Delivering Highly Customized Content Recommendations at Reed Business Information

CUSTOMER

Reed Business Information is a specialized provider of industry-specific (e.g., scientific, technical, legal, medical, etc.) information and analytics as well as decision-making tools.

CHALLENGE

Customers of Reed Business Information value the quality of their content and rely on it to make important business decisions. With so much content across their portfolio, Reed Business Information wanted to ensure that customers could more easily access relevant information in a more timely and accurate manner.

SOLUTION

Reed Business Information adopted expert.ai technology to leverage its automatic language comprehension capabilities and customizable media taxonomies. By better tagging and organizing the entirety of their content library, customers were able to locate content specific topics with much improved accuracy.

For example, a customer may require news about topics such as fuel prices, economic indicators for specific countries, or environmental sustainability, all within the context of the automotive industry.

Once they have defined their search criteria, Reed Business Information's semantic engine filters relevant news articles across hundreds of information sources. To ensure the highest quality results, Reed Business Information deploys special moderators to review the content to ensure accuracy relative to customer criteria.

BENEFITS

- More effective information collection puts news in the hands of decision makers faster
- Optimized internal content management processes
- Unparalleled precision and efficiency for thousands of articles every day

> The use of intelligent technologies that maximize the value of content proves to be a winning strategy in the world of publishing. Thanks to semantic technology, we are more competitive in a market where the old way of working is proving to be less than adequate.

Marina Bonomi, General Manager Mimesi, Reed Business Information