

# USER-PROFILING TECHNOLOGY BASE ON VOICE KEYWORDS FROM A SPEECH CONVERSATION, WITHOUT GOING THROUGH SPEECH-TO-TEXT



## CONTEXT

Many of the advertisements and contents that the user receives through the web and mobile devices are irrelevant to them. In addition, the click-through ratio on the ads is decreasing, and sometimes it is difficult to identify relevant advertisements because of the high number of advertisements received.

This technology allows to recognize user profiles according to their voice conversation and therefore customize the information to be provided.

## APPLICATIONS

Mainly, the scope of this technology is the telecommunications sector, where it can be useful for at least the following applications:

**PROVIDE ADVERTISEMENT DATA AND/OR ONLINE CONTENT TO A USER AND A COMPUTER PROGRAM**

**ADS PLUGIN MANUFACTURERS**

**AS A SERVICE FOR BANKS, INSURANCE COMPANIES...**

**MOBILE APPLICATIONS AND WEB**

## TECHNOLOGY SUMMARY

This technology is a user-profiling method from a voice conversation based in typical keywords (simple matching, weight and keyword tuples), phraseology (words associated to culture, family status, socioeconomic level...), accent and pitch to determine gender and culture.

## BENEFITS

**OPEN TO APPLICATIONS**, not only advertising.

**BASED ON VOICE** (not in speech-to-text conversions).

**MORE ACCURACY IN PROFILING**: This technology protects metal surfaces from some.

**FASTER**: Since the user-profiling directly from voice, it is not necessary to go from speech-to-text first

**IMPROVED PROFITABILITY**: It offers alternative monetization options for web and mobile applications.

**IMPROVED PCP (PAY-PER-CLICK) MARKETING**: It increases the CTR (Click-Through-Rate) of ads that means a higher quality score, which reduces the CPC (Cost-Per-Click) and improves ad rank.

**LOWER COSTS**: as said, the process is faster and requires less steps and the CPC can be reduced.

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## IP STATUS

Patent application for Europe, International (Patent Cooperation Treaty) and US.

Priority date: Oct 2012.

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## TECHNOLOGY READINESS LEVEL & TIME TO MARKET

TRL: 5. The technology has been validated in relevant environment (industrially relevant environment in the case of key enabling technologies).

TTM: This technology will be ready to be applied in any of the applications mentioned in 2 years.

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## ORGANIZATION PROFILE

This technology has been developed by a Spanish big private company in the field of telecommunications, with about 8.000M€ annual turnover.

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## BUSINESS OPPORTUNITY

Technology transfer by licensing.



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## KEYWORDS

USER PROFILING

ONLINE PROFILING

KEYWORD LIMITED DICTIONARY

ACCENT AND PITCH

APPLYING PHRASEOLOGY

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