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Better Content. Faster.

Editorial Writing Assistance For Every Team

Help writers produce high-quality content at scale with Acrolinx

When writing to represent your brand, who do you trust to capture and replicate your distinct voice and style? AI promises increased personalization through content, and faster, more efficient creation. But nothing replaces the subject matter experts that you entrust to help you stand out from the crowd, educate your target audience, and convert them into lifelong customers.

Whether you've got humans, AI, or a combination of both sharing your brand story, you need a solution that harnesses the power of AI while keeping content compliant and aligned to the style, voice, tone, and terminology that distinguish your content from your competitors.

Ask yourself:

1. Do you have a scalable way to make sure both human and AI-generated content aligns with your style guide?

2. Does your content stay compliant, on-brand, clear, consistent, using the right terminology, no matter who creates it?

3. Do your writers know how to improve their content in alignment with your business goals?

If you answered "No" to any of these questions, you need editorial writing assistance!

How enterprises use editorial writing assistance in their content supply chain

Editorial writing assistance is for anyone that contributes content as part of their role — professional writer or not. It offers actionable guidance to improve content directly where writers create and edit. It helps subject matter experts and writers demonstrate their expertise while keeping their voice and style of writing aligned with your company image.

Don't let your brand voice turn into a generic voice of machine-generated content. If you're adding generative AI into your content supply chain, don't compromise on quality for added efficiency. Acrolinx keeps both human-generated and AI-generated content on-brand, clear, consistent, and meeting your standards from the first draft.

And if you've implemented quality checks at different stages of the content workflow and Acrolinx found issues in your content, editorial writing assistance allows teams to quickly address low performing content and get it back to your standards more effectively than ever. Which is great for keeping content evergreen and delivering a consistent customer experience.

The ROI of editorial writing assistance

Your writers are the subject matter experts, so let Acrolinx be the expert of your company style guide. Acrolinx provides the right balance between enough AI to boost creativity and keep writers' block at bay, without compromising on the guardrails to govern content in alignment with your standards.

Our Average Customer Impact

Style guide violations identified per customer

Non-spelling and grammar

Identifying issues in compliance, inclusivity, clarity, terminology and more.

"These violations represent true business risk."

Acrolinx delivers results

With Acrolinx, you produce great and compliant content efficiently — saving you time and money.

Why our customer love Acrolinx's editorial writing assistance:

1

Keep productivity flowing where writers work best. Acrolinx integrates wherever your teams write. From web copy to structured content, Acrolinx is the most versatile AI writing assistance on the market today.

2

Benefit from generative-AI paired with content governance guardrails. AI is great for unlocking new ideas and clearing writers' blocks. With Acrolinx, writers balance creativity with governance so your great ideas are written clearly while meeting enterprise standards.

3

Make professional writers out of any team! By digitizing your style guide and checking content at the point of creation, say goodbye to lengthy review cycles and publish better content, faster.

Editorial writing assistance use cases

Acrolinx AI Assistant

Every writer has writing blocks. The key is to avoid them turning into editorial bottlenecks. Or perhaps you need to find a way to phrase your messaging for a different target audience, but can't find a way to say the same thing differently.

Acrolinx's AI Assistant accelerates the ideation phase of the writing process. With AI Assistant, add AI-generated content to your writing project that's already aligned with your company's writing standards.

Acrolinx provides writers with a chatbot experience, where they can generate content through an open text prompt. Mitigate the risk of non-compliant terminology or unclear content with writing that's aligned to your company's standards right from the start.

You

Turn the following content into short and precise step-by-step instructions: "The content city gives you an interactive look at the current state of your content. You can view your content in 2D or 3D depending on the filters that you select. You can also use your mouse or trackpad to rotate the city and zoom in on a specific area. This makes it easy for you to identify what's working and what isn't."

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Here are the step-by-step instructions to use the content city:

1. Access the content city feature.

2. Choose either the 2D or 3D view based on your preference.

3. Apply filters to select the specific content you want to see.

4. Use your mouse or trackpad to rotate the city.

5. Zoom in on a specific area using the zoom function.

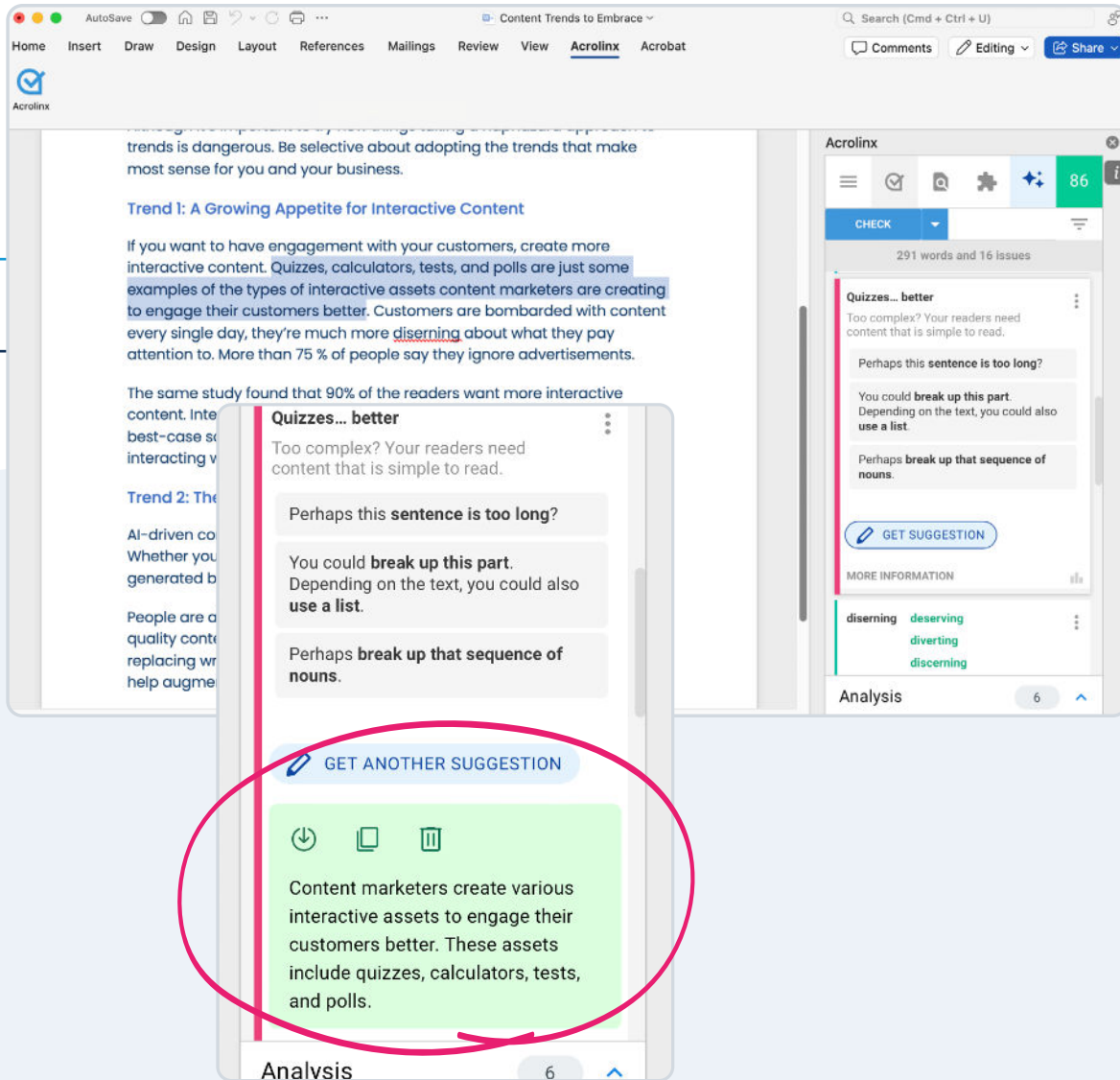6. Analyze your content to determine what is effective and what needs improvement.

Tell Acrolinx to...

✦ AI-Assistant

Get suggestions

Acrolinx improves your content in a myriad of different ways, be it via clickable suggestions or guidance on how to fix the most complex stylistic issue. Our Get Suggestions feature uses generative AI to provide clickable improvements even for mentioned complex issues. To make it easier for you to fix these issues, Acrolinx provides AI-generated suggestions directly where you're writing.

Get Suggestions dramatically accelerates the writing and editing phase of content creation. **With Get Suggestions, over 87% of content improvement recommendations have clickable fixes to align content to your organization's own style guide and content compliance needs.**

Connect with us to learn how Acrolinx improves writer productivity with editorial writing assistance.

Let's talk

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Acrolinx is your enterprise content insurance policy. Our AI-powered content governance software captures and digitizes your style guide to make your writing standards, standard.

Acrolinx governs new and existing content written by people and generative AI. Whether your company has written 100,000 words or 1 billion (like our customer Microsoft), Acrolinx makes sure each one reflects your style guide. Customers enjoy massive efficiency gains without sacrificing standards through AI-powered live writing assistance, automated reviews and quality gates, and analytics comparing content quality with performance.

With an LLM infrastructure anchored in Azure AI, Acrolinx guarantees scale, future-readiness, and uncompromising safety and security. Born out of the German Research Center for Artificial Intelligence (DFKI), AI runs deep in Acrolinx's DNA.