

The AudiencePlus logo, consisting of the word "audienceplus" in a white, lowercase, sans-serif font with a small trademark symbol, set against a purple-to-magenta gradient rectangular background.

audienceplus™

From Hours to Minutes: How Roxie AI Supercharged Content Quality Assurance

Overview

AudiencePlus is a content distribution platform that enables publishers to distribute, host, and target communities with their content while providing analytics to enhance engagement and conversions. As the product suite has expanded, content distribution remains at the core, and AudiencePlus sought to improve its content quality assurance (QA) process through automation.

Challenge

AudiencePlus ingests a high volume of content automatically from various sources, often encountering issues such as:

- Incorrect or missing metadata (titles, images, creators, brand tags, etc.)
- Incomplete or inconsistent content formatting
- Errors requiring manual QA review

Previously, AudiencePlus relied on a human-in-the-loop QA process, which was time-intensive and costly. The company aimed to leverage advanced AI models to streamline and optimize this process, reducing reliance on manual intervention while improving speed and accuracy.

Solution

AudiencePlus partnered with The Engineered Innovation Group (EIG) to implement Roxie AI, their AI-driven automation solution designed to handle content QA more efficiently. The system was developed to:

- Automatically detect content issues upon ingestion
- Validate and correct metadata
- Reduce manual QA efforts by implementing a rules-based AI approach
- Expedite content processing and publishing

Results & Impact

AudiencePlus is realizing significant benefits, including:

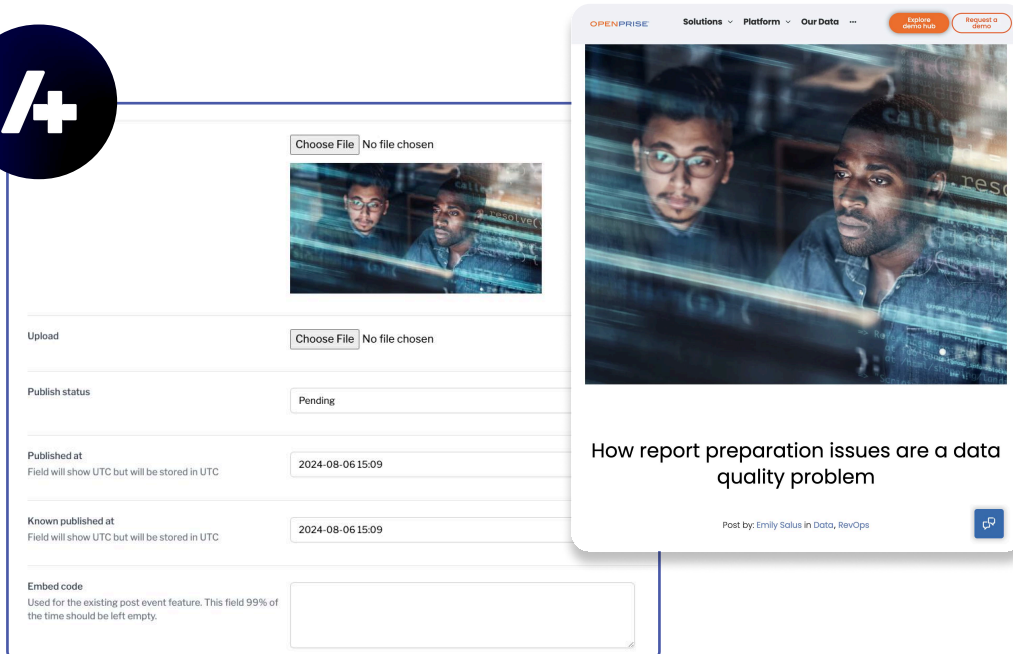
- **90% Reduction in Human QA Effort:** By automating issue detection and resolution, AudiencePlus can reallocate resources to higher-value tasks.
- **Faster Content Publishing:** Automated QA ensures content moves through the system in minutes instead of hours or days.
- **Improved Accuracy:** AI-driven checks reduce the risk of human error, leading to better metadata accuracy and content consistency.
- **Cost Savings & Efficiency:** Automation leads to direct cost savings while enhancing the overall user experience for customers who rely on timely content distribution.

Partnership with EIG

AudiencePlus has a history of collaborating with EIG, having previously worked together on an advanced recommendation engine. This latest project further solidifies their partnership, with EIG delivering a seamless and efficient AI-driven solution tailored to AudiencePlus’s needs.

Conclusion

With Roxie AI, AudiencePlus is poised to revolutionize its content QA process, ensuring faster, more accurate content distribution at a reduced cost. The collaboration with EIG has proven instrumental in achieving these goals, reinforcing the value of AI-driven automation in content management.



The image shows a content management system interface. On the left is a post editor with fields for 'Choose File', 'Upload', 'Publish status' (Pending), 'Published at' (2024-08-06 15:09), 'Known published at' (2024-08-06 15:09), and 'Embed code'. On the right is a preview of a blog post titled 'How report preparation issues are a data quality problem' by Emily Sokus in Data, Rev-Ops. The preview includes a header image of two men looking at a screen and a Roxie AI logo in the bottom right corner.

“With **Roxie AI**, we’re reducing human QA efforts by 90%, accelerating content publishing from hours to minutes, and improving accuracy—all while cutting costs. It’s a game-changer.”



Clayton Stobbs
Vice President,
Customer Success & Product



Jonathan Gandolf
CEO



About The Engineered Innovation Group

We work with organizations to apply emerging technologies to unlock stranded value from your siloed software and systems.

About Roxie AI

Roxie AI is the Engineered Innovation Group’s AI-powered orchestration and automation solution that integrates into your existing software and workflows to streamline business processes, enhance efficiency, improve productivity, and drive innovation.