Classify text using IAB

Readme

Version 1.0

07/02/2020

Table of Contents

1. Introduction

This document contains all essential information for the user to make full use of the Bot. This manual includes a description of the functions available and step-by-step procedures for setup & configuration of the Bot and the MeaningCloud license.
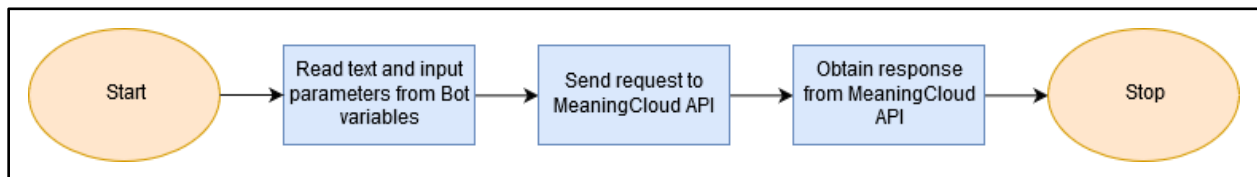
1.1 Overview

This Bot assigns one or more classes to a document according to their content, using the standard for content classification defined by the Interactive Advertising Bureau (IAB). This taxonomy aims to make content classification consistent across the online advertising industry, enabling ads to appear for the appropriate content. By applying a powerful semantic rule technology, this Bot provides maximum accuracy in the classification.

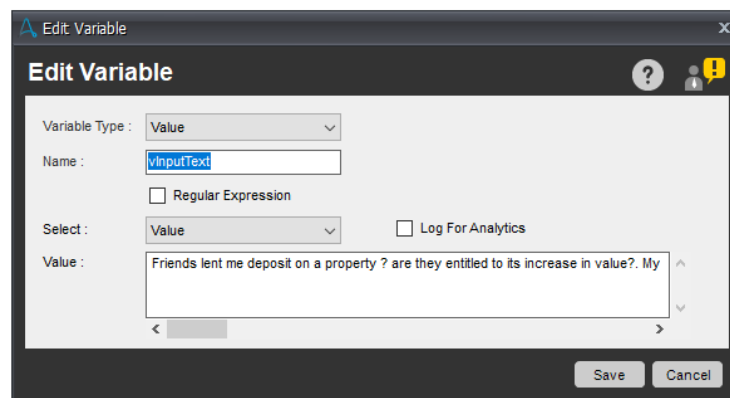The process involved in the Bot takes the following steps:

1. Read data from text source to be analyzed.
2. Send request to MeaningCloud API.
3. Receive response from MeaningCloud API with the classification of the text.

The IAB categories that are possible to obtain are described in the MeaningCloud IAB 2.0 documentation. The IAB taxonomy used the first two tiers of the IAB 2.0 taxonomy, which amounts to 370 categories.

Visual Flow

Input: Text read from vInputText AA variable

Output: Response from API

Automation Anywhere Community Edition

Detected category codes: BusinessAndFinance; PersonalFinance>PersonalInvesting; PersonalFinance>PersonalDebt

Detected category labels: Business and Finance; Personal Finance>Personal Investing; Personal Finance>Personal Debt

Closing in 4 seconds   Close Now
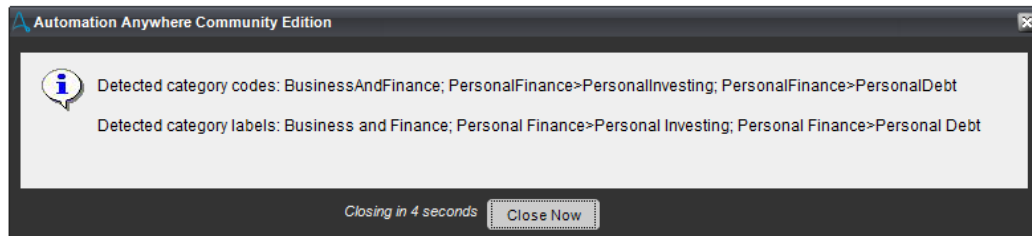
1.2   Common Use cases

Examples of some use cases include:

- Classify and tag a large amount of content to place ads optimally, ensuring your brand's safety.
- Classify any kind of content according to a standard taxonomy with a wide coverage.

2. Requirements & Prerequisites

2.1 System Requirements

For the PC or Server where the Bot needs to run:

✓ RAM: 8GB or higher.

✓ Processor: 3.5 GHz+ with 4 multi-cores or higher.

✓ Storage: 2GB or higher in the AA Client Installation drive

Further information is shown in Enterprise Client & Control Room system requirements.

2.2 Prerequisites

Software needed:

✓ AA Enterprise Client 11.x

✓ AA Enterprise Control Room 11.x

Accounts / License needed:

✓ MeaningCloud License Key (A MeaningCloud account is required to obtain a free key)

✓ AA Enterprise License

2.3 Security Measures

There are some security best practices recommendations that you may follow with your Bot:

- It is recommended to store the MeaningCloud license key in a secured environment like the Automation Anywhere Credential Vault.

3. Getting Started

3.1 Skill Matrix

The functionality of the Bot has been divided into a set of skills.

Below is an overview of how the TaskBots and MetaBots map to these skills:

Skill	TaskBot Files	MetaBot Files
Extracts categories from a text, performing an analysis focused on the Interactive Advertising Bureau (IAB) taxonomy.	Classify Text using IAB.atmx	MeaningCloudClassifyIAB2Metabot.mbot

Skill	MetaBot Files
Perform requests to MeaningCloud's Deep Categorization API and retrieve the response	MeaningCloudClassifyIAB2Metabot.mbot

3.2 Installation Hierarchy

Once the Bot is downloaded and installed, the installer creates the files in the folder structure as shown below:

Folder Structure on your Machine

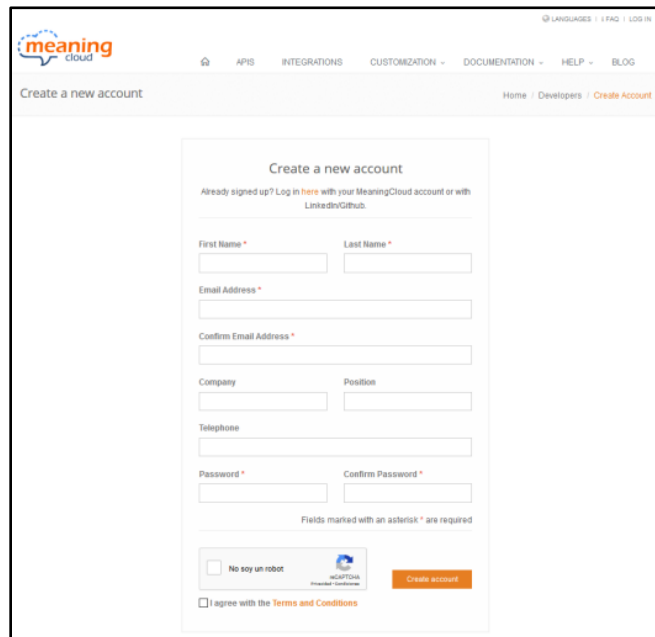| Folder Structure	Description

<AA Application Path>
   • **My Tasks**
 	
     ○ **Bot Store**
 	
        ▪ **ClassifyTextUsingIAB-MeaningCloud**
 	
           • **My Tasks**
              ○ Classify Text using IAB.atmx
 	
           • **Error Folder**
              ○ **Logs**
                  ▪ Error Log Day-Month-Year.txt
              ○ **Snapshots**
                  ▪ Error Snap Day-Month-Year HourMinuteSecond.png
   • **My Metabots**
     ○ MeaningCloudClassifyIAB2Metabot.mbot
	<AA Application Path>is the location where AA files are stored on your machine.
	
	Bot Store folder contains all the Bots installed from the Bot Store.
	
	ClassifyTextUsingIAB-MeaningCloud contains files and folders needed for the Bot.
	
	My Tasks folder contains all the developed TaskBots.
	
	Error Folder is where logs and snapshots of screens will be placed if something goes wrong with the Bot during execution.
	
	My Metabots folder contains the developed Metabots needed for the Bot execution.

3.3 Quick Start

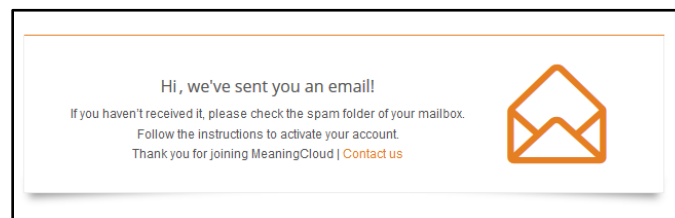### 3.3.1 Setup

Step 1: Setting up a MeaningCloud account

In order to use Bots that include MeaningCloud applications, a valid license key is needed. The first step is to create an account in MeaningCloud:
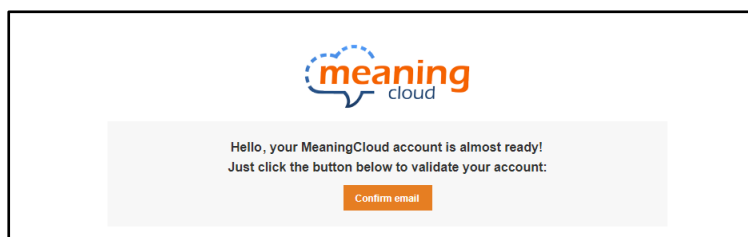
https://www.meaningcloud.com/developer/create-account

After registering, you will receive a confirmation mail in your Inbox.

Review your mail Inbox and confirm your registration in the MeaningCloud mail that has been sent.

Step 2: Obtain your free license key

Log in the Developer area (https://www.meaningcloud.com/developer/login) and click on "Subscription" at the very top of the page.

The license key is available in the "Subscriptions" section. Copy its value to the clipboard to store it in a Bot variable or in the Credential Vault.
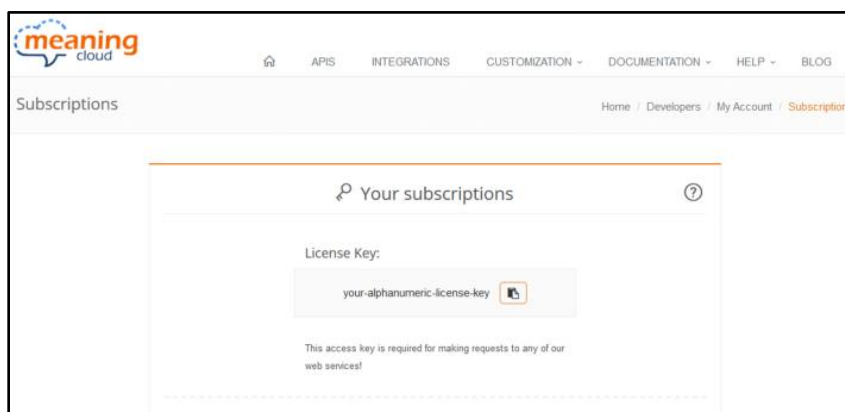
By creating an account in MeaningCloud, you are automatically subscribed to the Free plan, which enables you to make up to 20k credits per month (a credit is a request up to 125 words for this API, that is, a request for a text with 600 words, would cost 5 credits) at a rate of 2 requests per second.

3.3.2 Configuration

Below is a table that summarizes the input and output variables that are present inside the Bot. Mandatory input variables are necessary to run the Bot properly. A description and examples are included in the table.

INPUT VARIABLES				
Variable Name	**Type**	**Mandatory**	**Purpose**	**Example Input**
vInputLanguage	Text	Yes	It specifies the language in which the text must be analyzed. Available languages are English (en) / Spanish (es)	en
vInputText	Text	Yes	Input text that's going to be analyzed.	I love sushi!
vLicenseKey	Text	Yes	The license key is required for making requests to any of our web services. You can get a valid license key for free just by creating an account at https://www.meaningcloud.com.	<A license key provided by MeaningCloud.>
vDetectionThreshold	Text	No	Minimum relevance threshold of the categories detected in the text. By default, it's set to 50.	80
vOutputWithRelevance	Text	No	Appends the category relevance value in the response. By default, it's set to false.	true
vServerURL	Text	No	Address of the API server. By default it's set to our SaaS deployment. Users with an on-premises deployment can use it as the API server.	https://api.meaningcloud.com
vUserCustomDictionary	Text	No	User dictionaries allow you to include user-defined entities and concepts in the categorization.	business_custom_en

OUTPUT VARIABLES				
Variable Name	**Type**	**Mandatory**	**Purpose**	**Example Output**
vResponseJSON	Text	No	The result of the categorization in JSON format.	<JSON string>
vResponseCategoryLabel	Text	No	Category labels extracted from the text (with their corresponding relevance if configured).	Food and Drink>Dining Out; Events and Attractions>Bars and Restaurants
vResponseCategoryCode	Text	No	Category codes extracted from the text (with their corresponding relevance if configured).	Food&Drink>DiningOut; EventsAndAttractions>Bars&Restaurants

4. Reports

*There are no Bot Insight Reports generated for this Bot.*

5. Logs

In case of Errors, Error Logs & Screenshots are generated within Error Folder (Highlighted below in yellow)

- My Tasks
  - Bot Store
    - ClassifyTextUsingIAB-MeaningCloud
      - Error Folder
        - Logs (Folder)
          - Error Log Day-Month-Year.txt
        - Snapshots (Folder)
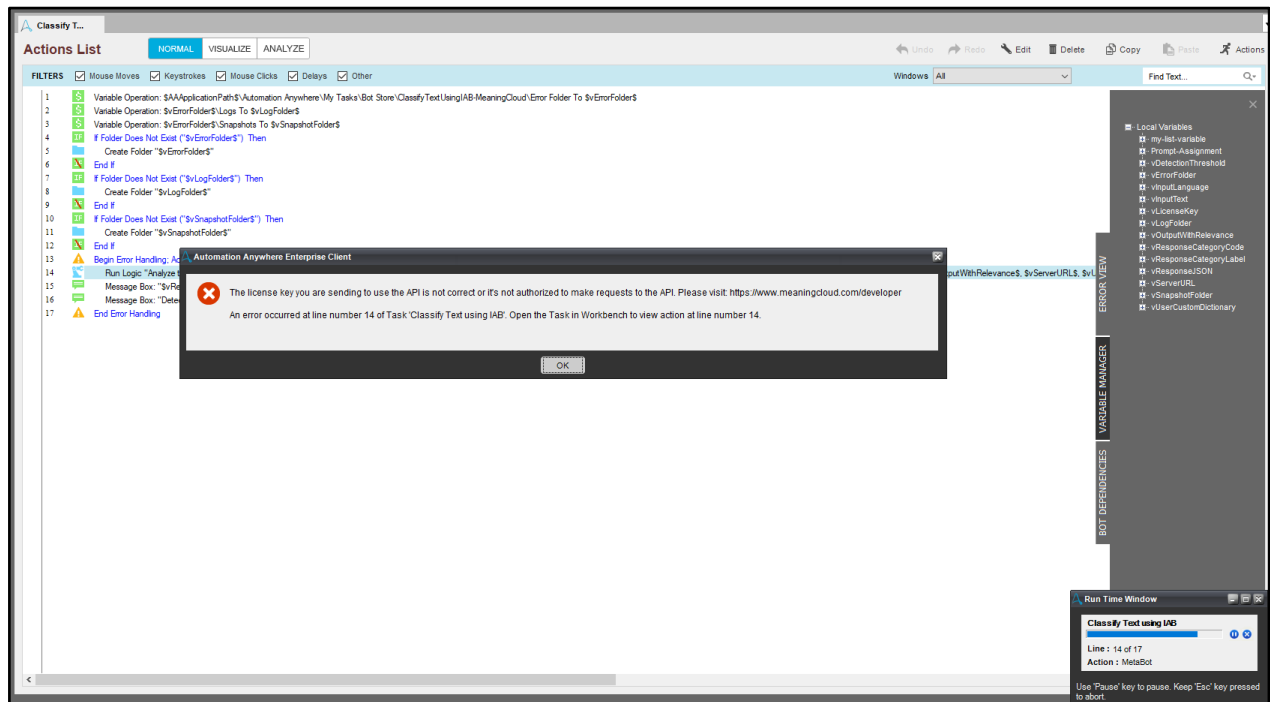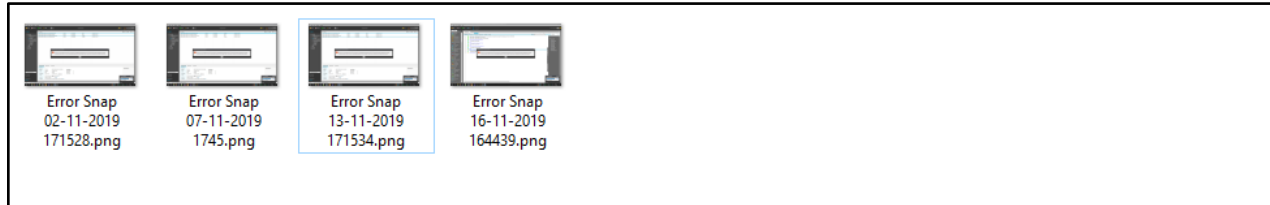   - Error Snap Day-Month-Year HourMinuteSecond.png

Error Logs will contain the below information:

- Task Name
- Error Line Number
- Error Description
- Generated Timestamp

Example of Log File:
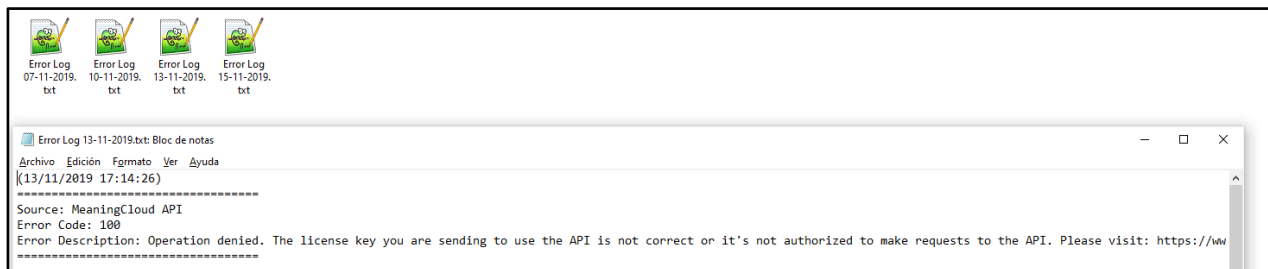
Example of Screenshot Generated Error File:

6. Troubleshooting & Support

6.1 Support

You can send us an email to support@meaningcloud.com.

Questions on Bot Functionality or Feature can also be posted to the Community site A-People.

Automation Anywhere provides a Product Documentation portal which can be accessed for more information about Automation Anywhere products and guidance on building bots and Digital Workers.

6.2 FAQs

Q: I am getting an error with the message 'The license key you are sending to use the API is not correct'.

A: Please check that the Bot variable 'vLicenseKey' contains the key license provided by MeaningCloud.

Q: How can I get a free key license to use MeaningCloud services?

A: A MeaningCloud account is required in order to obtain a free license key. Please visit the following link in order to create a new account: https://www.meaningcloud.com/developer/create-account

Q: I'm getting an error with the message 'Upgrade your plan to have a higher volume or wait for the credits to be reset when you billing month is over'.

A: By creating an account in MeaningCloud, you are automatically subscribed to the Free plan, which provides 20k credits per month. If your consumption is higher than that, just upgrade your plan to have a higher limit: https://www.meaningcloud.com/developer/account/subscriptions/upgrade

Appendix A: Record of Changes

No.	Version Number	Date of Change	Author	Notes
1	1.0	07/02/2020	MeaningCloud	Version 1.0 Release

Appendix B: Acronyms

No.	Acronym	Description
1	AA	Automation Anywhere
2	JSON	JavaScript Object Notation
3	API	Application Programming Interface
4	URL	Uniform Resource Locator
5	RAM	Random Access Memory
6	PC	Personal Computer
7	OS	Operating System
8	IAB	Interactive Advertising Bureau

Appendix C: References

No.	Topic	Reference Link
1	Create a Credential in Credential Vault	Click here
2	System Requirements – Client	Click here
3	System Requirements – Control Room	Click here
4	A-People Community Site	Click here
5	Automation Anywhere Documentation Portal	Click here
6	MeaningCloud Developer site	Click here
7	MeaningCloud Documentation: IAB 2.0	Click here
8	MeaningCloud Deep Categorization: API Response	Click here
9	MeaningCloud Account creation	Click here
10	Interactive Advertising Bureau official website	Click here