Wripl drives customer engagement by creating a personalised digital user experience available anywhere.

**Market Opportunity**

The explosion of content has meant that Internet users are now constantly bombarded with content, especially, content that is not relevant. Companies need an automated personalisation solution that can identify user preferences and display content based on those preferences, saving time for both content creators and consumers.

**Technology Highlights**

The Wripl platform provides high-end personalisation solutions to content providers. It connects the user’s experience across websites and devices, which then refines the individual’s profile and delivers personalised web content recommendations.

The platform uses topic-extraction technology to index content on a Wripl-enabled website. Wripl then matches this index with the user’s online behaviour based on five key metrics. As the user browses the website, their interests are added to their profile, becoming an individual ‘personalisation wallet’. This personalisation wallet ensures that web users can discover content that is highly relevant to them across multiple devices.

At the core of Wripl is a RESTful Web Service. This highly versatile service builds on top of existing and established technologies to provide a flexible backbone for serving adaptive decisions. To complement the service, additional plugins have been developed for the popular WordPress content management system. The extensible architecture allows Wripl to provide plugins, which are easily deployable by the website’s manager.

**Applications**

Wripl is a business-to-business service that interfaces with websites to instantly make them relevant for the online users. It enables businesses to effectively address customer needs in a simple and cost effective way.

- **Customer Insights**: Provides businesses with detailed insights into their customers, allowing them to target and deliver the right content and relevant advertisements across websites and devices.

- **Intelligent Content Networks**: Wripl’s cross-site personalisation technology allows businesses to build Intelligent Content Networks around their main offering.

**IP Status**

A patent has been filed on this technology (OC02-318-01). WRIPL is available to license from the CNGL Centre for Global Intelligent Content. Contact our commercial team for more information.