Keeping Content Compliant

Engaging Content That’s Clear, Consistent and Legally Compliant
Phew! That Was a Close One....

Sometimes being a daredevil is fun, but it’s best to avoid risk in content that explains your service or product. It’s important your company’s words and phrases are used the right way to avoid embarrassment or legal repercussions. The bigger the team, the harder it is to ensure everyone is up-to-date with changes in your messaging, terminology, and regulatory guidelines.

Safe communication doesn’t mean boring. Acrolinx keeps your language on brand and legally compliant, so you’re not kept awake at night worrying about risky content.

Acrolinx keeps troublesome words and phrases out of your content, by identifying potential issues. It’s easy to get an overview of content compliance and monitor performance at a glance. Now, your entire organization can communicate about your brand, without landing you in trouble.

Acrolinx: Speak with One Clear Voice

So what is Acrolinx? 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.

Enforce your company regulations, without squashing your writers’ creativity. Customize your content guidelines to keep content crystal-clear and legally compliant, without putting your readers to sleep.
Get control over your content and address key questions, such as:

→ How do you check if large volumes of content are on brand and legally compliant?
→ Is your content easily read and understood while remaining legally accurate?
→ Can you track the performance of different content teams?
→ Does your content creation process run smoothly with multiple contributors and/or locations?
→ How do you change or monitor compliance across large organizations?

Reach your content goals with:

**GOVERNANCE**
No one wants to be the word police! Acrolinx ensures accurate and consistent use of compliant language.

Is gobbledygook clouding what should be clear information? Acrolinx replaces confusing regulatory or industry jargon with clear language and removes the issues that could compromise your business.

**RISK MANAGEMENT**
Acrolinx keeps your content engaging and authentic, without risk of content misuse and disclosure.

Now you have the ability to capture and communicate issues, and apply changes to your governance instantly. Acrolinx makes compliant communication easy, by updating all your content creators on changes around disclosure and risk management, no matter where you are.

**EDUCATION**
Acrolinx provides risk management with powerful configuration, controls, and analysis to guide content creation. Keep your teams up-to-date on changes, and access to key regulatory requirements, without disrupting their flow.

Configured to your business, the platform educates your employees and upholds clearly defined constraints for legal and brand. This reduces the high cost and inefficiency of legal review cycles.
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 adjust 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.
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, 98 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 and mobile technologies, customer experience, demand generation, and value-selling.”
Reducing Risk

- Increased transparency over produced & published content in better identifying and evaluating risk
- Ensured compliance across all content
- Reduced chance of legal issues resulting from language misuse
- Compliance with ease of read regulations concerning customer contracts and data privacy statements
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

HEALTHCARE

Agilent Technologies  Dräger  GE Healthcare  illumina  Medtronic  PHILIPS  Roche  SIEMENS

AEROSPACE & DEFENSE

BAE SYSTEMS  BOEING  EMBRAER  LIEBHERR  MTU  RUAG  SAAB  STC Aerospace Systems

HEAVY MACHINERY

CATERPILLAR  CLAAS  CNH INDUSTRIAL  JOHN DEERE  KOMATSU  MAN  SCANA  VOLVO

ENGINEERING

CATALINA VALENCIA  SIEMENS  PACCAR  PEUGEOT  Ingersoll Rand  Nestlé  KOHLER  VIESSMANN

HIGH TECH

Lenovo  HITACHI  CITRIX  CISCO  MOTOROLA  Qualcomm  NXP  Hewlett Packard Enterprise

FINANCIAL

Moody’s  PayPal  Transamexica  Capital Group  Wesly Fargo  Humana  US Bank  Citi