Real-time Web and Text Categorization Service

Website categorization based on IAB taxonomy and E-commerce taxonomy

WebsiteCategorizationAPI.com is provider of text and website content classification service, based on proprietary machine learning engine.

Our main service supports website classification based on IAB taxonomy with 400+ categories (Tier 1 and Tier 2).

Our second classification service supports classification based on Google Products Taxonomy, with 1100+ categories (three Tiers), it is appropriate if your website content or texts are from E-commerce domain.

Use cases

Our website categorization services are used for many purposes:

- **AdTech**. Example for Contextual Targeting : SSP companies can immediately identify the advertiser's category to check its eligibility for real-time bidding.

- **Web Content Filtering, Parental Control**. Example: implementation of internal policies that govern which content is acceptable to be viewed in workplace with filtering out of non-work related websites like social media platforms or sports websites.

- **Ecommerce**. Example: implementation of efficient product categorization on online stores will lead to easier search, better filtering, higher conversion rates, more indexed pages and better rankings on search engines.

- **Brand Safety**. Example: restricting ads from appearing on websites that belong to sensitive categories.

- **Customer Analytics**. Example: analyzing your customers by categorization based on their websites.

Our services

- Full-path URL categorization services, based on proprietary AI-based models
- IAB Taxonomy (400+ categories, Tier 1 and Tier 2)
- E-commerce taxonomy (1100+ categories, three Tiers)
- API and dashboard access
- Support for 30+ languages

Use cases

- **AdTech**
- **Web Content Filtering, Parental Control**
- **Contextual Targeting**
- **E-commerce**
- **Brand Safety**
- **Customer Analytics**

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Custom classifier based on clients own taxonomies

In addition to our two main classifiers, we also offer the service of development of highly accurate machine learning models for website classification that is based on clients own, custom taxonomy.

We have developed a highly accurate method for obtaining large and relevant training data sets for custom taxonomies that enable us to offer this customization of website classifiers.

As alternative, we also offer adaptation to clients taxonomy through mapping between IAB/E-commerce taxonomy to client taxonomy.

API access and support for all major languages

Our service can be accessed via API or by using dashboard. It accepts full-path URLs and returns real-time categorization results.

We support classification of website content and texts for 30+ major languages.

Our classifiers are interpretable and support XAI (Explainable Artificial Intelligence)

For all classifiers, we provide machine interpretability and explainability (XAI) of results.

The services provide an explanation of each classification by denoting the words in website/text that most contributed in resulting classification.

Custom classification

- Development of text classification service based on clients own taxonomy

- Adaptation to clients taxonomy through mapping between IAB/E-commerce taxonomy to client taxonomy

High accuracy, Explainability

- High accuracy of classification

- Interpretability/Explainability of machine learning results (XAI)

About us

- Websitecategorizationapi.com service is owned and managed by Alpha Quantum, leading developer of AI solutions and Saas platforms.

- Learn more about our website categorization service at www.websitecategorizationapi.com or contact us at:

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