

End of Article Recommendations Are Dead, Long Live In-Video Suggestions

Pulpix launches the first content recommendation engine within video for online publishers.

PARIS, FRANCE, June 30, 2015 /EINPresswire.com/ -- [Pulpix](#), a startup specialized in engagement via online [video](#), is launching the first in-video [content](#) recommendation platform for online publishers. This technology allows publishers to increase retention and page views by proposing contextual suggested content.

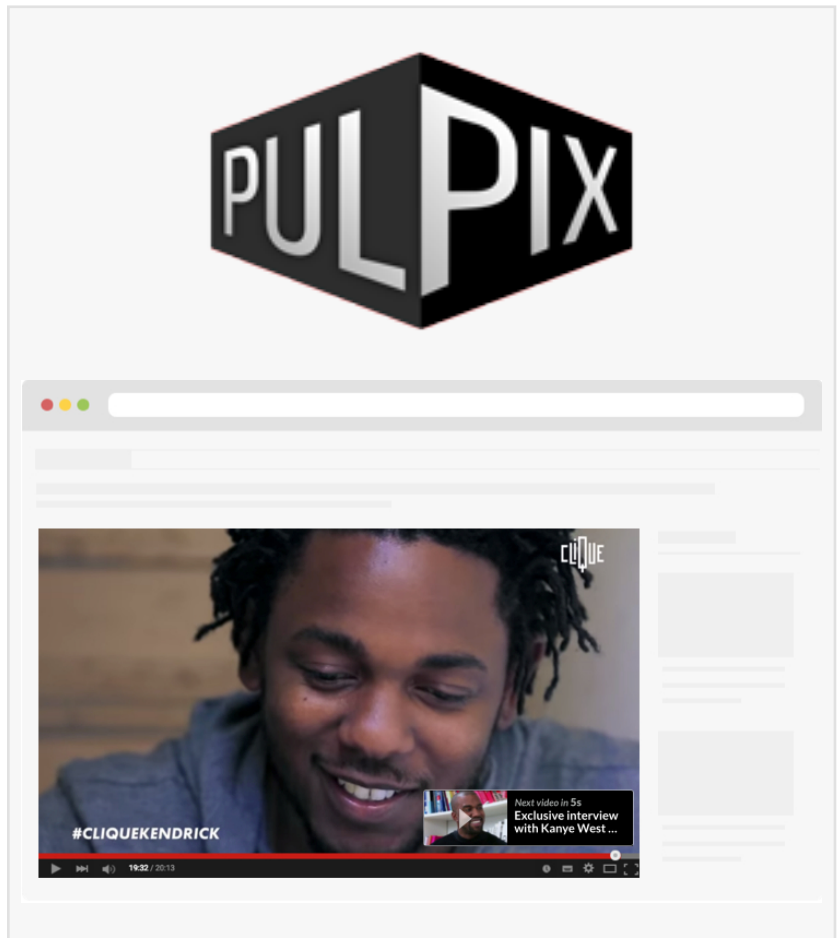
As video formats gradually replace articles for both information and entertainment, online media companies must offer visitors a new way of navigating their content catalogue. Notably, Pulpix breaks away from the classic content recommendation platforms, such as Outbrain and Taboola, as it focuses exclusively on video.

“In one month 191 million Americans watched videos online, meaning links to recommended content at the end of articles is old news. Links should now be inserted directly into videos as it’s the most engaging format”, stated Sabry Otmani, CEO.

The click-through rate for Pulpix’s recommended content is between 15 and 20 percent. Pulpix owes their success to their proprietary technology, which analyzes the content of a video through voice recognition and semantics to suggest the most relevant recommended articles and videos.

The startup boasts media groups such as Canal+ (HBO equivalent) and Vice Media among their first partners. “Our goal is to become the leading in-video content recommendation platform on all devices, and to establish long term partnerships with publishers”, revealed Denis Vilar, CTO.

Pulpix’s strong point is that publishers can integrate the algorithm quickly and easily. All it takes is to simply copy and paste a line of code onto the media website to generate automatic recommendations. Nevertheless, publishers can moderate suggested content before publication and measure performance with the analytics dashboard in their Pulpix account.



Pulpix is already compatible with YouTube, Dailymotion, Brightcove, Ooyala and JWPlayer. The solution is currently free of charge, but they are planning to launch a paid version by the end of the year.

KEY FIGURES:

- 10 billion video views per day globally (Comscore 2015)
- Increase of over 40% in video views year-over-year (FreeWheel Q1 2015)
- 191 million Americans watched video online in April 2015 (ComScore, 2015)
- Online publishers declare 15-20% increase in page views with Pulpix (Q1 2015)

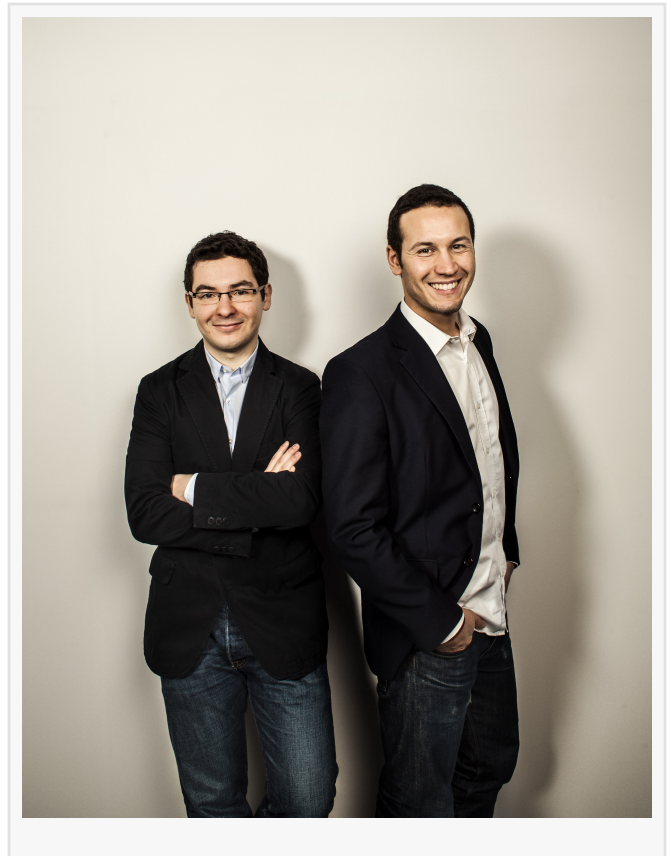
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