hyScore

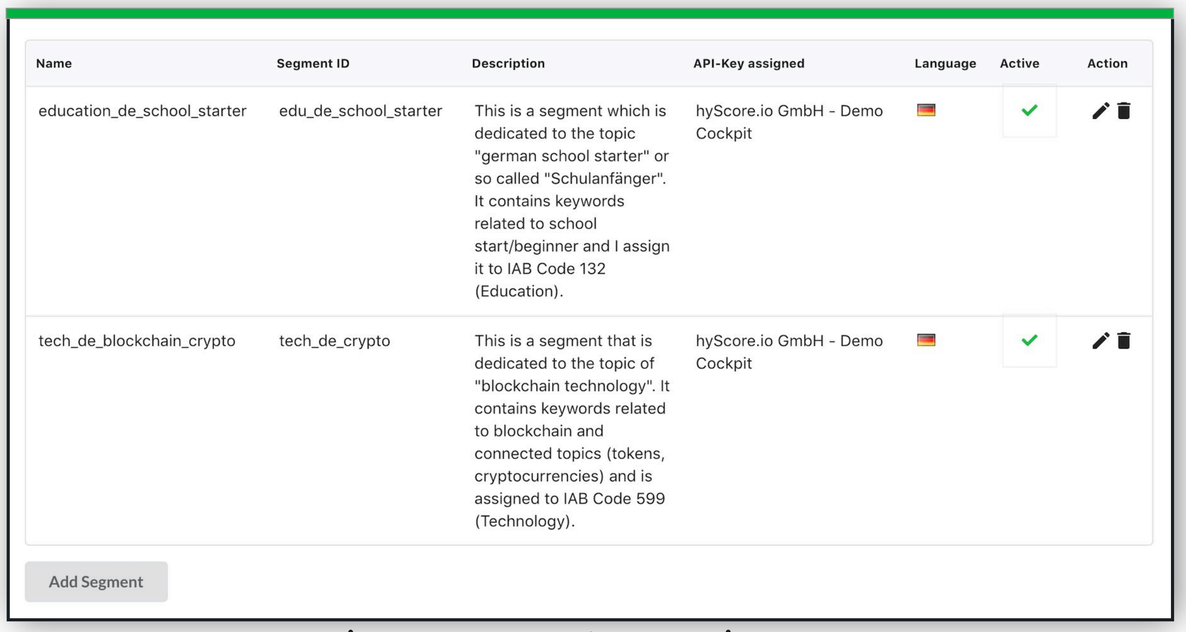
WE UNDERSTAND CONTENT

hyScore|segment

hyScore|segments is an add-on function of **hyScore|analyze** that allows you to create and manage individual keyword segments in over 20 languages. The segments you set up are taken into account in the content analysis and, if applicable (match), are listed separately in the analysis results.

Use hyScore|segment for …

- campaign specific white- or blacklists in online marketing (brand safety, campaigns),
- the data enrichment of user profiles with individually created content segments (personalization),
- context-related questionnaires and event notes (e.g. Christmas campaign, start of school, etc.),
- competitor and market observation (monitoring),
- special segments with local, editorial reference (publishing),
- … and much more.



view: segment overview

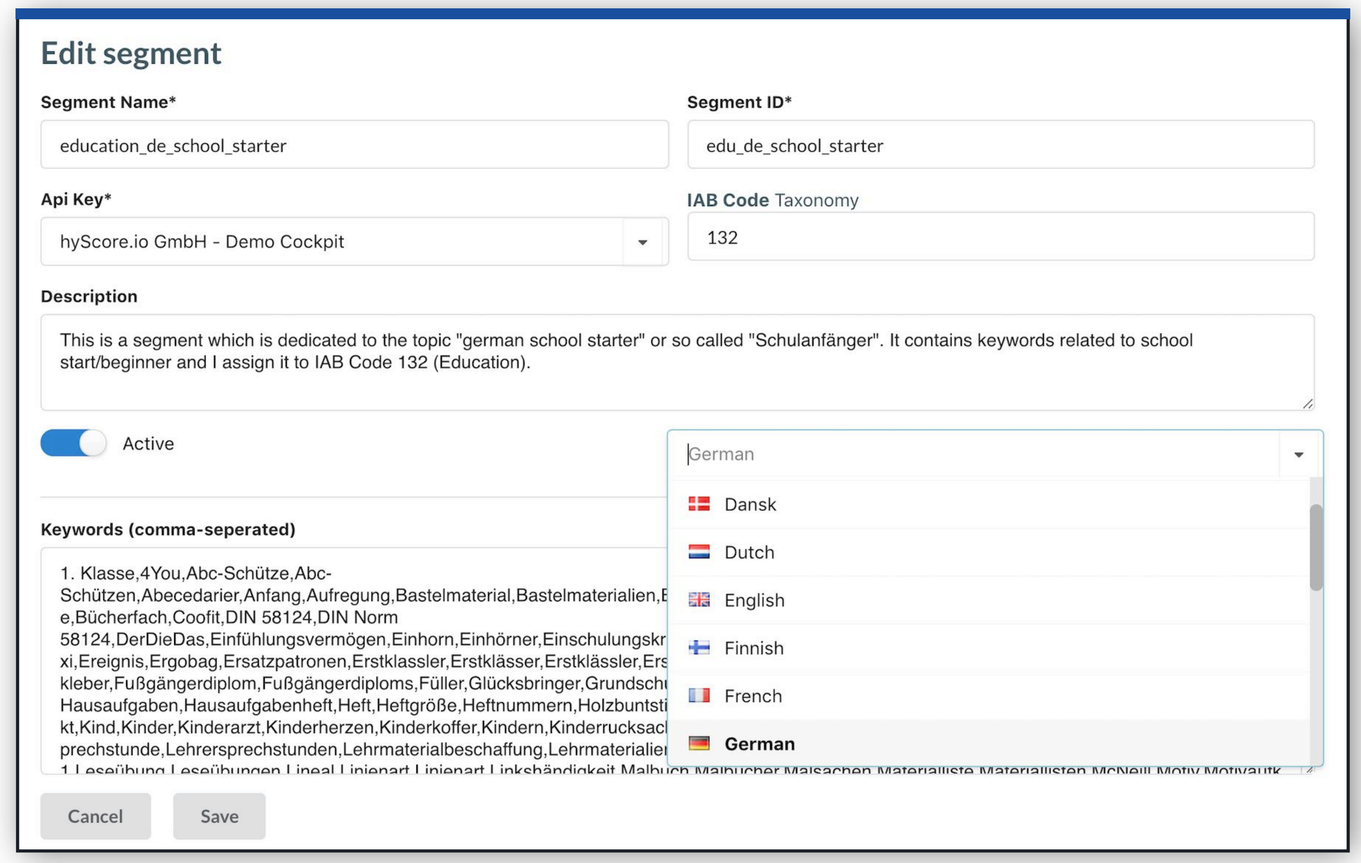
+ individual configurable segmentation in addition to the already existing categorization

+ high flexibility through keyword and phrase matching (full text analysis)

+ creation of language specific segments possible

+ free configurable IDs and IAB code per segment

+ matching segments are output in the JSON analysis result



view: edit mode


```
"language": "de",
"textLength": 4979,
"segments": [
    {
        "match_count": 67,
        "segmentid": "edu_de_school_starter",
        "match_unique": 28,
        "iab-v2": 132,
        "matched": true,
        "keywords_in_segment": 245
    },
```


extract from analysis result (example)

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