

NYSTIA DIGITAL COOP PROGRAM 2019

TRAJECTORY SPORTS & MEDIA GROUP, LLC

RECOMMENDATION SERVICES

CURIOTISY is a *Basic Human Instinct* and synonymous with interest and the spirit of discovery. It drives tourism because people want to know more and see more. Destinations respond to curiosity by creating websites that are full of content. Descriptions, stories and blogs are generated by users as well as the enterprise. Sites can now have thousands of pages. Content volume will only increase – it's a fact.

Trajectory offers RECOMMENDATION services. It focuses on making the connection between your ever-growing content volume and individual website visitors 1-on-1 in real time. Recommendation co-exists with your site's current menus and Keyword Search, and offers new revenue generating opportunities.

Concept. Free website visitors from the burden of typing keywords into a search box. Offer real-time recommendations that match visitor interests and motivations 1-on-1 in real time. Apply AI with Natural Language Understanding to boost page views and time-on-site.

Appeal. Help the 75% of website visitors who do not use Keyword search. Visitors stay longer and spend more when they find topics of interest and are engaged. There is no limit the number of pages a website has. Put your full inventory to use by making it easy to find and enjoy.

Justification. Recommendations work. Take full advantage of your ever-growing content volume by helping visitors find what interests them most, without asking them type and scroll. Recommend the products and services that will be of greatest interest to individual visitors 1-on-1. More pages will be read and time-on-site will increase. Sponsors spend more when they are offered something new.

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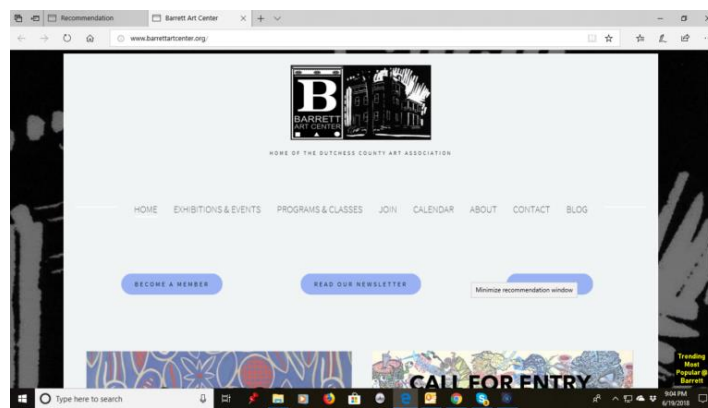
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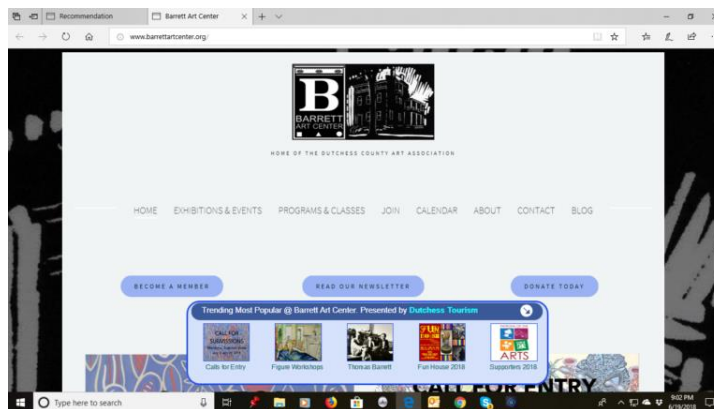
People Like Recommendations.

They ask for them all the time. When dining, traveling, planning a vacation. You name it. They are important and valuable when people want to experience something new.

The [Barrett Art Center](http://www.BarrettArtCenter.org) in Poughkeepsie, New York, added a “*Trending Most Popular*” button to their Home Page to promote what is most important to the museum and its visitors. The “Trending” button is on lower right of the home page. www.BarrettArtCenter.org



When a website visitor clicks that button, they are shown the five most important topics for the Barrett, including its sponsors.



When a visitor clicks an image, that page appears along with additional new recommendations. It's a user-friendly way to explore the website. Clicking an image is easier than scrolling down a menu bar or typing keywords. Click the arrow in the banner headline (“*Trending Most Popular @ Barrett Art Center. Presented by Dutchess Tourism*”) to make the banner disappear back into the corner icon.

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Endorsement



BARRETT ART CENTER

Home of the Dutchess County Art Association

55 Noxon St., Poughkeepsie, New York 12601

(845) 471-2550 | www.barrettartcenter.org | info@barrettartcenter.org

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May 22, 2018

Richard Stone
President
Trajectory Sports & Media
Hudson, NY 12534

Dear Dick,

SEO with AI has been a great addition to our website, and we have received very positive feedback. I know other sites using your service must also be telling you the same thing.

The success of our gallery depends on the bond we make with members, visitors, artists and sponsors. Particularly for sponsors, having their logos appear unobtrusively on each page is a great feature that will help us retain current sponsors and add new ones.

I like being able to feature *Fun House 2018*, which is a big biennial event that is very popular with artists and visitors.

What people like most is having a choice when exploring our site - either the traditional menu at the top of the page or a real-time menu of suggestions tailored to each visitor individually.

The service is breathing new life into our archives, which is great for artists as well as the Barrett. SEO with AI is perfect for our online collections, because I know there is no limit to the number of items we can add and promote.

Please use me as a reference for other galleries.

Thanks!

Joanna Frang
Executive Director



PLACES
TO GO

THINGS
TO DO

PLACES
TO STAY

Barrett Art Center Adds Artificial Intelligence to Its Website

Nov 13, 2018



"Digital Docent" Boosts Visitor Engagement

Poughkeepsie, NY (November 13, 2018) – The Barrett Art Center has added a **"Digital Docent"** (SEO with Artificial Intelligence) to boost visitor engagement and streamline access to its

community focused programs.

The Barrett believes art and history play key roles in establishing local identity and fostering tourism. To address both, the Digital Docent recommends programs, classes, exhibitions and events that will stimulate engagement and foster discovery.

It does this by making the digital equivalent of a "Best Sellers Table" available when a visitor clicks the Digital Docent icon on any page. Popular and important topics are displayed in a banner window, and when a visitor clicks one, recommendations are made that match the person's interest. The Digital Docent

How Recommendation Works

Recommendation uses AI and Natural Language Understanding (NLU) to read and understand the meaning and context of every word on every page of a website, and how every page relates to every other page on the site.

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There is no limit to the number of pages a website can have.

This deep and thorough understanding of every page is the key to making good recommendations, along with proprietary algorithms and leading-edge Artificial Intelligence.

Compare. Site Menu vs Keyword Search vs Recommendation.

- **Site Menu:** Page title only.
- **Keyword Search:** Page title, snippet, a few key words
- **Recommendation:** Page title, snippet, a few key words ***PLUS*** every word on every page read and understood for meaning, context and relevance to all other pages on site.

Recommendation COEXISTS with Site Menus and Keyword Search. It does not replace them.

It has metrics and can be ***sponsored.***

It is easy to add to any website, regardless of platform.

1. Tell us the name of your website. www.your-site.com
2. Tell us the web platform you use, such as WordPress.
3. Add *Easy-Code* to your site. Cut-and-paste.
4. Select the top products/services you want to promote.
5. Start.

Easy-Code was developed by Trajectory SMG and Datanomers, a leader in artificial intelligence and neuroscience applied to business.

Example. Barrett Art Center, Poughkeepsie, NY. www.BarrettArtCenter.org

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TRAJECTORY SPORTS & MEDIA GROUP, LLC

Pricing

Set-up/Annual Update \$ 2,500

Recommendation Service, \$ 250/month

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Contact

Richard Stone

President

Trajectory Sports & Media Group, LLC

516-996-8083

dstone@TrajectorySports.com

www.TrajectorySports.com