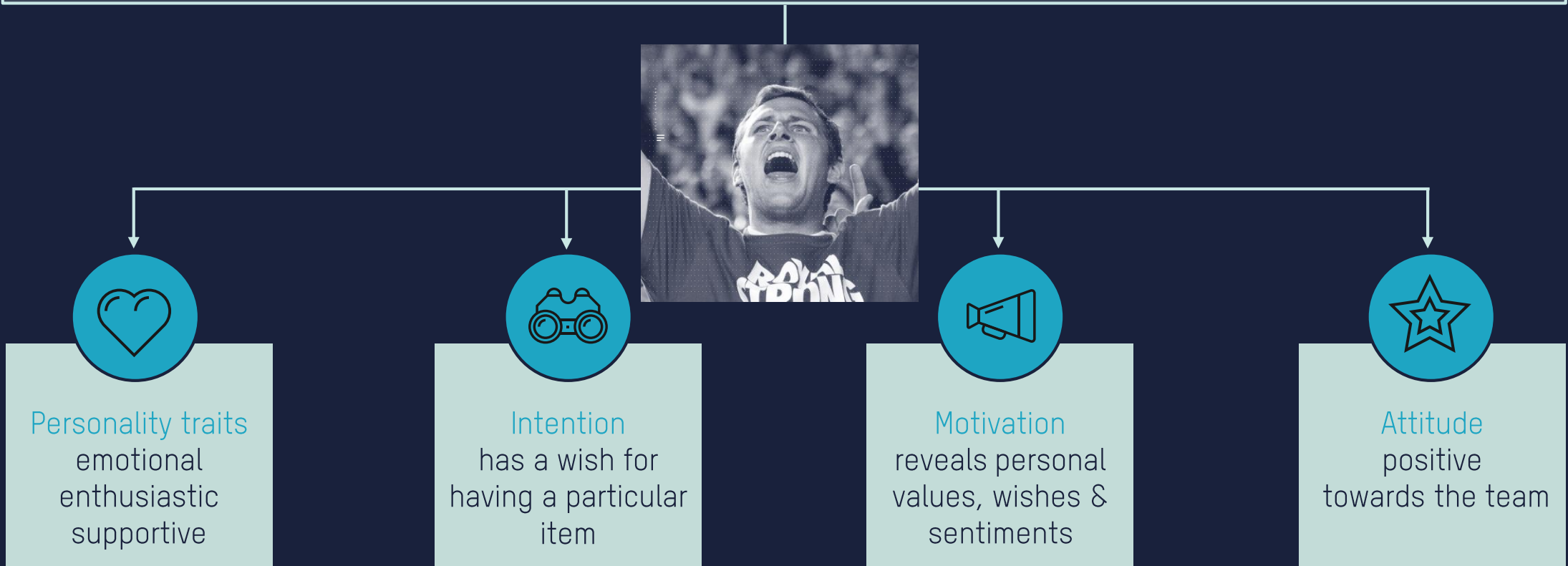What is the real **sentiment** towards your brand, products & competitors?

Which users are most analytical, well informed & **opinion leaders**?

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Psycholinguistic profiling:

"I would love to have the new jersey. I am and will always be a fan of the team, whether in good or in bad times and regardless in which league they play. Once a fan, always a fan!"

Personality traits
emotional enthusiastic supportive

Intention
has a wish for having a particular item

Motivation
reveals personal values, wishes & sentiments

Attitude
positive towards the team

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Symanto solutions: increase your revenues

Psychology equipped marketing

- develop segment-based marketing strategy

- create personalized content based on psychology insights

- measure campaign success

User-centric product innovation

- grasp influencing buying factors

- discover unmet need

- gain competitive intelligence

- learn from the expert users

Pinpoint customer care

- real-time analytics of customer feedback with opinion/sentiment

- classify feedback intention and urgency

- easy integration into C.R.M. system

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Success Stories

Retail
Sportswear

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Situation

A global sportswear company was about to launch an international campaign for one of their most important product lines

challenge

Make customer data more operational to optimize email marketing to improve conversion rates

opportunity

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Solution
personalize content with psycholinguistic profiling

Target groups are automatically identified
within C.R.M. database

Distinguishable personality traits & interests
are used to personalize email marketing

two major profiles were selected and targeted:

content focused on
product performance
rational tone

content focused on
product design
emotional tone

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Results
optimize e-mail marketing

~ 90%
accuracy in
identifying profiles

identify

33%
increase in e-mail
opening rate

resonate

157%
increase in sales
conversion

perform

Automotive

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Situation

The customer loyalty was decreasing regarding repair services

challenge

Use online advertisement to get customers back to authorized repair shops

opportunity

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Solution
apply psycholinguistic profiling to online mktg

Car owners are profiled based on needs, personality traits & communication style

→

Car owners detected at forums receive a customized banner

profile

expert in relevant topics

uses logical arguments

influence others

message

provide technical details

communicate price-value

highlight advantages clearly

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Results
increase C.T.R. of online banner advertising

~ 90%
accuracy in
identifying profile
groups

identify

3.4%*
click through rate
using precise topic
detection

understand

6.9%
C.T.R. with targeted
messaging based on
Symanto profiling

perform

*A/B test without applying Symanto technology was 0.1%

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About Symanto

symanto

Our clients

sports

entertainment

travel & hospitality

mobility

technology & telecommunication

fmcg & retail

media

fitness & health

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Our partners

SAP Partner™

Gold
Microsoft
Partner

Microsoft

FANALYSE
THE FAN BUSINESS NETWORK

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Our story & team

founded in 2010

60+ employees (data scientists, developers, psychologists & industry experts) from 26 nationalities

multi-language capabilities with solutions implemented in 30+ countries

4 international locations

US   UK   Germany   UAE

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connect with us:

humanize your data with Symanto

Symanto is a leading artificial intelligence company in utilizing psycho-linguistic profiling to provide a deep understanding of the human motivations, attitudes and emotions behind behavior. Using a unique algorithm with the principles of psychology, natural language processing and deep learning, we are able to humanize data by finding personality traits. Since 2010, we pursuit to provide the deepest possible customer understanding. We continue to merge different disciplines, cultures, exceptional expertise and skills, which makes us grow rapidly and dynamically.
For more information visit symanto.net