



Better Content. Faster.

Bring Clarity to Chaos with Acrolinx

acrolinx

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Good content is a vital part of any business. It's the way you engage, educate, and convert your audience. But the process of getting content done is often really painful - with too many people involved, all with their own constraints and opinions. If your enterprise doesn't practice Active Content Governance, things can get messy. This is what we call: content chaos.



Content chaos leads to your content having a different style, tone, or terminology depending on who writes it and where it's written. It can start as teams feeling uncertain about the proper term for a new product feature or process, and end as inconsistent content that confuses your customers. Content chaos slows down your content release schedule, impacts your brand awareness, your budget, and revenue.

Acrolinx: Better Content. Faster.

Acrolinx is an AI powered active content governance platform that eliminates content chaos and delivers strategy-aligned content at scale. It captures the way your enterprise communicates, aligns your content with your guidelines, shortens your editorial process with automation, and analyzes the performance of your entire content operation.

With Acrolinx, you can tell your story in a way that's engaging, readable, and compliant.

Acrolinx will help your organization reach its strategic objectives with content:



Generate More Revenue:

Attract customers faster and get more views with content that better connects you to your audience

Create clear, consistent, and readable content at scale

Capture and speak in your customer's tone of voice across different audiences, content types, offerings, and brands

Improve customer self-service through content that speaks their language and is easy to understand



Reduce Operational Costs and Improve Efficiency:

Speedy content process and legally compliant content right from the first draft

Significant overhead cost reduction

Word count reduction - future translation cost avoidance

Content waste reduction

Leaner, cost-effective content creation and editing process through automation

Access to Acrolinx absolutely everywhere your teams create content - integration with key authoring tools and platforms



Reduce Risks

Governance: Accurate and consistent use of compliant language. Use clear language instead of legal jargon that could compromise your business

Risk Management: Keep content engaging and authentic without risk of content misuse and disclosure. Instantly update content creators on changes around disclosure and risk management.

Education: Acrolinx educates your employees and helps them stay up to date with changes around legal and brand.

We Offer

Acrolinx

Real-time Feedback



Company-specific Guidance



Automated Checks



Detailed Analytics Insights



Terminology Management



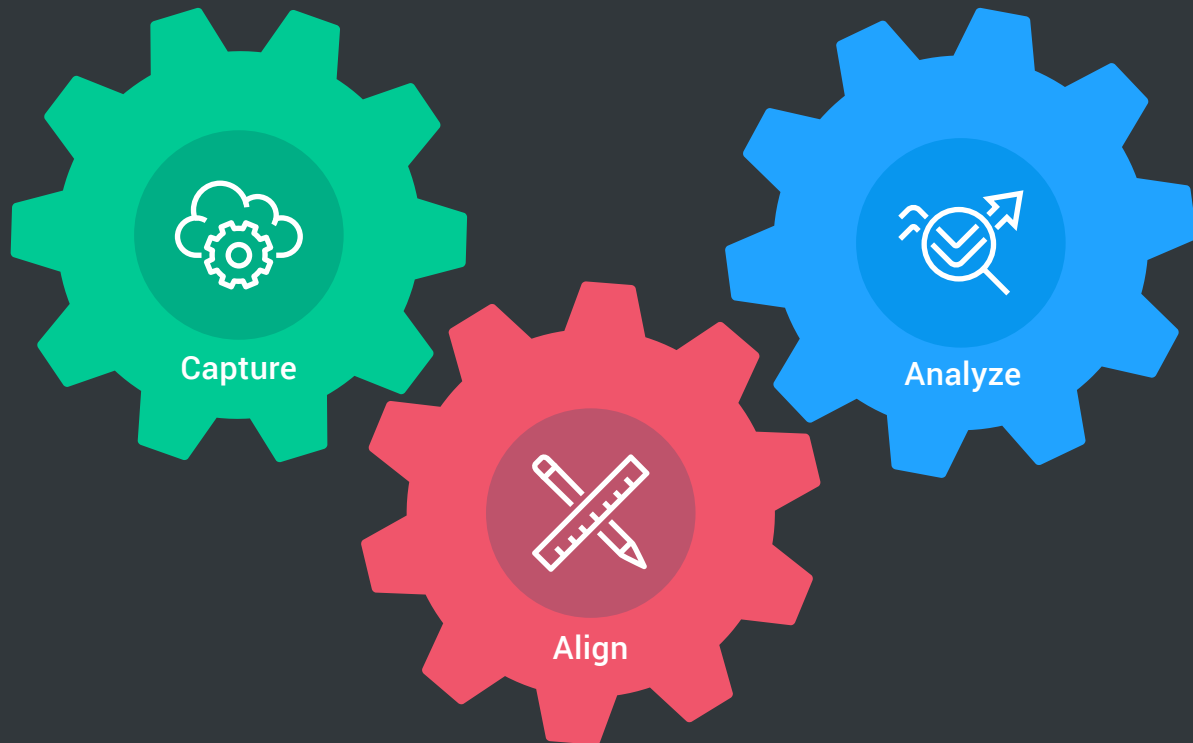
Personalization through Tone of Voice



Scalable Enterprise Content Governance



How Acrolinx Works: Capture, Align, Analyze.



Acrolinx integrates directly into your content process. It provides clarity, efficiency, and insight by:

1. **Capturing your goals:** Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your guidelines and create guidance subsets for types of content or audiences.
2. **Aligning content with strategy:** The Sidebar supports writers with access to your content guidelines and provides instant feedback about clarity, consistency, tone, and language as they create content. You can also choose to embed our Automated Check into any stage of your content creation process. This streamlines writing, review, and editing, so you can pay more attention to customer interactions.
3. **Analyzing your output:** See how your content is performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analyses, quality, and improvement metrics. You can improve your guidelines and adjust them for different types of content.

Capture

en - Legal

Filter by guideline: Grammar and style Grammar Style SAVE RESET

Configure Guidelines That Have Special Settings

Guideline	Parameter
Sentence length: Shorten this list item?	STLength = 21
Sentence length: Shorten this sentence?	STLength = 31
Sentence length: Shorten this title?	STLength = 7

Configure Your Guidelines

Guideline	Enabled	Disabled	Contextual
Adjectives: Careful, this word is irregular	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles: Perhaps use "the" more consistently?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitalization: Shouldn't this word start with a capital letter? (Precision of Excellence)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Disabled in LIST TABLE

Configure Tone of Voice Settings

English

Audience types: ADD DELETE

Business
Consumer

Get the right tone of voice for the audience that you're trying to reach. To get the right tone of voice, mix and match the strength of each voice category.

Acrolinx will guide your writers so that their content has the right amount of each of these categories.

Clarity

simple You want your content to be clear and simple. It might contain some technical words. We'll highlight average and difficult sentences.

Conversational Tone

conversational You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.

off We won't check the tone of your content.

conversational You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.

The Sidebar

Why Publishing Has Become Essential to the Growth of Every Business

of the fundamental and important takeaways from Forbes's recent report is that publishing is essential for business growth. We at MyDeMo, Inc. couldn't agree more. As it turns out, neither could many of the more than 360 marketing executives Forbes surveyed as part of our research.

In fact, 96 percent of them agreed that "the quality and structure of their marketing content is essential to achieving their growth goals and increasingly defines the job of the CMO." Not only that, it's also noted by more than 70 percent that the "effectiveness of their marketing content directly impacts their ability to drive top-line growth with digital, social and mobile technologies supporting core branding, demand generation, and value-selling programs."

Acrolinx sidebar showing 18 issues and a Findability sidebar showing content metrics.

Align

The Automated Check

Page Scores

Update all pages Update outdated pages

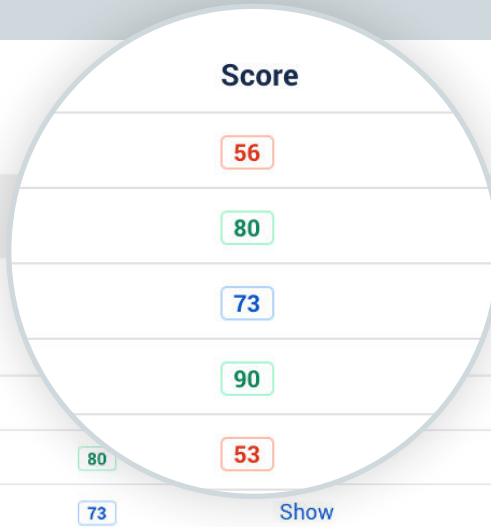
15 pages in total in this space.

Page

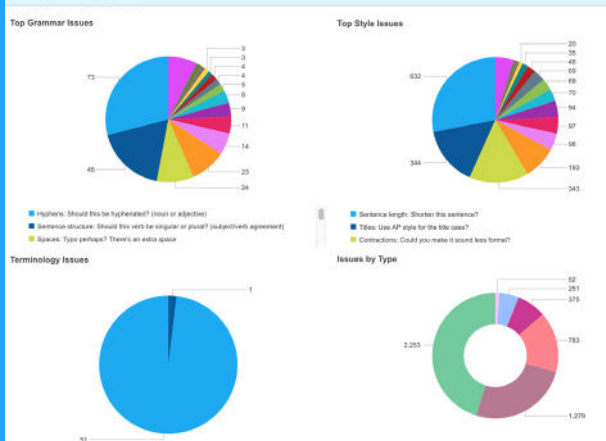
[API, SDKs, and Samples](#)

[Architecture Diagrams](#)

[Automated Check](#)

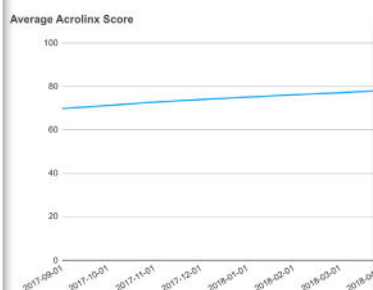


Analyze



82
Current Avg. Acrolinx Score

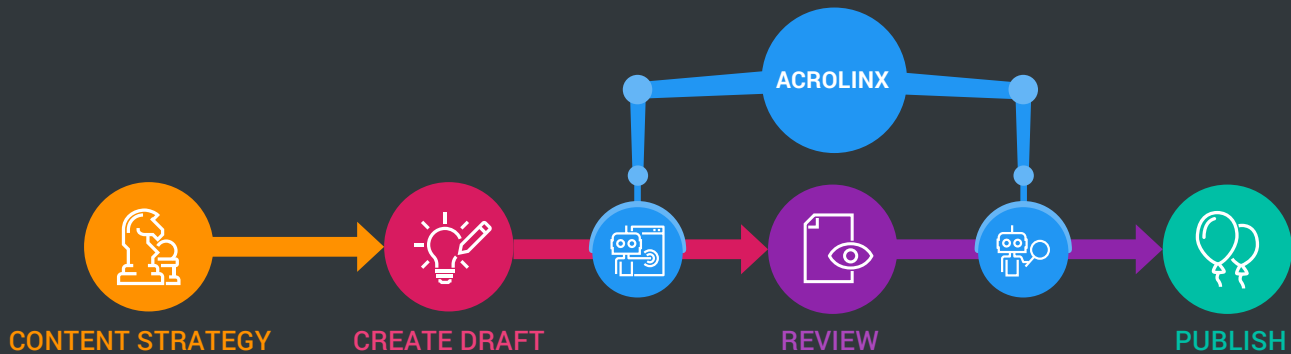
Your team has checked 85370 words in 573 documents and performed 573 checks.



Reach your Goals Faster with Automation

Acrolinx integrates seamlessly into your content creation workflow, reducing stress with automated checks. For higher content output and increased productivity, add our Automated Check into any stage of your content creation process and give your content the green light for publication.

By removing the manual checking process, you can reduce editorial bottlenecks and lower costs. Why choose between saving time and money, when you can save both with Acrolinx?



There are several options to use the Automated Check in your processes. Examples of automated integrations include:

- Checking several documents at once with a single click
- Scheduled batch checking of entire content inventories
- Automated checking of individual content pieces as they're created
- In a Content Management System (CMS) before you publish or translate
- Automated checks at every step (save, import, publish)
- Automated website checking at regular intervals

Delivering Real Business Results

Over the years, Acrolinx has helped its customers achieve real business results:

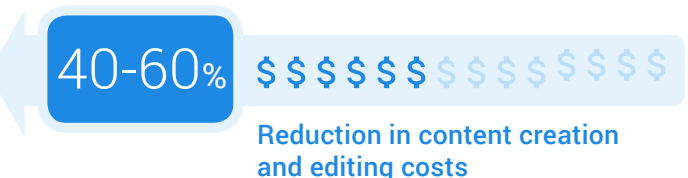
Efficiency Gains & Cost-savings

Acrolinx reduces the time and cost of creating all types of content. It gives writers intelligent feedback and saves your teams valuable creating and editing time.

Content Velocity:



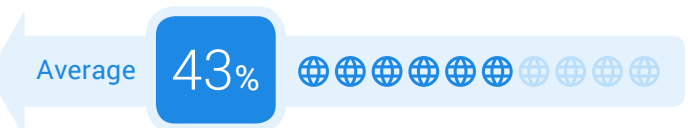
Cost Saving:



Word-count Reduction:



Localization Cost Reduction:



Good spelling and grammar alone don't lead to efficiency gains and happy customers. You need to build an efficient and consistent content process that's aligned with your enterprise and helps you achieve your business goals.



Acrolinx is the number one enterprise solution for strategy-aligned content, helping the world's leading organizations achieve Active Content Governance.

We Serve the World's Greatest Brands

SOFTWARE	amazon	facebook	Google	IBM	Microsoft	salesforce	sas	vmware
HEALTHCARE	Agilent Technologies	Dräger	GE Healthcare	illumina	Medtronic	PHILIPS	Roche	SIEMENS
AEROSPACE & DEFENSE	BAE SYSTEMS	BOEING	EMBRAER	LIEBHERR	mtu	RUAG	SAAB	UTC Aerospace Systems
HEAVY MACHINERY	CATERPILLAR	CLAAS	CNH INDUSTRIAL	JOHN DEERE	KOMATSU	MAN	SCANIA	VOLVO
ENGINEERING	HARLEY-DAVIDSON	IR Ingersoll Rand	KOHLER	Nestlé	PACCAR	PEUGEOT	SIEMENS	VIESSMANN
HIGH TECH	CISCO	CITRIX	Hewlett Packard Enterprise	HITACHI	Lenovo	MOTOROLA	NXP	Qualcomm
FINANCIAL	Capital Group Companies	citi	Humana	MOODY'S	PayPal	TRANSAMERICA	usbank	WELLS FARGO

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