Attraction, Acquisition and Beyond

Drive Growth with Consistently Engaging Content
The Art of Effective Communication

You know your target audience, you've got your keywords locked and loaded, your team has finished cleaning the breadcrumbs out of their keyboards. Now it's time to write clear, engaging content that grabs your market's attention.

Tell your story in the language of your market to get their attention and keep them hooked.

Effective communication balances clarity and consistency, with enough juicy content for your audience to savor. Acrolinx keeps your content strategic, intelligent, and aligned with your goals, without putting your readers to sleep.

Acrolinx: Speak with One Clear Voice

At Acrolinx, we bring your content and strategy together. Acrolinx is an AI-powered platform that delivers strategy-aligned content, at scale. Our technology captures your goals, analyzes your content, and helps your teams create content that meets your objectives. Customize your content guidelines to fit your goals and tell your story in a way that's engaging, readable, and compliant.
Get control over your content and address key questions, such as:

- Is your audience engaged while you show off your strengths?
- Do you know where your content is weak? How to improve it?
- Can you track if your content is aligned with your goals?
- Does your content creation process with multiple contributors, teams, or locations run smoothly?
- Do you maintain a consistent brand, tone, and terminology across your whole business?

Reach your content goals with:

**EXCELLENCE**
Great content shows up to your audience ready to knock their socks off. Acrolinx ensures that your content gets there on time, looks great, and performs well.

You know your strategy, and Acrolinx keeps your contributors on target, making sure your whole team is consistently using the right tone and language.

**INSIGHT**
Make sure your content is ready for publication by tracking its alignment with your goals. Check in at any time and adjust guidance according to feedback.

Acrolinx gives your organization a competitive edge. Our analytics reveal the strengths and weaknesses of your content so you can improve its performance.

**CONTROL**
Aligning content and strategy can be challenging with multiple teams and contributors involved in the process. Don’t be a back seat driver! Acrolinx gives you centralized control over your content. It helps you oversee consistency, tone, and language across different teams, projects, and locations.
How Acrolinx Works: Capture, Create, Analyze.

Acrolinx integrates into your content process by:

1. **Capturing your goals**: Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your global content strategy and create subsets of guidance for campaigns, content types, or audiences.

2. **Creating effective content**: On your mark, get set...create! The Sidebar supports writers with immediate feedback about clarity, consistency, tone, and language. This streamlines writing, review, and editing, giving you shorter time to market.

3. **Analyzing your output**: At any time, you can run checks on all your content. To get an overview of content issues, use diagnostic checks and see the results in the Analytics Dashboard. It’s packed with tools like content comparisons, trend analyses, quality, and improvement metrics. Improve your guidelines and terminology from the results of these analytics and market feedback.

Acrolinx provides clarity, efficiency, and insight. It unifies your team and promotes your brand with consistent strategy-aligned content.
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Why Publishing Has Become Essential to the Growth of Every Business

One 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 its 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, customer value, brand awareness, demand generation, and value-selling strategies.”

Why... Business

Title

Shorten this title. It is 11 words long.

MyDemo, Inc.  MyDemo, Inc.  Preferred (Variant)

Domains

Marketing

Note

Make sure that you use our new company name!

MORE INFORMATION

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82

Current Avg. Acrolinx Score

Average Acrolinx Score

Your team has checked 85370 words in 573 documents and performed 573 checks.
Why is Acrolinx a Commitment to Great Content?

Your Content journey

Your business

- Content strategy and planning for audience engagement
- Content program support for ongoing audience engagement
- Strategy
- Creation
- Content development for multiple functions, audiences and regions
- Programs
- Lead generation and insight from content consumption
- Leads

Your audience

Acrolinx

Consistent brand & messaging

Precise and improved content creation & personalization

Enhanced content findability

Decreased content waste

Greater content engagement

Increased time-on-website

Increased conversions
Acrolinx: Support for Your Whole Team

Acrolinx aligns your content and strategy to give you and your teams one clear voice.

It captures your strategy, guides your creators, and ensures your content is aligned with your goals.

Using Acrolinx motivates your customers to invest in your brand and stay longer, and helps you avoid costly communication slip-ups.

Our Story

Built on Science

Acrolinx was born at the German Research Center for Artificial Intelligence, and raised by a brainy bunch of AI Language experts. We taught Acrolinx that language is diverse, complex, and rich. Driven by the challenge to solve issues with content creation and brand communication, Acrolinx is constantly in development by people who love language and technology.

Our platform helps you create content that is more findable, readable, and enjoyable. Your strategic communication goals are our business. We help you tell your story in a way that wows your audience from start to finish.

We serve the world’s most recognizable brands

SOFTWARE

amazon  facebook  Google  IBM  Microsoft  ORACLE  salesforce  SAP

AEROSPACE & DEFENSE

Agilent Technologies  Dräger  GE Healthcare  illumina  Medtronic  PHILIPS  Roche  SIEMENS

HEALTHCARE

RAE SYSTEMS  BOEING  EMBRAER  LIEBHERR  MTU Aero Engines  RUAG  SAAB  UTC Aerospace Systems

HEAVY MACHINERY

CATERPILLAR  CLAAS  CNI Industrial  John Deere  KOMATSU  MAN  SCANIA  VOLVO

ENGINEERING

HARLEY-DAVIDSON  SIEMENS  PACCAR  PEUGEOT  Ingersoll Rand  Nestlé  KOHLER  VIESSMANN

HIGH TECH

Lenovo  HITACHI  CITRIX  CISCO  MOTOROLA  Qualcomm  NXP  Hewlett Packard Enterprise

FINANCIAL

Moody’s  PayPal  Transamerica  Capital Group Companies  Wells Fargo  Humana  US Bank  Citi