

Meet Acrolinx: Greater Impact with Better Content



The content impact story

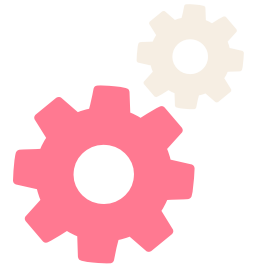
How do you stand out from the other 80 billion web pages on 400 million active websites today? The answer is content. But not just any content – you need amazing content. Content that creates meaningful interactions with your audience. And at enterprise-scale, keeping all content aligned and ready to make the right impact is a real challenge. It's hard to govern it all effectively.

Today's enterprise content challenges

<p>A lot of tracked data, but few actionable insights that accompany it.</p>	<p>Writer volatility and the need to train new hires to create content aligned with the style guide.</p>	<p>Non-native speaking content contributors across the business.</p>
<p>Inability to report on the overall quality of content, making it hard to track spend and impact – which may limit future stakeholder investment.</p>	<p>Rules, standards, style, and brand terminology change constantly and need regular updating.</p>	<p>Massive amounts of hard-to-govern content that accompany fast deployments.</p>

At Acrolinx, we define content impact as the measurable performance of content touchpoints and their effect on customer experience. And our customers have proven that the most efficient way to build, govern, and improve connection-worthy content, at scale, is with an AI-powered content impact platform.

What's Acrolinx?



Hint: An enterprise content impact platform

Acrolinx is the leader in **content impact**. Our AI-powered software improves the quality and impact of all types of enterprise content. Acrolinx helps Fortune 2000 brands meet the challenges of creating content at massive **scale** across writers, workflows, languages, and cultures.

Grows with your business

Insight and control over all your content

Our customers increase their content's value by streamlining its creation, **governing** it against established writing guidelines, and improving its impact over time. Acrolinx delivers an **improved customer experience** across all digital **content touchpoints**, all while avoiding editorial bottlenecks, quality issues, budget overruns, and compliance risk.

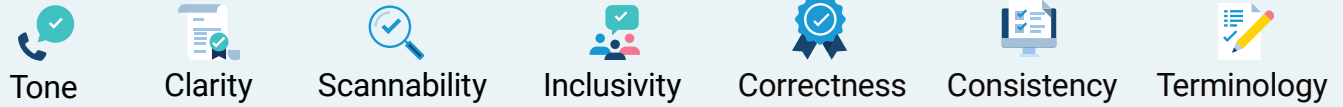
The online interactions you have with your audience(s) through content

The way your audience perceives your content-driven touchpoints



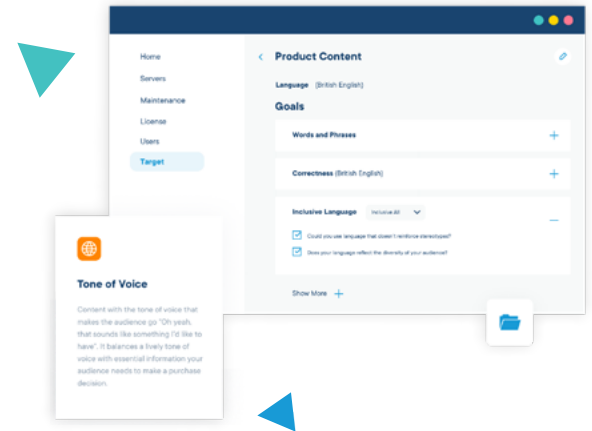
How Acrolinx helps align and improve content

Acrolinx is an enterprise content impact platform that aligns content to your target audiences through automated content checking and writer guidance. Acrolinx aligns content to your business objectives and intended audience across several goals.



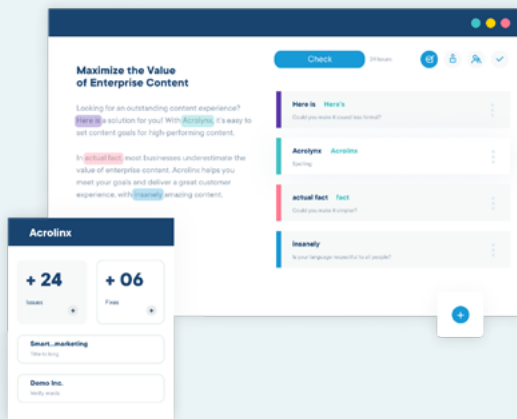
Targeting your audience with Acrolinx

You probably produce different types of content for different types of products or audiences. Each target audience must be able to understand the products, potential gains, and risks. An Acrolinx Target contains several specific goals and guidelines that help writers evaluate and improve their content to make it correct for that audience. An Acrolinx Target contains several specific goals and guidelines to measure and improve content to align it to that audience. Acrolinx has over 100 different guideline configurations allowing you to properly understand your content's characteristics and how well they align with your audience.



Checking content for alignment

Acrolinx scans all existing and new content and gives you an Acrolinx Score. This score reveals how well-suited your content is for its target audience. Enterprises use Acrolinx to guide writers as they create content, or scan existing content at scale, to understand which content needs updating and the specific guidance for how to improve it. Enterprises use Acrolinx to scan all customer-facing content across marketing, product teams, and customer success.



Measuring your efforts

Acrolinx provides sharable insights into the improvement of content and the impact on engagement. Reveal improvements on clarity, scannability, inclusivity, correctness, consistency, and more to prove your efforts to improve customer outcomes. Acrolinx analytics helps you make faster, efficient decisions, while enhancing customer experience. And it doesn't stop there! Connect your performance analytics to Acrolinx to see a correlation between performance and content quality.



Why an enterprise content impact platform?

You might start your journey looking for a solution that focuses on correcting mistakes in content – when what you really need is an enterprise content impact platform. Acrolinx not only gives you the confidence that your content is free from errors, it offers a complete solution for some of today's biggest content challenges.

A content impact platform like Acrolinx ensures your content lives up to its worth. We do that by offering a comprehensive approach to content governance, that includes:

Acrolinx offering	Value to the enterprise
Enterprise-level authoring assistance	Enterprises speak in bespoke voices. A generic grammar checker can't support the level of customization, nor the need for different guidelines that a global business needs.
Automation and quality gates	Style guides are great, and so is authoring assistance – but only when people use them. Acrolinx includes capabilities to automatically check if your content is aligned to the expectations of your team, department or company, while blocking rogue content from publication.
Content analytics	The best content strategies are enterprise-wide. That requires a 360 degree view of the entire content creation lifecycle, including insights on where problems arise, and how well your company is solving them.
Performance analytics	Content analytics are great, but you also need the ability to correlate that data with performance analytics. Ideally, you want to understand whether the improvements you're making to your content resonate with your audience. Acrolinx helps show you what's working and what isn't along with guidance to keep your content valuable over time, resulting in greater content ROI.

So what are you waiting for? To see Acrolinx in action, schedule a time to speak to one of our content experts.

LET'S TALK



Acrolinx® is a trademark of Acrolinx GmbH.
Copyright © 2022, Acrolinx GmbH. All rights reserved.