



**HeyStaks Technologies Ltd.**

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## **Press Release – Immediate Release**

# **HeyStaks Creates New Revenues for Mobile Operators by Understanding the Needs and Wants of Subscribers**

**Barcelona, Spain, 24<sup>th</sup> February, 2014**, HeyStaks Technologies ([www.heystaks.com](http://www.heystaks.com)), the innovative collaborative search analytics startup, today launched its Intentional Advertising product that creates new revenue streams for mobile operators by identifying monetizable user intent.

When people search using their mobile phones, they are expressing a current need or intent. Contextual factors like location, time of day and individual preference influence these intents. HeyStaks proprietary community interest profiling and reputation algorithms create a rich, complete view of individual preferences, validated by expert searchers. The intent-rich behavioral profiles created by HeyStaks are a powerful asset for mobile operators struggling to monetize their investments in data networks.

“Our aim is to make it possible for mobile operators to generate new revenues from the vast amounts of Web activity that they process on their networks every day and to recover the value that they are currently losing to over-the-top providers”, says Dr Maurice Coyle, co-founder and CEO, HeyStaks.

HeyStaks Intentional Advertising helps mobile operators to uncover entirely new revenue streams, and enables superior audience segmentation for advertising purposes. Key benefits for mobile operators include:

- New sustainable revenue streams derived from subscriber data usage
- Intent-rich search activity used to build accurate interest profiles
- Real-time update of intent models based on current activity
- Context-sensitive recommendation of ads and offers for a more relevant experience
- Reputation-driven model ensures accuracy and quality
- Privacy-enhanced via pseudo-anonymous profiling

HeyStaks also delivers superior advertising capabilities, namely:

- Unique audience insights surrounding expertise, community and subscriber interests
- Advanced audience segmentation by intent to suit flexible targeting requirements
- Campaigns targeted at the users most likely to convert into paying customers
- Improved ROI for campaigns due to better targeting and improved user experience
- Higher CPC/CPM due to richer segmentation features

HeyStaks' patented Collaborative Search Analytics technology is based on more than 30-person years of research and its algorithms mean that peoples' daily search activities can be used to deliver a wide variety of value-added services.

"HeyStaks knows who people are, what they like and what they're doing right now, so advertisers can target ads that are relevant to a person's contextual intent, at the exact moment they are most likely to convert to a paying customer." says Coyle, adding that "Mobile operators are uniquely positioned to leverage their direct relationship with subscribers and their ability to develop insights about user preferences to exploit these lucrative new revenue opportunities".

HeyStaks has partnerships with the largest data management platforms, demand-side platforms and ad exchanges, so whether or not operators have in-house advertising business units or platforms, there are numerous ways to monetize the intent-rich interest profiles it creates.

Derek Crawley, Partner in Investec Ventures said, "Tapping into search activity to drive better advertising in non-search contexts is a powerful and exciting prospect, which HeyStaks is uniquely positioned to deliver upon".

Alex Hobbs of DBIC said, "With voice and messaging revenues declining rapidly, mobile operators need to find new ways to make money, and this offering from HeyStaks makes this happen, while providing benefits for advertisers, publishers and end users".

## **ENDS**

24 February 2014. **For further information** email [press@heystaks.com](mailto:press@heystaks.com) or call +353 1 716 3565.

### **Editor's Notes**

Founded in 2008 by Dr Maurice Coyle, Dr Peter Briggs and Professor Barry Smyth, **HeyStaks** is a unique technology that analyzes search activity to identify user interests, and identify groups or "communities" of users that share interests. By measuring users' reputation on any topic it is also possible to identify experts within these communities. This model of community and individual interests is rich in intent and can be used to deliver superior experiences in audience segmentation, targeted advertising and precision marketing. HeyStaks Intentional Advertising uncovers new sources of revenue for mobile operators and helps advertisers to create more focused audience segments so they can be sure their ads will be seen by people like to convert to paying customers.

HeyStaks has raised €1.8M since 2010 from the Ulster Bank Diageo Venture Fund managed by Investec Ventures, the AIB Seed Capital Fund, managed by the Dublin Business Innovation Centre (DBIC) and Enterprise Ireland.

HeyStaks is a spin-out company from the Science Foundation Ireland-funded CLARITY Centre for Sensor Web Technologies (now part of the INSIGHT Centre for Data Analytics) at University College Dublin (UCD). HeyStaks is headquartered at NovaUCD, the Centre for New Ventures and Entrepreneurs and maintains a subsidiary company in the US to facilitate international business development.

[www.heystaks.com](http://www.heystaks.com)

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**AIB Seed Capital Fund**, managed by the **Dublin Business Innovation Centre** (DBIC), is a public-private business support organisation that works with state agencies such as Enterprise Ireland to support entrepreneurs as they build the next generation of successful Irish businesses. The AIB Seed Capital Fund was established in 2007 to provide venture

capital for companies at the seed and early stages of development across a range of sectors throughout the Republic of Ireland. The fund invested €6 million in new and follow-on investments in 28 companies in 2012. [www.aibseedcapitalfund.ie](http://www.aibseedcapitalfund.ie) and [www.dublinbic.ie](http://www.dublinbic.ie)