# How an Intent topic is created



# 1. An Intent topic idea is submitted

A suggestion for an Intent topic is submitted through the topic submission form.



# 2. Gathering content for context

Every topic submission is considered. To validate the topic, 80 -100 URLs that contain related content is manually gathered from across the Internet.



**3.** Approved and ready to move If approved, the topic is assigned a Theme and Category..



#### Not every topic makes it...

The topic may be rejected because:

- It's duplicative of another topic
- It's too broad or cannot be defined
- · There is not enough content about it



#### 4. Training data to fuel the AI brain

The topic and URLs are fed to Bombora's proprietary Topic Classification Engine as training data. This helps the engine establish a deep understanding of the topic and the content related to it.



# 5. Framing an Intent topic and its context

After the engine has been trained, tests are run to validate that it can accurately classify content against the topic.



### 6. Building a baseline of behavior

Then a normalized baseline of content consumption activity for the topics is established over a 12-week period. This helps to understand the 'normal' content consumption behavior associated with the topic.



# 7. Understanding spikes in topic interest

Further monitoring of content consumption activity is done over another three weeks. This is done to understand deviations in content consumption compared to the baseline. This forms the basis of <a href="Company Surge@Analytics">Company Surge@Analytics</a> for the topic.



#### 8. A new Intent topic is admitted

Once this analysis is complete the topic is added to **Bombora's taxonomy**.