



# Keeping Content Compliant

Engaging Content That's Clear,  
Consistent and Legally Compliant

acrolinx



## 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.

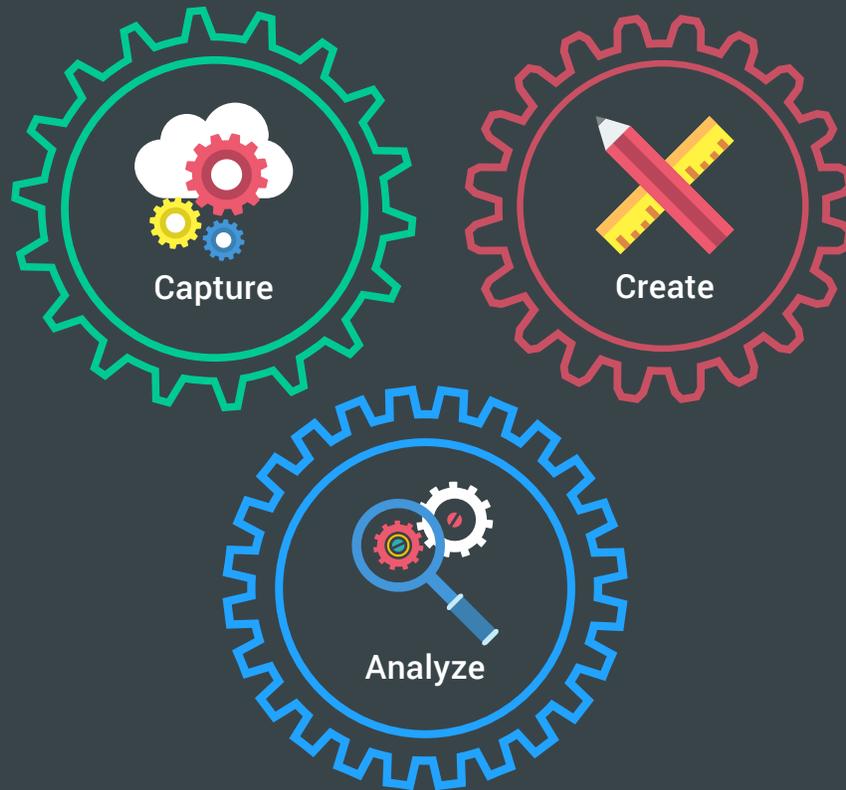
Now you have the ability to capture and communicate issues, and apply changes to your governance instantly. Acrolinx makes compliant communication easy, by updating all your content creators on changes around disclosure and risk management, no matter where you are.

### 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.

# Keeping Content Compliant

## Engaging Content That's Clear, Consistent and Legally Compliant

Capture

### Configure Guidelines

Writing Guide: en - Legal

Filter by guideline:   Grammar and style  Grammar  Style

Configure Guidelines That Have Special Settings

Guideline	Param
Sentence length: Shorten this list item?	STLLE
Sentence length: Shorten this sentence?	STLLE
Sentence length: Shorten this title?	STLLE

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? (beginning of sentence)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Disabled in LIST, TABU
Hyphens: Should this be hyphenated? (noun or adjective)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyphens: These words are normally hyphenated	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Configure Tone of Voice Settings

English

Audience types:

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.

conversational (with informal words) You want your content to be conversational, without formal words. We'll highlight paragraphs which sound formal or which are not particularly engaging.

Create

### MyDemo Blog Post

File Edit View Insert Format Tools Add-ons Help All changes saved in Drive

100% - Normal text - Roboto - 11 - B I U A

## 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 supporting core branding, demand generation and value-selling programs."

### Acrolinx

78

CHECK

18 issues

Why ... Business  
Title  
Shorten this title? It is 11 words long.

MyDeMo, Inc. MyDeMo, Inc. ✓  
Preferred (Variant)

Domains  
Branding  
Note  
Make sure that you use our new company name!

MORE INFORMATION

### Acrolinx

78

CHECK

Findability

content  
43 15 28

marketing  
41 13 43

growth  
34 8 77

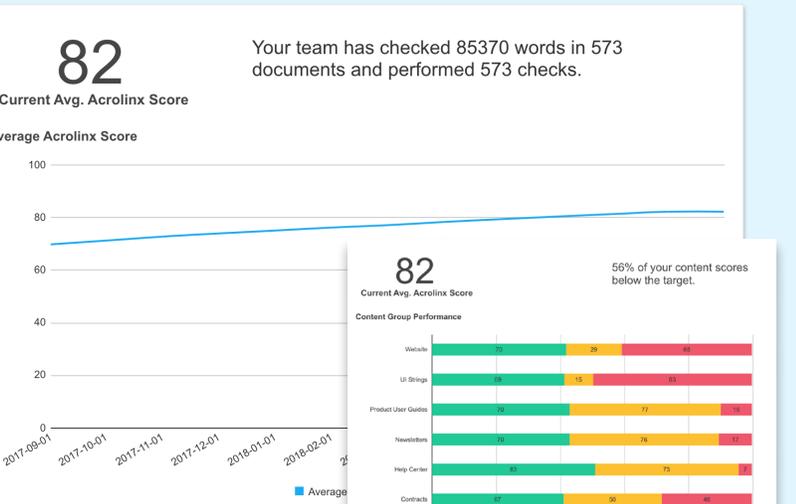
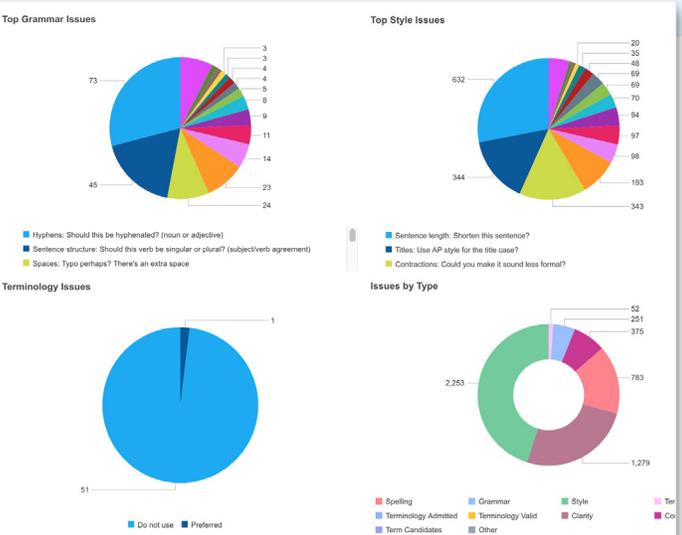
marketing content  
32 7 28

publishing  
30 6 75

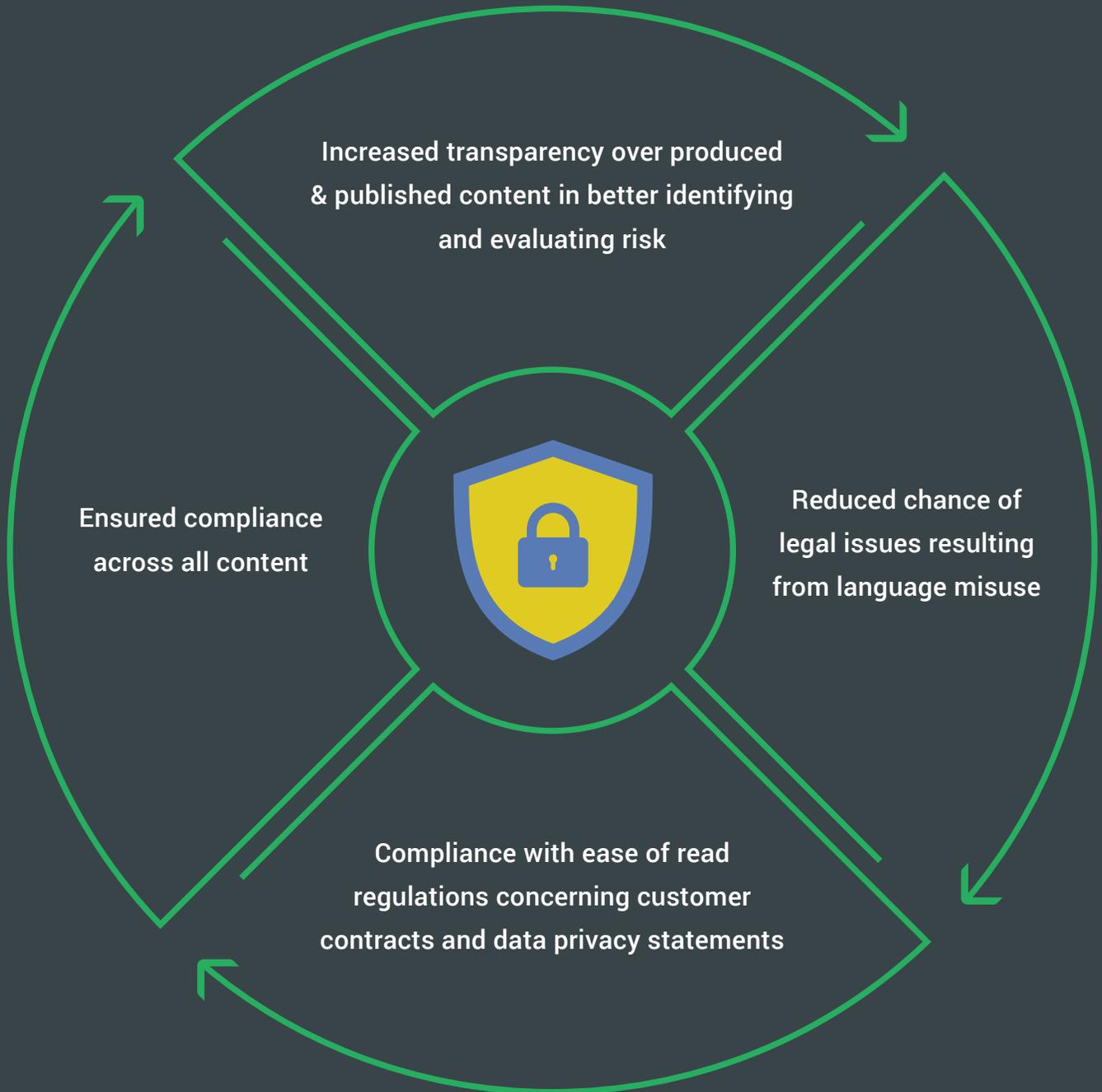
essential  
30 6 79

brand

Analyze



## Reducing Risk



# 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



HEALTHCARE



AEROSPACE & DEFENSE



HEAVY MACHINERY



ENGINEERING



HIGH TECH



FINANCIAL



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