

Acrolinx Integration

Give your products an edge with the perfect content

Writing compelling and impactful product content can be a challenge. Not to mention that writing the perfect content for your products or services is more critical than ever before. Without top-notch information, how can you accurately convey the benefits of your products to potential customers? How can you ensure you're always a step ahead of the competition? While hiring the right human capital to ensure your product information is both correct and appealing is a solution, this can be both time-consuming and costly, and may not deliver the high-quality results that you were expecting. Stibo Systems' Product Master Data Management (Product MDM) solution now includes an Acrolinx integration, a third-party content standardization engine, that gives you access to a automated content coach that reads, analyzes, scores and suggests the right changes to make your content as engaging as possible.

Discover the perfect content for your products

Having timely content for each of your products is paramount, but not having it properly aligned to your audience expectations can cause you to miss the mark. Even a poorly worded sentence or minor grammar mishap can influence how customers perceive your products, your credibility and your brand. In fact, 59% of people "would not use a company that had obvious grammatical or spelling mistakes on its website"¹. Furthermore, constantly modifying and reviewing product information can be complex and costly.

To tackle this challenge, Stibo Systems' Product MDM solution seamless Acrolinx integration, enables you to check and improve the quality of text-based content for each of your products on the fly. By leveraging Acrolinx's state of the art artificial intelligence, you can quickly identify the ideal terms needed to engage your prospects.

Key Benefits

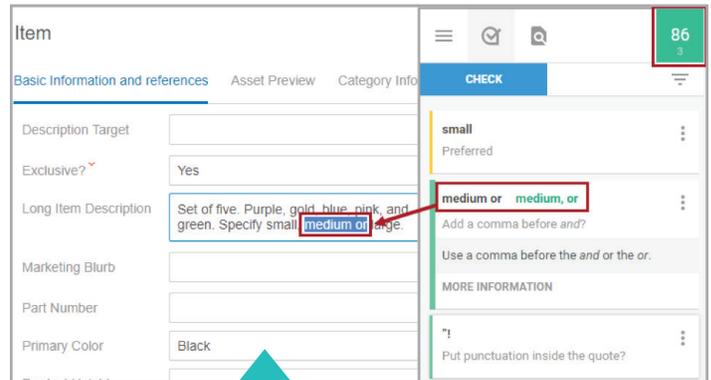
- Check and improve the quality of text-based content as it is being authored in the Web UI
- Obtain a score of the overall quality of your content so you can focus on making improvements
- Make changes based on tone of voice, terminology, spelling and more
- Analyze and create consistent content on a per-product basis using artificial intelligence
- Identify issues quickly via cards in the Acrolinx Sidebar

Key Features

- The Acrolinx Sidebar in the Web UI guides you to improve the quality of text-based values with just a few clicks
- Acrolinx Scorecard grades the overall quality of your content and conveys areas of improvement
- Determine preferred words and phrases for future use
- Acrolinx supports English, German, French, Swedish, Chinese and Japanese
- Supports both cloud and on-premise versions of Acrolinx

Gain confidence in your content – even as you write it

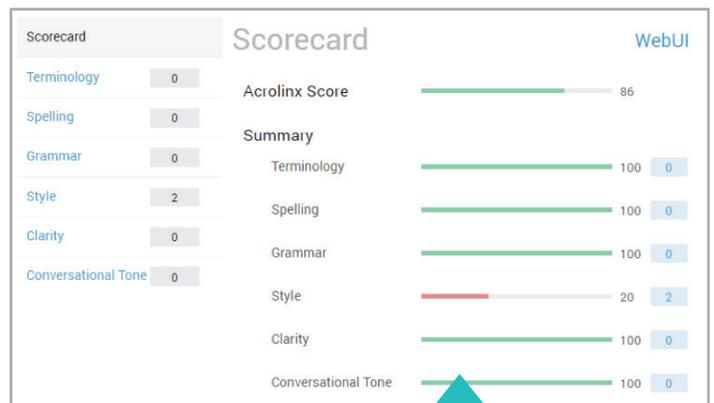
Accessing the advantages of Acrolinx’s linguistic engine in our Product MDM solution is simple. The Acrolinx Sidebar in the Web UI allows you to easily send content, such as product attributes, for inspection where it is analyzed, and feedback is quickly returned back to the Acrolinx Sidebar. Potential issues or suggested changes are displayed via ‘cards’ in the sidebar, and an overall Acrolinx Score is assigned the upper right corner. Content with a higher Acrolinx Score is estimated to be of greater quality, giving you a clear visual indication on whether there is room for improvement.



Obtain feedback directly on the Acrolinx Sidebar and see how your content scores

Examine your content in detail

Acrolinx’s assigned content score is not just a number. Through the Acrolinx Sidebar you can also access a Scorecard that breakdowns any issues with your content. This gives you a comprehensive view on how to improve, and detailed information about any found issues as well as suggestions on how to resolve them. You can also customize Acrolinx to ignore or filter out any words that may be product-specific or that you don’t want checked.



Check in detail how your content scores and identify any problem areas

Source: <https://realbusiness.co.uk/tech-and-innovation/2013/11/12/poor-grammar-on-websites-scares-59-away/>

About Stibo Systems

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what’s next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark. For more information, visit www.stibosystems.com