



# Content with High Interest

Attract and Convert with Content in Financial Services

acrolinx

# The Experience Factor

When choosing a financial services solution, consumers look for personalized content that doesn't just explain the product clearly, but also empowers them to reach their financial goals.

The challenge traditional banks face, is that often, consumers view financial institutions as old fashioned and complex, which makes them appear less trustworthy.

Traditional financial institutions are competing with emerging financial service providers that create more captivating content. Without the same regulatory limitations as traditional financial organizations, competing firms can use data to write content that's better tailored to consumers' needs.

So when more and more people are using financial services outside their traditional bank, how do you create content to reach a wider target audience and keep up with your competition?

## Acrolinx: One Clear Voice

Acrolinx is an AI powered platform that helps you implement digital transformation and align your content with your strategy. It helps you craft personal, on-brand content that's consistent across all your channels and platforms.

Acrolinx 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.



Demonstrate to consumers that you understand their financial aspirations using their language. You can adjust your tone of voice, style, and clarity to write better content from the first draft.

With Acrolinx, you'll experience time and cost savings with smoother workflows and faster legal approval before publication.



## Are Your Customers Just Not Buying It?

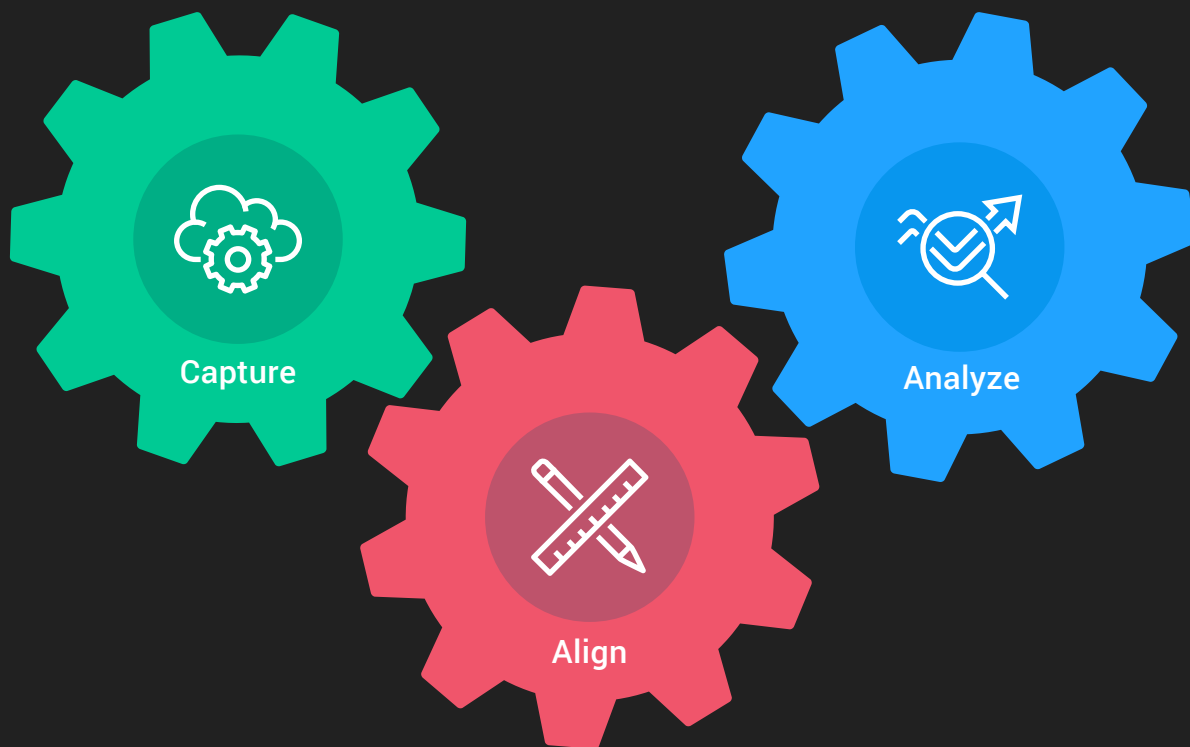
Consumers don't buy into the 'hard sell' and financial jargon. They want a relationship with advice and education on the topics they care about. The greatest challenge financial marketers have, is changing their physical presence to a more digital, experience-based one.

### 5 Reasons Financial Marketers Love Using Acrolinx

1. Attract customers faster and get more views with content that better connects you to your audience.
2. Increase the adoption of digital channels with more e-books, financial education content, and blog posts that won't break the budget.
3. Speed up your content process by writing legally compliant content right from the first draft.
4. Navigate legacy systems, rules, and regulations with a platform that gives you complete oversight and control.
5. You can use Acrolinx absolutely everywhere you create content!

Educational content is proving to be the number one engagement tool for financial services institutions. Acrolinx helps you create engaging digital content such as online financial literacy courses, e-books, and video scripts with consistent terminology and fewer review rounds. As a result, you can enjoy faster workflows and significant cost savings.

## 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 for support content and create subsets of guidance 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 focus on the impact of your content.
3. **Analyzing your output:** See how your content is performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analysis, quality, and improvement metrics. You can improve your guidelines and adjust them as your target audience evolves.

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? (beginning of sentence)	<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

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 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."

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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

Findability

content

43 15 28

marketing

41 13 43

growth

34 8 77

marketing content

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

**Score**

56

80

73

90

80

53

73

Show

Analyze

Top Grammar Issues

Top Style Issues

Terminology Issues

Issues by Type

**82**

Current Avg. Acrolinx Score

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

Average Acrolinx Score

**82**

Current Avg. Acrolinx Score

56% of your content scores below the target.

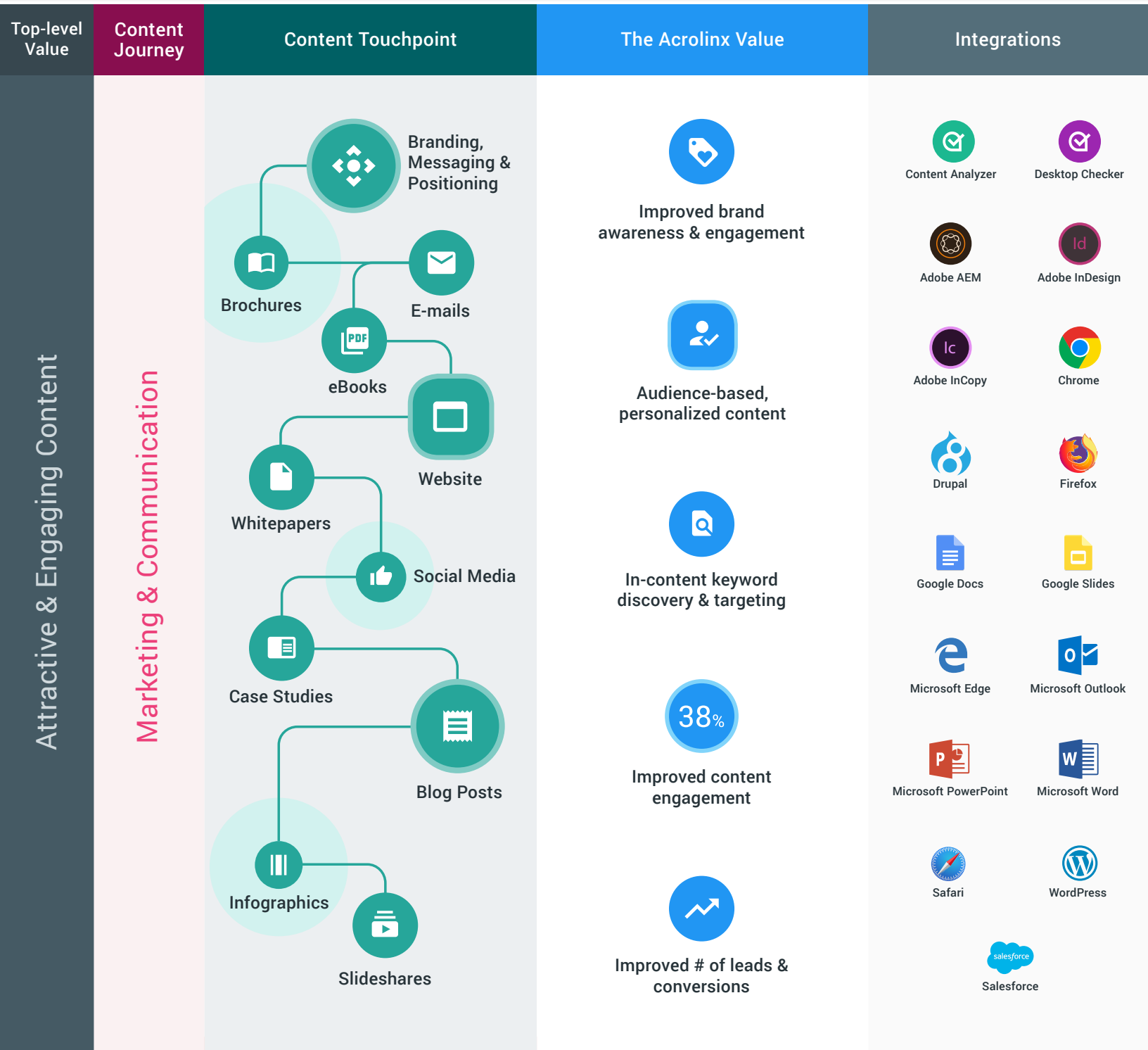
Content Group Performance

# Content with High Interest

Attract, Engage, and Convert with Digital Content

## Effective Content = Bigger Impact

Using the power of insight, automation and efficiency, Acrolinx helps you create engaging content that keeps your words and phrases compliant with industry regulations while helping you attract new customers. Never worry again about using non-compliant terminology in times of regulatory uncertainty.



# 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.

## Award-Winning Platform

We're proud to serve some of the most recognized brands in the world, and humbled to be recognized with numerous industry awards for great platform and service.

## We Serve the World's Greatest Brands

SOFTWARE								
HEALTHCARE								
AEROSPACE & DEFENSE								
HEAVY MACHINERY								
ENGINEERING								
HIGH TECH								
FINANCIAL								

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