



# Automate Your Content Workflow with Acrolinx

Maximizing the value of content across its lifetime

acrolinx  
Better Content. Faster.

# Keeping up with the demand for content

Every day your business publishes content that competes with **1.9 billion other websites**, vying for the attention of some **5 billion internet users** around the globe.

Sadly, **60% of content** from the world's leading brands ends up as internet "clutter," which is unfortunate considering the huge amount of time and money that companies invest to produce it. Consumer demand for content is insatiable and, for many organizations, keeping up with the demand (and the pace of business) leads to content creation workflows that are challenged by:

- Editorial bottlenecks that slow your time to market.
- Long editing cycles that cost more time and money.
- Disastrous shortcuts (to speed things up) that introduce compliance risks.

On average, your target audience needs to consume around **13 content** pieces before actively engaging with your business. Wouldn't it be great to shorten the customer content journey, with the confidence that every piece of content is effective and impactful.



# AI-powered productivity

For higher content output and increased productivity, choose a content governance software with options to automate any stage of the content review process. 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 automated checks integrate into different stages of your content process and let you automate scans throughout the content life cycle. For example, you could set up a quality gate, blocking the publication of content until it meets your business objectives and your writing standards. Acrolinx gives you both insight and actionable feedback on your content's strengths and weaknesses in the content quality Scorecard and the Acrolinx Analytics dashboard.



## Automated content checks in your content supply chain allow you to:

- Check 100% of your content for possible non-compliance.
- Prepare content to drive revenue by boosting content impact.
- Create more content with fewer resources.
- Establish leaner content workflows.
- Deliver content to your audience more quickly.
- Maximize the value of content over its lifetime.
- Reinforce your brand's tone of voice over the entire enterprise.
- Improve customer experience through content.

## There are several options to use the Automated Check in your processes. Examples of automated integrations include:

- Batch checking several documents at once with a single click.
- Scheduled batch checking of entire content inventories.
- Automated checking of individual content pieces as they're created.
- As a build project as part of your continuous integration process.
- Automated checking of content in GitHub on pull requests.
- In a Content Management System (CMS) before you publish or translate.
- Automated checks at every step (save, import, publish).
- Automated website checking at regular intervals.

Acrolinx has many ways to integrate effortlessly into your content workflow. You can use one or more of the following:



### Reporting & Analytics

Compare content quality against performance to understand how content is impacting your enterprise.



### Integrations

Prebuilt integrations with Sharepoint, Wordpress, Confluence and Github automate content checking fast.



### Developer Tools

Integrate with your existing tech stack with our API, SDKs, and our command line interface.

## How does it work?

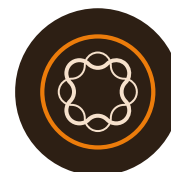
Automate processes for different teams and workflows by embedding Acrolinx wherever you and your team create content, to maximize the value of content across its lifetime.

### Acrolinx Integrations

Acrolinx offers you unparalleled value with dozens of integrations that suit content workflows in every team, department, and industry. While many of these are writer-only integrations, some automation options are built into a selection of existing Acrolinx Integrations. They include Microsoft SharePoint, Confluence, WordPress, Adobe Experience Manager, GitHub, and the Acrolinx Command Line Interface. Deploying a combination of writer and process integrations (automation options) ensures complete content governance with immediate feedback on your content — wherever you choose to create it. They're easy to deploy, maintain and update, and are an easy yet scalable way to get started with our software.

**Want to see the full list of Integrations?**

Check out the [Integrations page on the Acrolinx website](#).



## The Command Line Interface (CLI)

Get a jump-start and use the Acrolinx Command Line Interface (CLI) — a standalone client that runs on Linux, Windows, or Mac. Standard commands help you configure your Acrolinx URL, check settings, and input file locations. Use the CLI interactively from a command line or write a few lines of code to run Acrolinx automated checks in your document management workflow.

```
cont res = await fetch(platforms.url + "/api/v1/checking/checks",
  {
    method: "post",
    body: '{ "content": "One of the fundamental and important takeaways from..." }',
    headers: {
      "Content-Type": "application/json",
      "X-Acrolinx-Auth": platform.accessToken,
      "X-Acrolinx-Client": "GitHub"
    }
  }
});
```

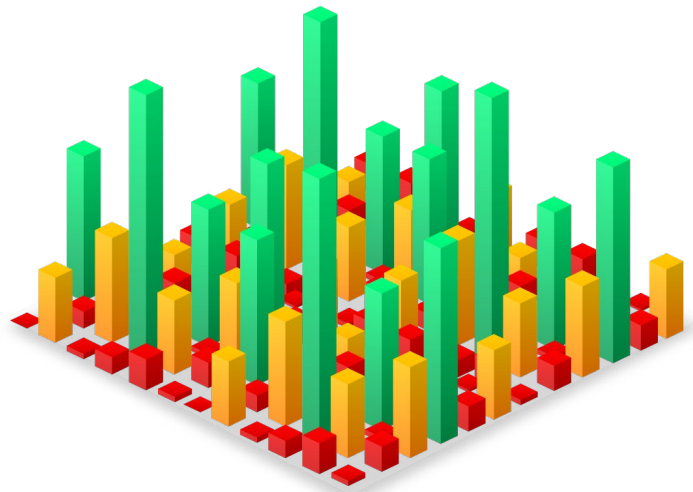
## Acrolinx Platform API

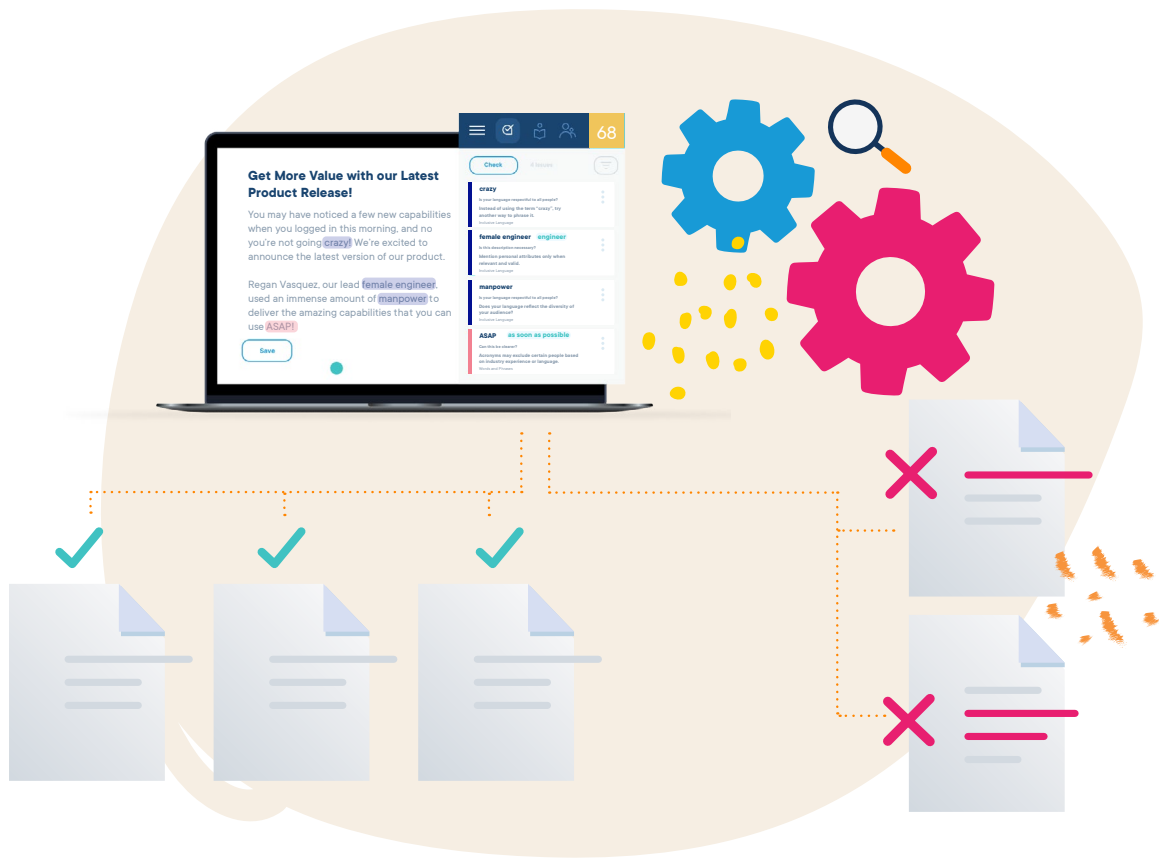
Are you a savvy developer? Use your favorite coding language and plug the Acrolinx Platform API directly into your content workflow. With the JSON-RPC-based API, build a deeper, more seamless integration in your tool landscape. You'll need to write some code around fetching content and submitting checks to the Acrolinx Platform API. But we've got code samples and SDKs to help you get started! Acrolinx developers maintain our SDKs.

When Acrolinx checks your content, you see the Acrolinx Scores directly in your content inventory. It also updates your Acrolinx Analytics dashboards automatically. It's never been easier to make informed decisions about your content at the different publication stages.

## Quality & Performance Metrics

Acrolinx uncovers content that has the potential to impact business outcomes. It also scores your content and collects your performance data from your web analytics platform. Your business can view its performance through several lenses to understand which content improvements will have the greatest impact. You can then assign underperforming content to writers and place it on a content update prioritization list for quality improvement.





## Acrolinx automated checks = exponential efficiency gains

To understand how our customers benefit from automated checks, we collected data to measure how Acrolinx is helping our customers achieve their goals. 60% of content contributors reported that using the Automated Check feature saves time in producing improved and effective content.

A typical Acrolinx deployment looks like:

- **2,200 average checks per day, including**
- **35,136 UI strings and**
- **3,754,650 content issues caught before they reach the customer.**

So relax, make yourself another coffee! Acrolinx saves you time and money in creating content with measurable impact, so you can focus on higher value business activities instead!

## ABOUT ACROLINX

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.

Learn more at [acrolinx.com](https://acrolinx.com).



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