



Yoogli Content Syndication Engine White Paper

The Alternative to Keyword Search

Yoogli's Content Syndication Search Engine can be deployed in specialized Vertical Markets such as Medical, Electronics, Publishing and Automotive, for example. In addition to these Vertical Applications the general consumer can use Yoogli's Consumer Portal as an alternative to keyword search.

Company Products

- Yoogli offers third-generation meaning-based search technology ([U.S. patent #7,013,300](#)) driven by both an understanding of the search terms used and an evolving recognition of the user's intent.
- The Company has developed a Social Networking Application in its Yoogli Music search and play list generation site that is used with iPods and MP3 players.
- Another Social Networking Application, the Yoogli Collection Manager, leverages the power of the crowd in social networking and was developed using the Company's core technology.
- Yoogli Research meaning-based search semantically analyzes Blogs and Message boards to achieve real time analysis of Consumer Generated Media content.

User and Advertiser Benefits

- Users find unparalleled, ever-increasing relevance and priority in their search results.
- User searches are topically linked with community results, without reliance on keywords.
- Advertisers are matched to specific users in related meaning-based search spaces, driving conversion.
- Advertisers are offered a new level of protection from click fraud—a mounting issue for search engines.

Technology Overview

Current search engines such as Google, Yahoo and MSN use conventional keyword searches and return any instance of the word being sought, regardless of the way the word is used (the "meaning" of the word) in the Web site. Users are left to the time-consuming and often frustrating task of sifting through too many irrelevant matches from too few sources.

With the next advancement from current keyword search, Yoogli's Meaning-based Search converts terms and words into a meaning-based model representing not just the words, but their actual meaning. For example, the word "bass" can mean a fish, an instrument, a beverage or a shoe—it depends on the

user's intention. The Yoogli meaning-based model of the search term is then compared against the meaning-based models of the resources available in the global search space. Yoogli's patented Meaning-based Search provides an added dimension of discrimination that reduces the search space by a factor of up to 10,000 yielding far more relevant search results, more efficiently. And user search results are ever-improving through Yoogli's Meaning-based Personalization Technology which tracks the user's interests, behavior, linguistic style and past queries.

The Yoogli Collection Manager, a Social Networking application, enables users to create, save, edit and share groups of relevant websites around a topic or related topics. Users can view collections that have a related meaning-based relationship to their search terms. For example, if an elderly parent is diagnosed with diabetes, her daughter can search for diabetes-related collections which will decrease the time to find pertinent information. If a collector gathers a substantial group of data in related meaning-based spaces, the system may deem him a subject expert. Experts in aligned areas may affiliate, allowing for the automated formation of social networks, a significant advancement beyond current manual networking sites.

Yoogli's Content Syndication Engine

Value proposition to users: From the first search, the Yoogli user acquires information that is more pertinent, much faster and easier than any existing search engine. The new technology *understands* the user's intended meaning of the words and matches highly relevant and detailed responses to the user's profile of interest, search habits and other user characteristics. No other engine delivers such meaning-based organic results. Over time, with the user's permission, the Yoogli search engine makes targeted recommendations for products, services and information based on the user's preferences and search.

Value proposition for advertisers: Yoogli offers advertisers better ad targeting through tighter contextual and meaning-based matching, driving improved branding, increased conversion and higher campaign ROI. Incumbent search engine results have an abysmal 0%-3% conversion rate. Advertisers are rightfully dissatisfied with these results. Now they have a high performance option with Yoogli. Another source of advertiser dissatisfaction with incumbent search engines is click fraud. Yoogli provides a much higher level of fraud protection than what is currently available. Yoogli's Certified Click Program™ employs user "aspects" to match users with advertisers in areas of previously determined interest. If a search user and advertiser occupy a sufficiently close meaning-based space, a match is made. If this user clicks on an advertiser's link, it represents a Certified Click. Currently, incumbent search engines sell only uncertified clicks.