

Subtext³

Understand the people behind the text



IDENTITEXT

ONLINE DEMOGRAPHIC PROFILING ENGINE

Media listening platforms enable you to gain an up-to-the-minute view of how many people online are talking about your brand. Sentiment analysis can tell you how much of this talk is positive or negative. But do you know:

- Which key demographic groups talk most about your brand or your competitor's?
- Whether some kinds of people respond more strongly to your ads than others?
- Which age groups like one or another of your products the best?
- Whether a currently underserved group of consumers presents a business opportunity?

In traditional surveys or focus groups, you know who your respondents are, but on the Internet you don't. The *Identitext* demographic profiling engine helps you answer these questions, by automatically providing demographic information from digital text so you know not just **what** is written online, but **who** wrote it.

PRODUCT OVERVIEW:

Identitext provides age and gender information about the authors of digital texts such as product reviews and blog posts. This additional metadata enables companies providing social media monitoring or voice of the customer analyses to know the demographic makeup of their online information and to segment their results accordingly. A web service API provides simple and efficient access, so you can easily obtain demographic analysis of your texts.

KEY BENEFITS:

- Know the age and gender composition of online text streams
- Segment analytics by demographic categories
- Discover key demographics in online activity
- Automatically annotate stored documents with demographic metadata

FEATURES:

- Accurate age and gender predictions based on textual and external cues
- Calibrated confidence measures for predictions
- Simple-to-use online API
- Millisecond document processing
- Sensitive to genre and topic

Subtext3, an early-stage startup based in Chicago and Israel, provides automated authorship analysis solutions based on its proprietary Demographic Profiling technology which automatically extracts information about the authors of online texts, such as their ages, genders, and educational backgrounds. Our founding team combines broad expertise in scalable technology development with decades of research experience at the cutting edge of computational linguistics and authorship analysis.

For more information about Subtext3 and how we can enhance your text analytics, please contact us:

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USE CASE

Sweet Tea Vodkas have recently made quite a splash. It's an interesting drink, being both extremely sweet and high octane.

There is plenty of demographic information available about tea drinkers and there is also much data available regarding the demographics of Vodka drinkers. However, whereas the predominant demographic for Vodka are both men and women between the ages of 21 and 34, the predominant tea drinkers are women between 30 and 50.



Who then is the proper market to aim Sweet Tea Vodka at? One could play it safe and target just women between 30 and 34 but that might be a little more limiting than the manufacturers want to hear.

The technology for following blogs, tweets and other social media to determine attitudes towards Sweet Tea Vodka exists and is used for marketing surveys by major marketing companies. While this sentiment analysis is helpful for determining the overall acceptance of a new concept drink, it does little to narrow down the demographic niche that the manufacturers should be targeting.

Enter *Identitext*, Subtext3's demographic profiling engine, that can match a demographic description to free text writing online, based on its subject matter and use of language. Based on linguistic and

mathematical models developed over years of research, the system can read a text and tell you the age and gender of the writer along with the statistical degree of certainty.

Used in conjunction with existing text mining and sentiment analysis tools, *Identitext* enables the marketing executive to point his clients towards the demographic niche they should be focusing on, the advertising media they should be using, and the growth they should be expecting.

Then he can sit back and enjoy a long cool drink.