

A woman with voluminous, curly dark hair is smiling and looking towards the left. She is wearing a dark blazer over a red top and a light-colored patterned scarf. The background is dark and out of focus, suggesting an indoor setting with some lights.

ATYPON

# WebinarSeries

How to attract  
targeted audiences,  
extend their time onsite,  
and monetize their visits

**Jacob Wilcock**  
September 10, 2019

**7 must-knows about  
content marketing**

A

“Creating and distributing relevant content to attract and retain a clearly-defined audience—and to drive profitable customer action.”

—Content Marketing Institute

Content  
marketing

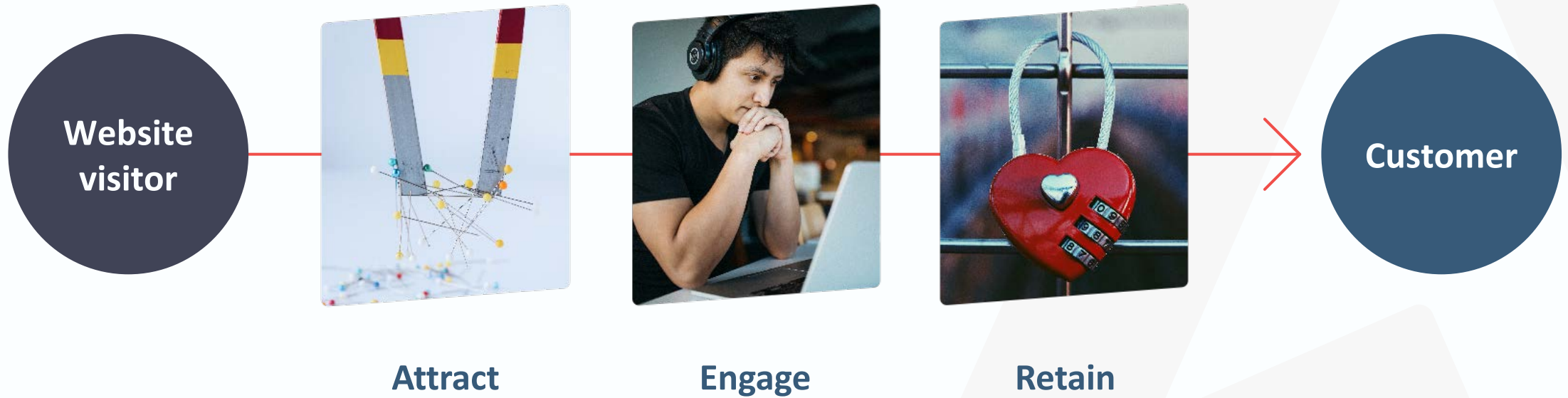


# What does content marketing do for publishers?

- Creates valued destination websites (*not sporadic stopovers*)
- Leverages new and existing content
- Increases value of content and ads
- Attracts new readers, extends site visits, and deepens brand engagement
- Converts infrequent visitors into customers and subscribers



# From visitor to customer







# Publishing and content marketing

- Publishers are content creators
- Publishers are content curators
- Publishers are [therefore] natural content marketers

**Content marketing can often enhance a publisher's content.**

ATYPON

# WebinarSeries

7

**Seven things every  
publisher should know  
about content marketing**



## Table of contents

- 1 Promotion
- 2 Personalization
- 3 Consumerization
- 4 Frictionless eCommerce
- 5 Discoverability
- 6 Automation
- 7 Optimization

#1

# Promotion

*(you're already doing it)*

## Onsite notifications

- Pop-ups
- Alerts
- Personalized content offers
- Calibrated advertising





#1

# Promotion

## Push marketing

*(it's not just for Facebook and Amazon)*

### Offsite notifications

- Email promotions
- eTOC alerts
- Realtime topic-based email alerts



#1

Promotion

Questions?

#2

## Personalization

*Delivering relevant content, ads, and promotions*

### **Literatum tracks user identities and site behavior**

- User/persona targeting
- Upselling and cross-selling
- Content recommendations





# Persona targeting

*via Literatum Smart Groups*

**Present relevant, personalized information to groups of users, be it 1 or 1 million**

- Ads
- Products
- Messaging
- Special pricing





# Persona targeting

*via Literatum Smart Groups*



**User attribute**  
Doctor at UCL hospital



**User attribute**  
Accessed a medical journal



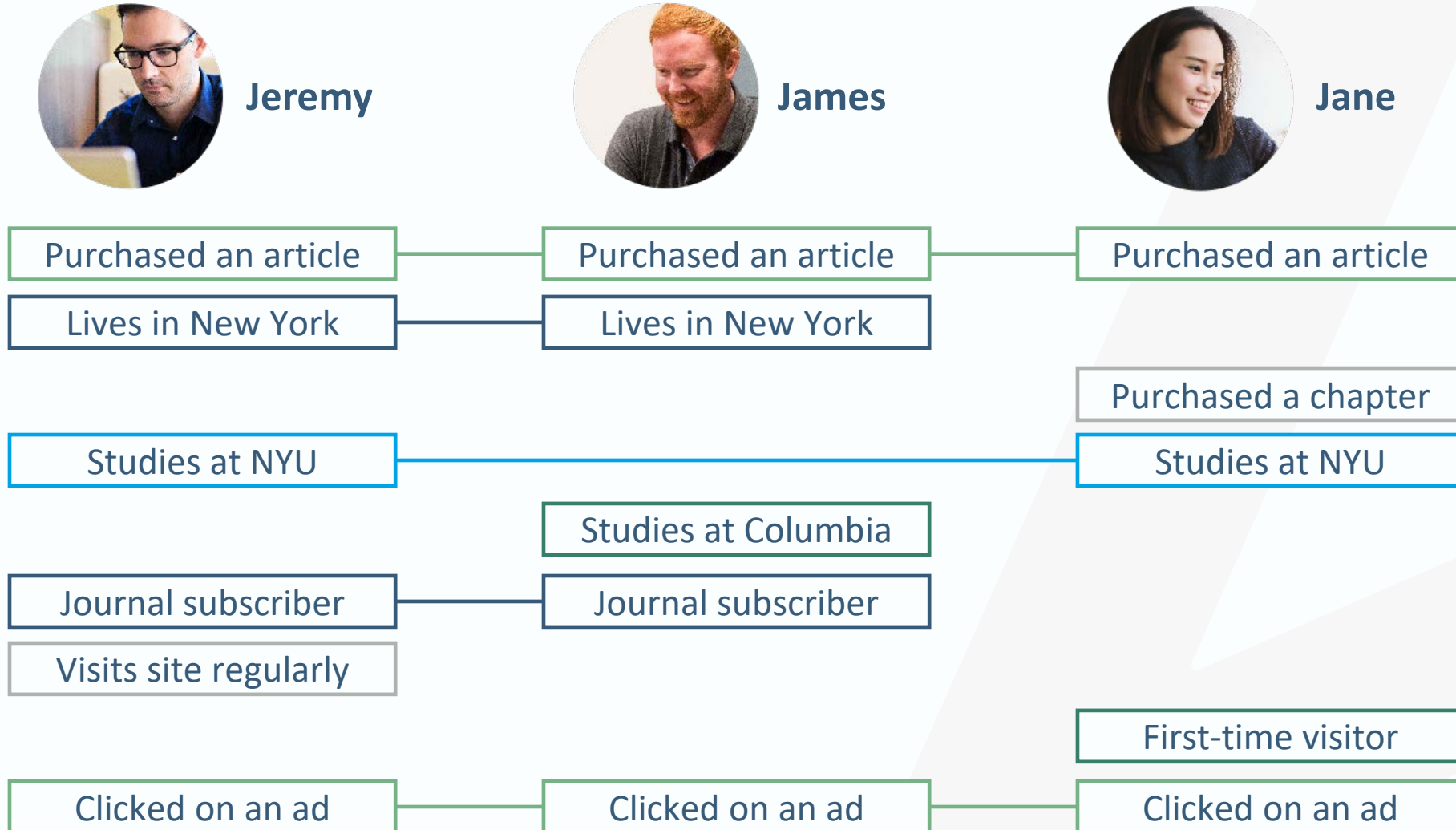
Smart  
group



Drug  
company  
ad



# Literatum Smart Groups: Attributes and behaviors





# Upselling and cross-selling

via Literatum's automated topic modeling and collaborative filtering

## Sponsored Products Related To This Item (What's this?)



EXOUS Bodygear 20oz Insulated Widemouth stainless Steel Water Bottle  
★★★★★ 415  
\$15.97 Prime



RevoMax Twist Free Insulated Stainless Steel Water Bottle with Standard Mouth, 12 oz, ...  
★★★★★ 129  
\$19.99 Prime



45 Degree Latitude Stainless Steel Insulated Water Bottle 64-ounce Beer Growler (Red)  
★★★★★ 414  
\$24.15 Prime



Tribe Provisions HydeTech Water Bottle (Gray)  
★★★★★ 282  
\$14.95 Prime



Set of 2 Pure Copper Leak Proof Joint Free Bottle 1050 ML each - Storage water...  
★★★★★ 3  
\$46.99 Prime



Stainless Steel Water Bottle + Bonus Cleaning Brush! Best for Cold or Hot Drinks. Vacuum...  
★★★★★ 8  
\$20.97 Prime



Trekos insulated stainless steel water bottle double wall vacuum wide mouth bpa free 26..  
★★★★★ 43  
\$32.50 Prime

“More like this”

## Frequently Bought Together



+



Total price: \$12.96

Add both to Cart

Add both to List

✓ This item: Neiko 71010 Stainless Steel Sports Water Bottle with Wide Mouth | 0.75L \$8.01

✓ OXO Good Grips Bottle Brush \$4.95 Add-on Item

“Others also purchased/viewed”



# Content recommendations

*via Literatum's new recommendation engine*

## Recommends content *and* people

Examples:

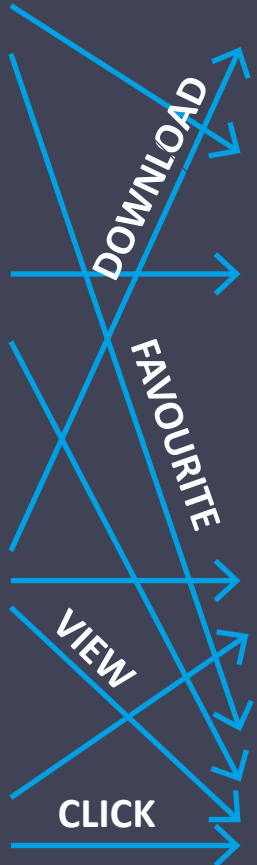
- Customize the article list that appears on your home page for visitors you know
- Identify users who read an article on a specific topic and then promote a conference on the same topic to them
- Help authors identify collaborators with similar interests





# Content Recommendations

via *Literatum's* new recommendation engine



**MACHINE LEARNING**

User	Interest 1	Interest 2	Interest 3	...
	Computer science	Machine learning	Nature science	...
	Biomedical	Machine learning	Health care	...
	Biomedical	Health care	Nature science	...
	Health policy	Health care	Nature science	...

Content	Attribute 1	Attribute 2	Attribute 3	...
	Computer	Science	Biomedical	...
	AI	Machine learning	Recommendation	...
	Biomedical	Health	Policy	...
	Health care	Policy	Science	...



# Content Recommendations

User grouping & intent detection via Literatum's recommendation engine

## Biomedical Science

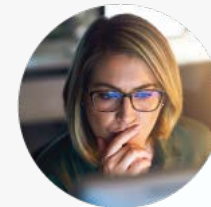
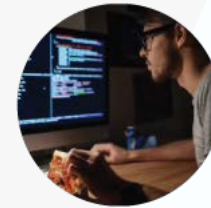
Computational chemistry

## Business management

Accounting & finance

## Software development

Python programming





#2

# Personalization

## *Benefits to publishers*

### Enhanced relevance of **promotions**

- Increased uptake and follow-through
- Higher click-through and conversion rates

### Enhanced relevance of **content**

- Increased engagement and revenue

### Enhanced **impact**

- Submissions, authors, citations

#2

## Personalization

Questions?



#3

## Consumerization

*Readers, not users.*

*Customers, not institutions.*

### The need for engagement

- Diminished subscriptions and ad revenue
- Missed opportunities for brand elevation
- Website abandonment



#3

# Consumerization

*via Atypon's UX 3.0*

- Modern user interfaces
- Engaging user experiences
- Intuitive navigation
- Device agnosticism (*responsive design*)





# What is UX 3.0?

Atypon's design-and-build system for creating modern websites hosted on **Literatum**.









# UX 3.0

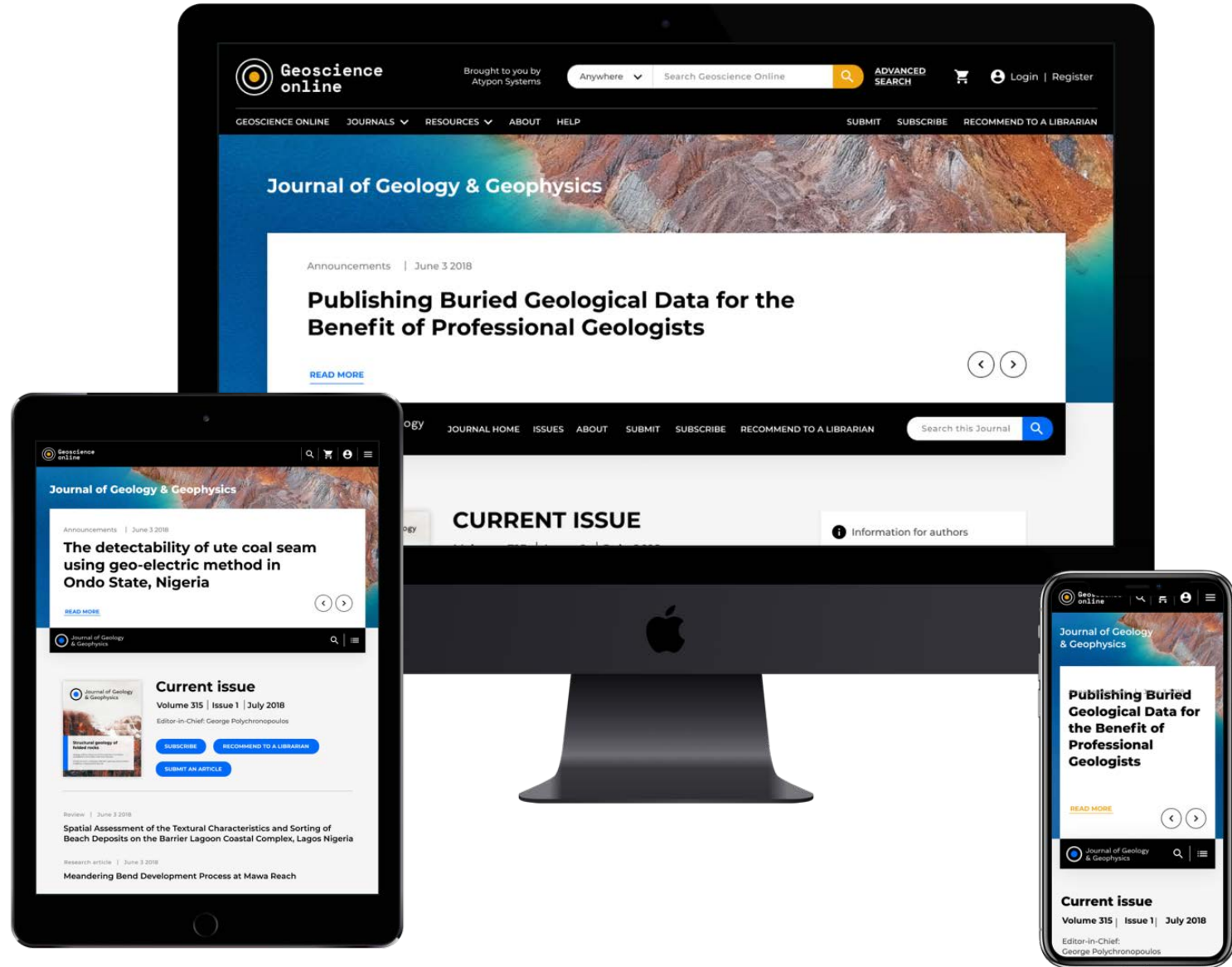
## Ready-made themes

- Elegant, image-oriented design
- Responsive
- Cross-browser enabled
- Accessible
- Multiple layouts
- Sticky headers and navigation
- Extendable
- SEO-friendly
- Retina display ready
- Typeface and color customization

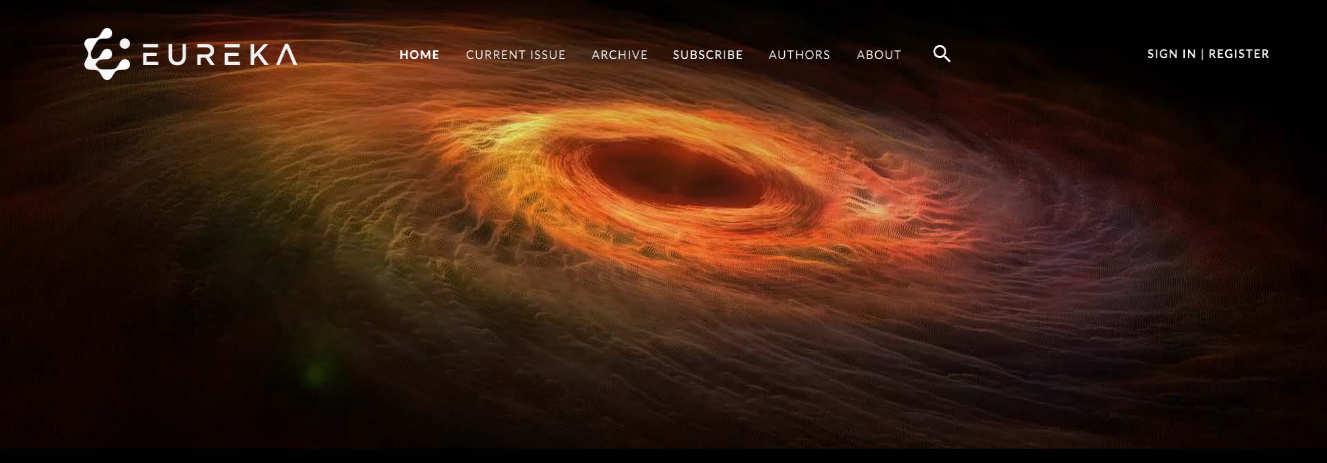




Photo theme







### Popular Articles

MOST READ



28 MAY 2018

#### Immunotherapy Combinations in Multiple Myeloma – Known Unknowns

NICOLE J. GORMLEY, M.D., AND RICHARD PAZDUR, M.D.

28 MAY 2018

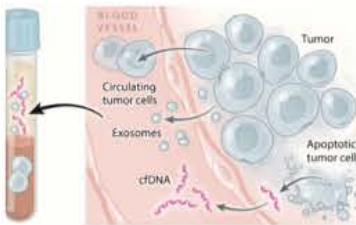
#### Application of Cell-free DNA Analysis to Cancer Treatment

RYAN B. CORCORAN, M.D., PH.D., AND BRUCE A. CHABNER, M.D.

28 MAY 2018

#### Complements from the Lung

VICTORIA CLULEY, ZOE RADNOR, FEDERICA SALVATORI, and others



28 MAY 2018

#### Application of Cell-free DNA Analysis to Cancer Treatment

RYAN B. CORCORAN, M.D., PH.D., AND BRUCE A. CHABNER, M.D.



28 MAY 2018

#### The ill-fated Terra Nova British Antarctic expedition

VICTORIA CLULEY, ZOE RADNOR, FEDERICA SALVATORI, and others

### Events

UPCOMING

- 1** **Biology Strategy Meeting US East Coast 2018**  
14 November 2018 | Massachusetts, United States
- 2** **Indian Association of Medical Microbiologists 42nd National Conference 2018**  
28 November 2018 - 02 December 2018 | Bengaluru, India
- 3** **Biology Strategy Meeting US East Coast 2018**  
14 November 2018 | Massachusetts, United States
- 4** **Biology Strategy Meeting US East Coast 2018**  
14 November 2018 | Massachusetts, United States

[VIEW ALL EVENTS](#)

### Stay connected

- FACEBOOK
- TWITTER
- LINKEDIN
- RSS

Classic theme



# Why is UX 3.0 faster?

- Quick prototyping
- Design reusability
- Ready-made components  
*(TOC, LOI, citation pages, etc.)*
- Real-time design review  
and modifications
- Fewer design iteration cycles



#3

## Consumerization

Questions?

#4

## eCommerce

*The art of selling content*

1. Identify what users want
2. Attract them to the site
3. Make the most of their site visit  
*(sell and upsell)*
4. Make eCommerce journey frictionless and intuitive
5. Entice them to return and buy more







#4

# eCommerce

*Frictionless eCommerce*

- Intuitive
- Streamlined
- Feature-rich

**Easier to buy = easier to sell**

#4

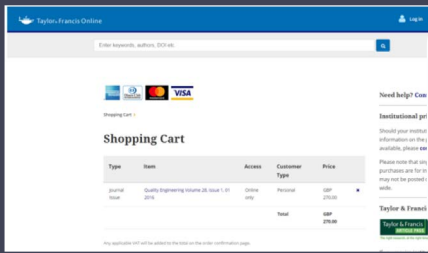
# eCommerce

## Literatum's eCommerce workflow

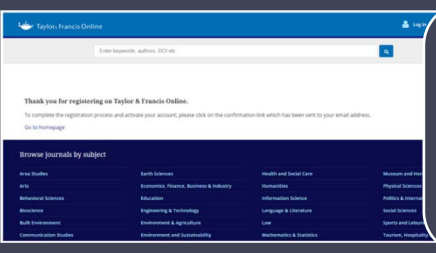
- Guest checkout: No registration
- Abandoned shopping cart notifications
- User-specific acquisition history
- Search histories
- Simplified denial page
- Easy-to-understand purchase options
- Single-click checkout
- Mobile optimization



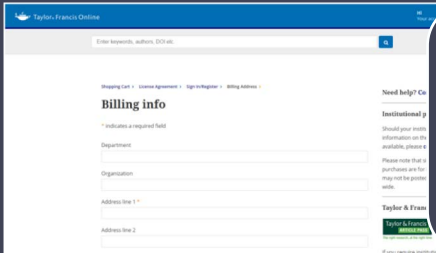




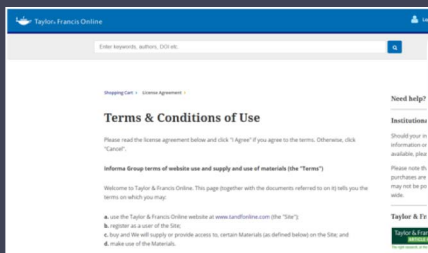
1  
**Select item**



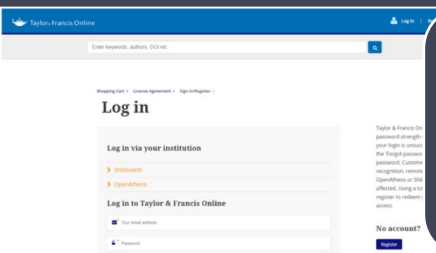
4  
**Confirm registration**



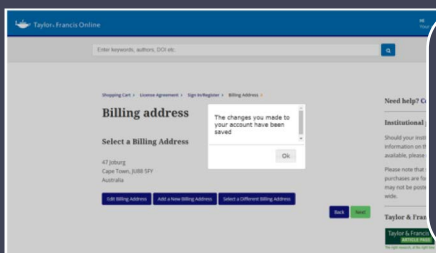
9  
**Enter billing address**



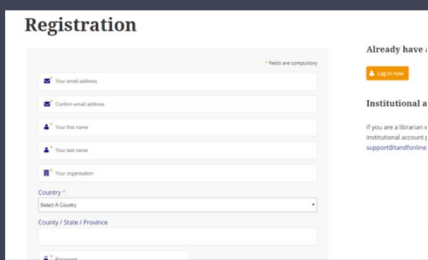
2  
**Terms of use**



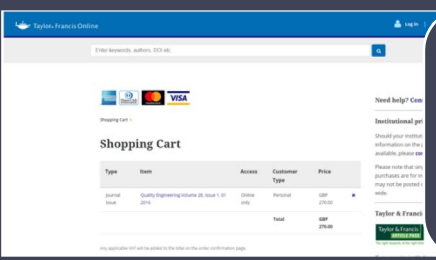
5  
**Log in**



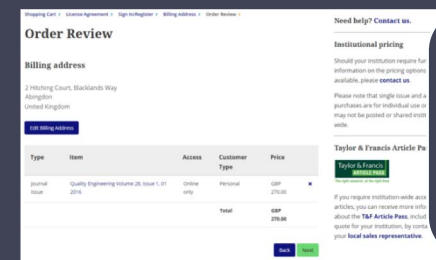
10  
**Save billing address**



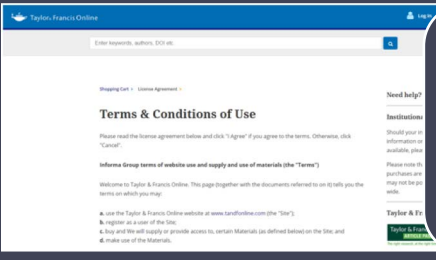
3  
**Register if no account**



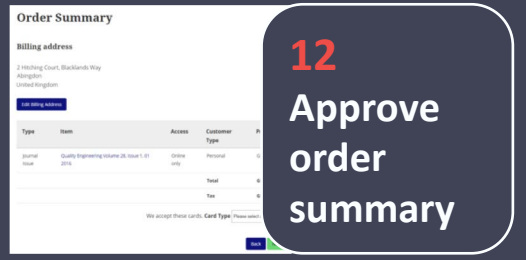
6  
**Return to cart**



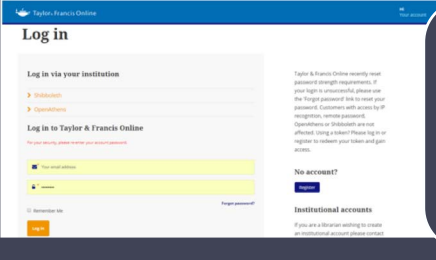
11  
**Review order**



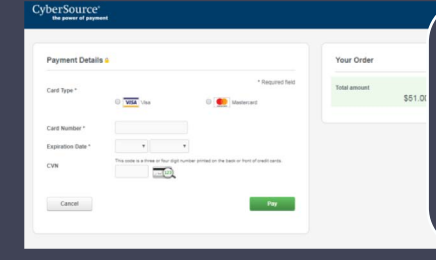
7  
**Accept terms of use**



12  
**Approve order summary**



8  
**Re-enter password**



13  
**CyberSource card details**

Typical eCommerce user workflow

## Checkout

### Returning user

Email

Password

[Forgot your password?](#)

[Log in](#)

### Guest

Email

This is the email that you will use to restore content access. Please make sure it is correct.

### New customer?

[Create account](#)

## Shopping cart

Article / 24h

Dealing with the learning needs of child welfare social and health care workers: an interdisciplinary approach to blended learning with part time students >

USD 42.50

[Save for later](#) [Remove](#)

Subtotal: **USD42.50**

Initial price: USD42.50



1

Checkout landing page

# Registration

\* fields are compulsory

Country \*

County / State / Province

**Already have an account?**

[Log in now](#)

**Institutional accounts**

If you are a librarian wishing to create an institutional account please contact [support@tandfonline.com](mailto:support@tandfonline.com).

Enter keywords, authors, DOI etc.



2

Registration  
flow unchanged

**Thank you for registering on Taylor & Francis Online.**

To complete the registration process and activate your account, please click on the confirmation link which has been sent to your email address.

[Go to homepage](#)

### Billing address

First name\*

Last name\*

Address line 1\*

City/Town\*

Billing country\*  
-- Select --

Postcode\*

Article / 24h  
Outcomes focused user involvement in social work education: applying knowledge to practice >

USD 42.50

Save for later Remove

Subtotal: **USD42.50**  
Initial price: USD42.50



Need help? Contact us.

Continue

### Order summary

Subtotal	USD42.50
Taxes	(calculated at payment)
Order total	USD42.50

### Billing Address

First Name

Last Name

Address

City/Town

Billing country

Postcode

Article / 24h  
Outcomes focused user involvement in social work education: applying knowledge to practice >

USD 42.50

Save for later Remove

Subtotal: **USD42.50**  
Initial price: USD42.50



Need help? Contact us.

Place Order

### Order summary

Subtotal	USD42.50
Taxes	USD8.50
Order total	USD51.00

### Payment

We accept these cards. Card Type

3  
Checkout

4  
Checkout confirmation

CyberSource<sup>®</sup>  
the power of payment

#### Payment Details

\* Required field

Card Type \*  
 Visa  Mastercard

Card Number \*

Expiration Date \*

CVN

This code is a three or four digit number printed on the back or front of credit cards.

Cancel  Pay

#### Your Order

Total amount **\$51.00**

5  
Payment details

#4

## Literatum's eCommerce workflow

*Benefits to publishers*

- Increased site-generated revenue
- Fewer abandoned shopping carts
- Positive reflection on your brand
- Satisfied users

**Easier to buy = easier to sell**





#4

eCommerce

Questions?



#5

## Discoverability

*Onsite and Offsite*

Readers can't engage with content  
that they don't know exists



#5

## Discoverability

*Literatum onsite search and discovery features*

- Semantic tagging
- Enhanced onsite search and discovery
  - Topic-based navigation
  - Facets and filters
  - Predictive search
  - Interactive search
  - AI-driven discovery
- Key phrase extraction
- Auto-suggestions





# Automatic key phrase extraction

**Use:** Improve content readability and discoverability, and search results quality

**Example:** Extract article's actual keywords vs. rely on what author submits

## ABSTRACT

This panel provides an overview of the adoption of three-dimensional (3D) technologies by librarians and information scientists as tools for community engagement. 3D technologies –scanning, printing, and design– are some of the latest technical innovations making inroads into the library and museum environments. After a brief introduction on the technical aspects of 3D technologies, specialists from academic and public libraries discuss their experience implementing 3D services, with a special focus on newly established partnerships. In addition, they comment on the impact of the technologies on their institutions and communities. Empowering users to scan or create 3D objects often results in a growing collection of 3D digital files. An information scientist discusses how to manage these collections to ensure preservation and fair intellectual property practices. Finally, a museum professional describes creative ways of using 3D objects to enhance the museum experience and to expand the interaction of the public with museum artifacts. Following the presentations, the panelists engage in public discussion of the challenges and opportunities of these transformative technologies.

The screenshot shows a digital interface with a navigation bar at the top containing icons for 'Figures', 'References', 'Related', and 'Information'. Below the navigation bar, the 'Keywords' section is highlighted with a red circle. The keywords listed are: 3D printing, 3D scanning, libraries & communities, museums, and technology. Below the keywords, the 'Publication History' section is visible, showing 'Issue Online: 24 April 2015'.



# Automatic key phrase extraction: Example

## Painless Unsupervised Learning with Features

Taylor Berg-Kirkpatrick Alexandre Bouchard-Côté John DeNero Dan Klein

Computer Science Division  
University of California at Berkeley

{tberg, bouchard, denero, klein}@cs.berkeley.edu

### Abstract

We show how features can easily be added to standard generative models for unsupervised learning, without requiring complex new training methods. In particular, each component multinomial of a generative model can be turned into a miniature logistic regression model if feature locality permits. The intuitive EM algorithm still applies, but with a gradient-based M-step familiar from discriminative training of logistic regression models. We apply this technique to part-of-speech induction, grammar induction, word alignment, and word segmentation, incorporating a few linguistically-motivated features into the standard generative model for each task. These feature-enhanced models each outperform their basic counterparts by a substantial margin, and even compete with and surpass more complex state-of-the-art models.

### 1 Introduction

Unsupervised learning methods have been increasingly successful in recent NLP research. The reasons are varied: increased supplies of unlabeled data, improved understanding of modeling methods, additional choices of optimization algorithms, and, perhaps most importantly for the present work, incorporation of richer domain knowledge into structured models. Unfortunately, that knowledge has generally been encoded in the form of conditional independence structure, which means that injecting it is both tricky (because the connection between independence and knowledge is subtle) and time-consuming (because new structure often necessitates new inference algorithms).

In this paper, we present a range of experiments wherein we improve existing unsupervised models by declaratively adding richer features. In particular, we parameterize the local multinomials of exist-

ing generative models using features, in a way which does not require complex new machinery but which still provides substantial flexibility. In the feature-engineering paradigm, one can worry less about the backbone structure and instead use hand-designed features to declaratively inject domain knowledge into a model. While feature engineering has historically been associated with discriminative, supervised learning settings, we argue that it can and should be applied more broadly to the unsupervised setting.

The idea of using features in unsupervised learning is neither new nor even controversial. Many top unsupervised results use feature-based models (Smith and Eisner, 2005; Haghghi and Klein, 2006). However, such approaches have presented their own barriers, from challenging normalization problems, to neighborhood design, to the need for complex optimization procedures. As a result, most work still focuses on the stable and intuitive approach of using the EM algorithm to optimize data likelihood in locally normalized, generative models.

The primary contribution of this paper is to demonstrate the clear empirical success of a simple and accessible approach to unsupervised learning with features, which can be optimized by using standard NLP building blocks. We consider the same generative, locally-normalized models that dominate past work on a range of tasks. However, we follow Chen (2003), Bisani and Ney (2008), and Bouchard-Côté et al. (2008), and allow each component multinomial of the model to be a miniature multi-class logistic regression model. In this case, the EM algorithm still applies with the E-step unchanged. The M-step involves gradient-based training familiar from standard supervised logistic regression (i.e., maximum entropy models). By integrating these two familiar learning techniques, we add features to unsupervised models without any

Rank	Key Phrase
1	Word segmentation
2	Unsupervised learning
3	EM algorithm
4	NLP
5	Features
6	Standard generative models

# A Intelligent Google-like auto-suggest

Search Term = "waste"

wsat ×

- Ali Zaidi, Syed Mansoob
- Syed Mansoob, Ali Zaidi
- Seyed Mirzaei, Seyed Hessam

Before

wsat ×

Quick Links

- Green Waste Recycling - What Next**
- Germany at the forefront of energy from waste
- What is waste?

Quick Links

el Sayad, Zeyad T.	Author
Syed Mansoob, Ali Zaidi	Author
Ali Zaidi, Syed Mansoob	Author
<b>Industrial wastes</b>	Topic
<b>Nuclear waste</b>	Topic
<b>Water and wastewater project development</b>	Book

After



#5

# Discoverability

*Onsite*

## Literatum auto-tagger

- Eliminates costs of maintaining a thesaurus
- Reduced time lag for indexing
- Fast, efficient tagging projects
- Recent achievements in BioASQ Challenge awards



# Literatum's auto-tagger

# Stage 2: A ratioing classification classifier

Tagged doc 1



- Tag1: Computer
- Tag2: Education
- Tag3: IT technology

Tagged doc 2

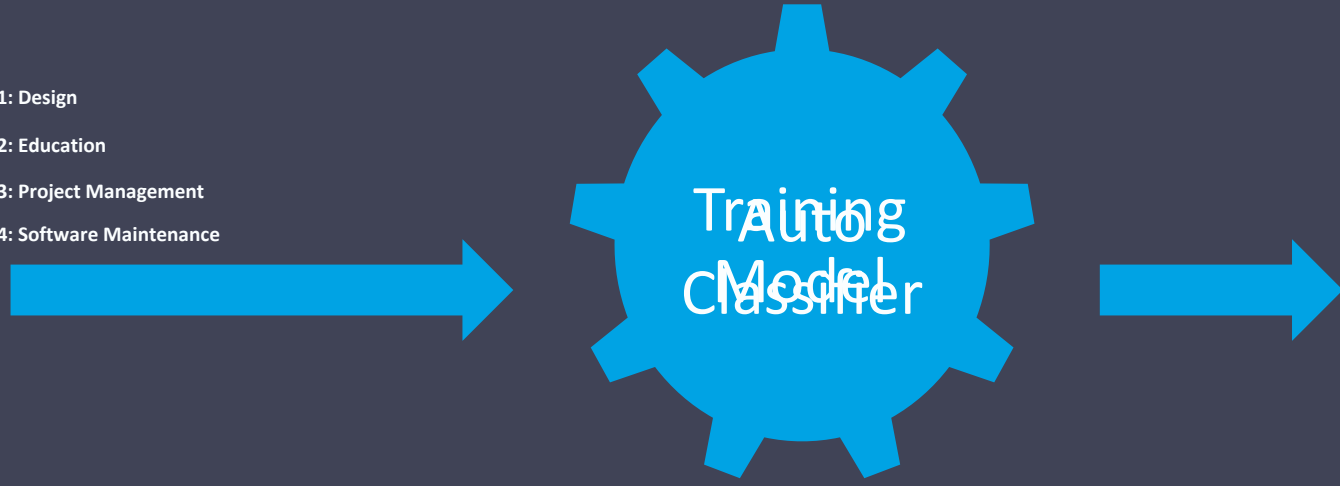


- Tag1: Design
- Tag2: Education
- Tag3: Project Management
- Tag4: Software Maintenance

Tagged doc N



- Tag1: Computer
- Tag2: Education
- Tag3: IT technology
- Tag4: Software engineering
- Tag5: Software Quality



TAG	Confidence Score
Education	0.75
Software Design	0.68
Computer	0.60
IT Technology	0.58

# A Literatum auto-tagger: Client example

- 111 tags in Taxonomy
- ~37.5K tagged documents for training purposes
- ~11 minutes to train the model
- ~10 minutes to tag 45K new publications
- ~85% accuracy

## Client testimonial

*“Literatum’s auto-tagger works well for tagging microsite content. We just load the content—the system tags it, and then it shows up on the microsites automatically.”*

#5

## Discoverability

*Offsite search and discovery*

- Ongoing relationship with Google
- Subscriber links
- Support for all content types on a single platform keeps Google (and readers) engaged
  - Books, journals, blogs, news, videos, interactive graphics
- Platform designed for best-in-class SEO
  - URL structures
  - Crawler access
  - “Above the fold” compliance

#5

Discoverability

Questions?



#6

## Automation

*Quickly and easily create new products with Literatum...*

- Microsites
- Content bundles / collections
- Real-time topic-based alerts

*...with or without Atypon support*



#6

## Automation

*Quickly and easily create new products with Literatum*

Segment content in multiple ways:

- By topic, subtopic or discipline
- By *channel*:
  - User type: Practitioner, researcher, patient, etc.
  - User seniority: Student, early career, senior faculty, etc.



#6

Automation

Questions?

#7

# Optimization

Continuous optimization of:

- Marketing offers
- Content recommendations
- Targeted advertising
- Site messaging
- UI/UX
- Predictive search
- Sales and subscription models

...via real-time analytics





# Site analytics

*via Atypon Insights*

## Production reporting

- Visualized data exploration
- Drag-and-drop, custom report creation
- Report sharing and scheduling
- Aggregated and granular data
- Massive cloud storage for historical data  
(*rolling 2 years*)

## Benefit:

Increased business agility  
via easy-to-build reports

LITERATUM

Atypon Insights





## Site analytics *via Atypon Insights*

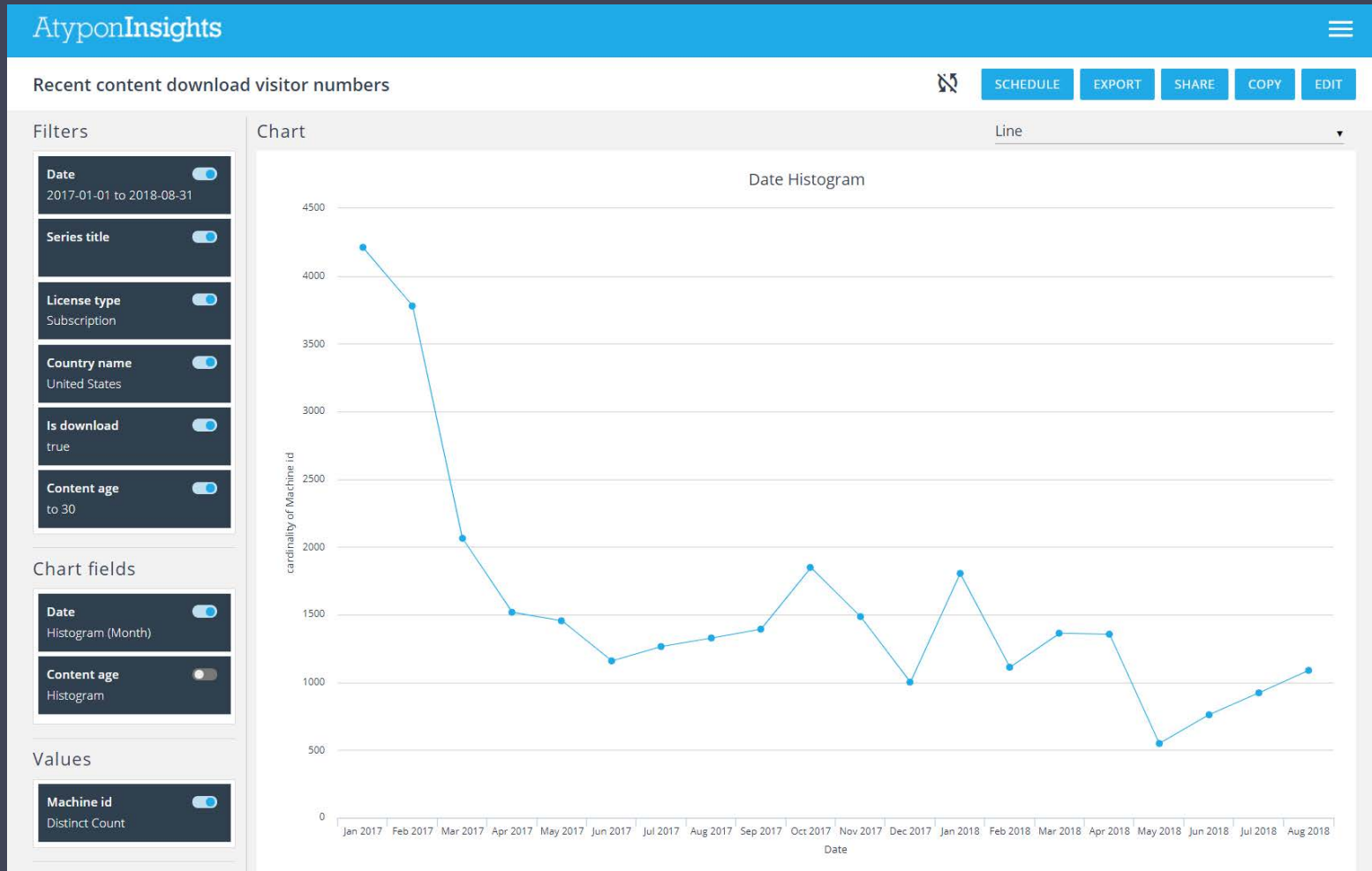
- COUNTER4 and COUNTER5 reporting
- Data discovery: ad hoc reporting with pivot table style “Slice and dice” UX

### **Benefit:**

Massive time-to-discovery efficiency gains (40-to-1 time savings)

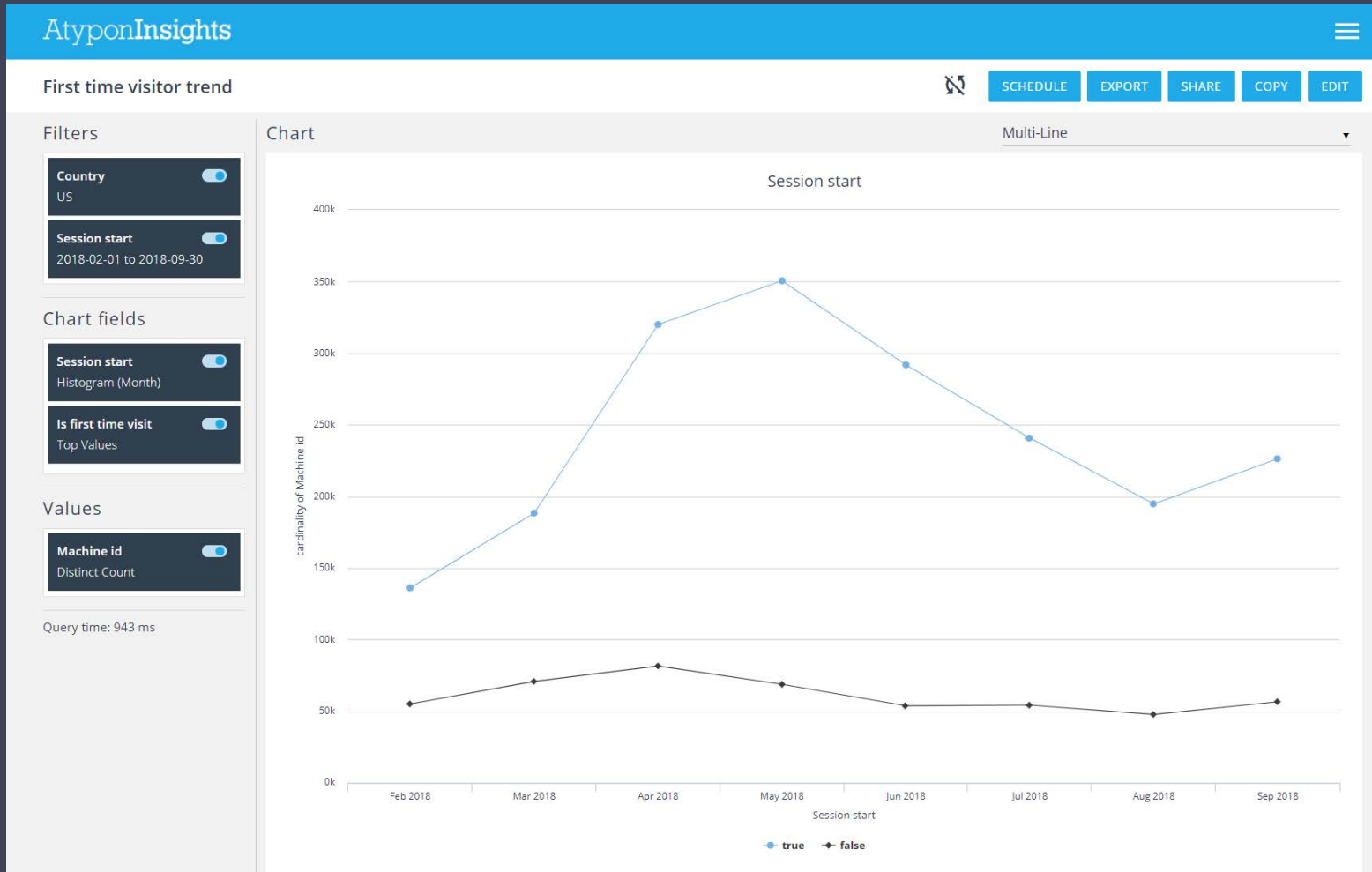
LITERATUM

Atypon Insights



## “Visitor”

The number of distinct subscriber visitors downloading recently published content has steeply declined

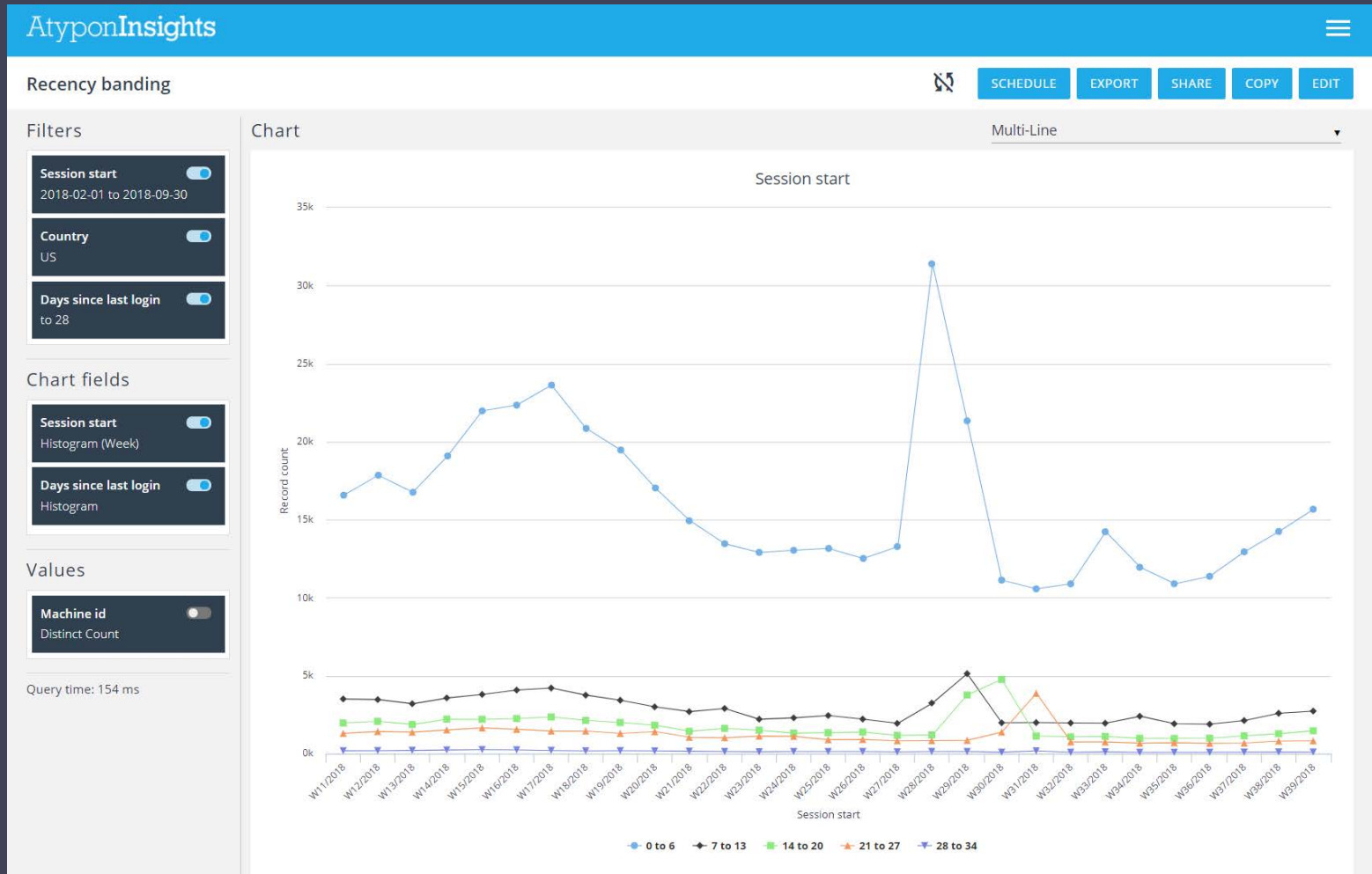


## “First-time visitor”

First time visitor numbers remain buoyant, but...

## “Days since last login”

A large proportion of visitors do visit at least once a week, but they are doing less with each visit





## Site analytics

*via Atypon Insights*

- Free
- 15 datasets
- 70+ standard, customizable reports

Ads

Alert email bounces

Alert email sends

Subscription alerts

Content access

Search

Content process

Authentications

Sessions

eCommerce

Abandoned cart

Preprint server workflow

Slot license activity

Shares

LITERATUM

Atypon Insights





# How to access Atypon Insights

- Your Insights URL: <https://<client>.atypoinights.com/login>

A screenshot of a user profile dropdown menu. At the top, it says "Ian Hayes" with a close button (X). Below that, it says "Most recent data: 28 Nov 2018". The menu contains several options: "Reports", "New Report", "COUNTER4", "Schedules", "Datasets", "Help", and "Logout". The "Help" option is highlighted with a red rectangular box. A red arrow points from the "Help" box to the right, towards the main application interface.

A screenshot of the Atypon Insights web application interface. The header is dark blue with "ATYPON" on the left and "INSIGHTS" on the right. Below the header is a search bar. The main content area is titled "Using Atypon Insights" and contains several sections: "Revision History", "About Atypon Insights", "Getting Started with Insights", "Standard versus Premium Plans", "Access Atypon Insights", "Viewing and Modifying Standard Reports", "Report Authoring", and "Schedule a Report". On the right side, there is a sidebar menu with a dropdown arrow and the title "Using Atypon Insights". The sidebar menu contains the following items: "Revision History", "About Atypon Insights", "> Getting Started with Insights", "> Standard versus Premium Plans", "> Access Atypon Insights", "> Viewing and Modifying Standard Reports", "> Report Authoring", "Schedule a Report", "Manage Previously Scheduled Reports", "> Report Controls Reference", "> COUNTER Reports", "View the Time Zone Used for Data", "> Insights Datasets", and "> Standard Report Reference".

#7

Optimization

Questions?



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technologies

- 1 Promotion
- 2 Personalization
- 3 Consumerization
- 4 Frictionless eCommerce
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