

OCT 2, 2018

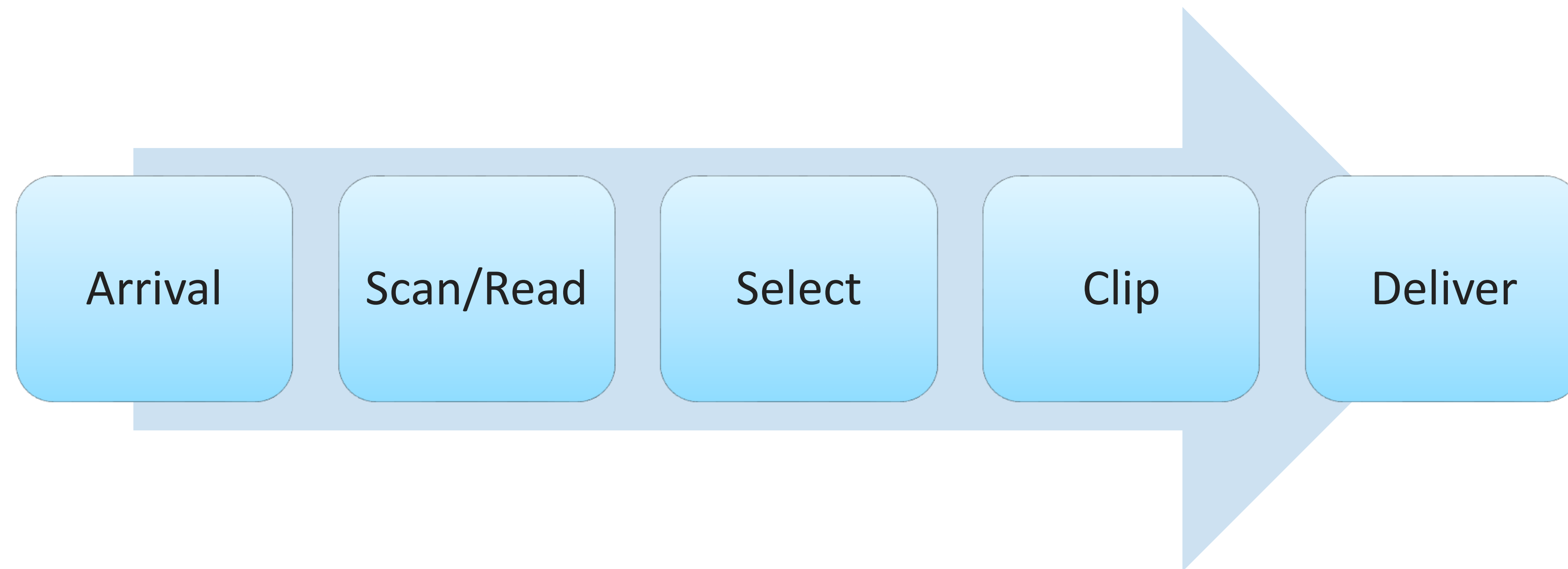
PRINT DATA COLLECTION

WORKFLOWS & OPTIMIZATION

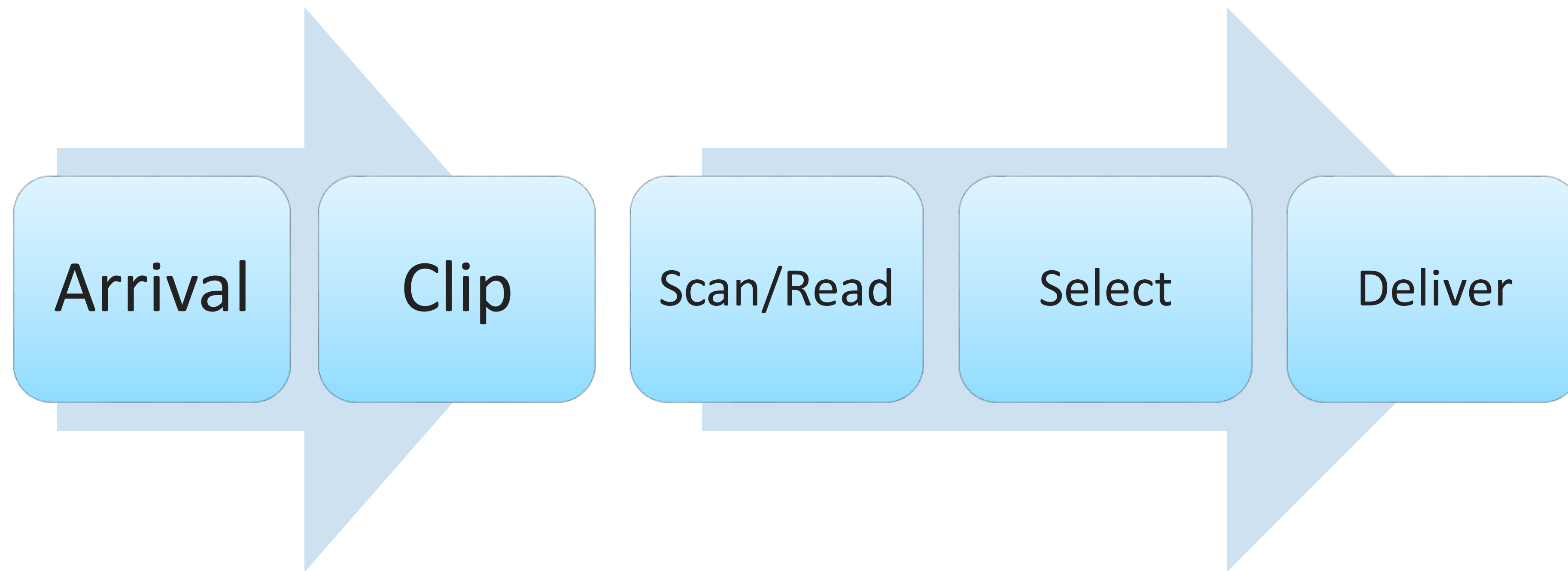
CONVERSION AS A TOOL FOR AUTOMATING
MONITORING

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MEDIA TRACK

"TRADITIONAL" INTEGRATED WORKFLOW



SEGREGATED WORKFLOW



CONVERSION

MONITORING

SEGREGATED WORKFLOW

Simplified process

Two end-products

Optimization possibilities

SEGREGATED WORKFLOW

MONITORING

- Select the right articles
- For the right clients
- Instantly!

CONVERSION

- Deliver input for monitoring
- Instantly

3 FOCUS POINTS FOR CONVERSION

Stellar text quality

Omniscient tagging

Minimal Turn-around time (TAT)

STELLAR TEXT QUALITY

High quality input

Understand the text

Learn systematically from errors

3 TAGGING TYPES

Positional

- Where is the text?

Functional

- What text is it?

Relational

- Which article does it belong to?

FUNCTIONAL TAGS AND TAT

Key to monitoring AI

Key to article segmentation

Key to reducing TAT