

Capture audience attention and drive results with Hybrid AI



Streamline content curation, turn diverse content formats into actionable insights, filter out redundant or trivial information, personalize content and improve user satisfaction and engagement.

Traditional engagement metrics rarely reflect real user satisfaction. Audiences are overwhelmed with repetitive or irrelevant content, leading to fatigue and disengagement. Short attention spans and fragmented data make it worse, while privacy and transparency requirements raise the stakes for recommendation systems.

EIX-Boosting Audience Engagement addresses these challenges with Hybrid AI and customizable knowledge graphs to process massive volumes of content, interpret specialized terminology, unify disconnected data sources, filter out redundant, outdated or trivial (ROT) data, and deliver trusted, personalized experiences that respect privacy and compliance.

Part of EidenAI Suite – the expert.ai suite that delivers comprehensive, ready-to-deploy enterprise AI solutions tailored to each industry – EIX-Boosting Audience Engagement helps you increase audience engagement and satisfaction while ensuring the provenance of trusted and authoritative insights for transparency and traceability, all in support of your business goals and compliance requirements.

KEY CAPABILITIES

Aligning recommendations with user intent

By combining machine learning and symbolic reasoning, our Hybrid AI approach interprets nuanced user signals to ensure recommendations match their actual needs and preferences.

Pre-built industry knowledge graphs

Built-in industry-specific knowledge (e.g. taxonomies) and customizable knowledge graphs help reduce ambiguity, interpret jargon and reduce irrelevant suggestions, improving the accuracy and relevance of recommendations.

Auditable decision trails for every recommendation

Every recommendation comes with a transparent, traceable audit log showing how input data maps to recommendations, ensuring regulatory compliance while building user trust. Emphasizing provenance ensures insights remain explainable and verifiable.

BENEFITS

Increase accuracy by reducing irrelevant suggestions by 20%.

Eliminate up to 30% of redundant, outdated or trivial (ROT) content with context-aware targeting.

Boost content engagement to grow and retain your audience.

Unify insights from multiple data sources for a comprehensive view of your audience's needs.

Adopt AI that aligns with your business goals and compliance needs.

Expert.ai

Expert.ai is a company specialized in the implementation of enterprise artificial intelligence solutions to create business value. Through EidenAI Suite, expert.ai supports companies and public administrations in their AI adoption journeys by offering a suite of ready-to-use solutions tailored for vertical markets.
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