Content Curation for Portfolios

Table of Contents

The Value of Content Curation

Content curation is changing.

It is the age of digital enlightenment and, as a result, instant gratification. Sharing informative content is a necessity. Companies that fail to pursue active consumer engagement will soon see themselves distanced from their client-base and falling behind competitors in their industry.

Content curation is a must for all companies wishing to keep above the surface of constantly evolving B2C communication. Although it's much easier said than done.

It's not uncommon to hire a team of people to curate content: they know the company style and the material produced can be logical and thought-provoking. With this comes the strain of extra salaries on the payroll to maintain this online presence; even with the right tools, humans struggle to curate a vast amount of content within the eight-hour window. Companies also have to consider the constantly changing developments in their industries: the ones that could have been capitalised upon to boost traffic with instantaneous curation of the right content, if only traditional curators could work that fast.

Other companies use automated bots to scour the web for news and data. This is much more efficient, although not without the sacrifice of accuracy, relevancy and logic. They might not need to worry about the pitfalls of human error, but the sheer volume of insufficient data that maybe shares a keyword or two with the desired content is staggering. Did you know that 34% (and rising) of the data in the 'Digital Universe' is useful for content curation, but only 7% of it is tagged, and 1% actually analysed?

In the following pages, we want to show you how Agrud Technologies' revolutionary contextual AI: Stella, can help solve these issues for your organisation, and how this helped one fintech company achieve thought leadership status within their industry.

The Problem Our Client Faced

The client specialises in tracking and analysing bonds and - as a member of the fintech industry - desired to become the primary thought leader within their field. They wanted to showcase relevant bond news but were initially challenged with the amount of content they needed to analyse and track - they were simply unable to curate all of it.

Our client also specifically wanted their content to come in from multiple sources, which would traditionally require a complex set of parameters for even automated aggregators to curate and post. The company wanted to make sure that the news was accurate, not repeated and relevant to their business, and focused exclusively on bond based news.
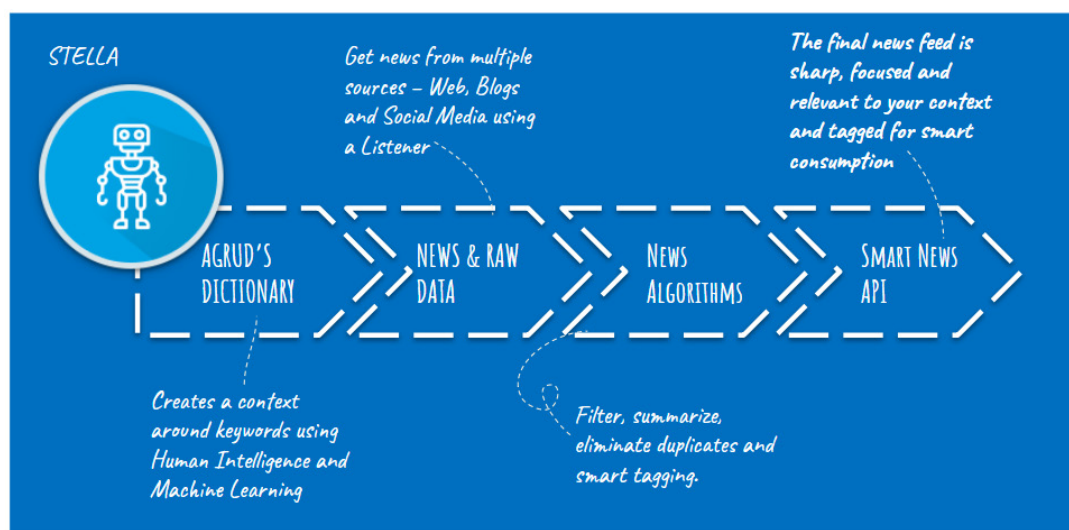
If these pain points could be addressed they would benefit from increased web traffic and SEO, a closer relationship with their clients and a maximum efficiency form of shareable and modifiable content. Furthermore, there would be no need for them to develop their own Content aggregation tool themselves, with enormous savings in time, effort and expense.

How Does Stella Work?

Stella works by analysing millions of texts from a multitude of sources using Neuro-Linguistic Processing technology and contextual machine learning. After filtering, summarising and tagging all of her information, Stella can curate a News, RSS, Blog and Social Media feed based solely around the information you want. What's more, these update in real-time. No more old news.

Stella utilises Agrud's Dictionary to create a map of contextual nodes around keywords using machine learning capabilities paired with human intelligence. She retrieves both news and raw data from a multitude of sources - including websites, blogs, and social media posts thanks to advanced 'listener' technology. After retrieval, Stella puts the data through its paces, running several robust 'smart-filters' that simultaneously eliminate fake news and duplicate data while summarising the information into easy-to-read, smart-tagged snippets. The result is a continuous, real-time stream of well textured data that is sharp, focused and relevant to our client's chosen content. All tagged for consumption.

The Solution We Provided

A summary of needs was evaluated. We asked the client to give us a set of sharply defined and well detailed guidelines surrounding the core subject matter of the news blogs that they wanted to display. We then set Stella to work, focusing on four steps towards achieving a viable solution for their media output needs.

1. Agrud's Dictionary

We created a dictionary of all the keywords and relevant surrounding terms and fed this information to our AI engine, Stella. We used advanced machine learning algorithms paired with human intelligence to ensure that Stella only found the news that was contextually relevant to the keywords that the client had supplied us with.

2. Data Curation

We captured structured and unstructured data relevant to the keywords in the dictionary and utilised a multitude of sources, covering millions of news articles, websites, blogs, social media posts and more in order to ensure only the most relevant and in-depth information was seized.

3. News Processing

Each website found was ranked qualitatively and filtered for duplicates, to ensure only the highest quality sources are used.
Natural Language Generation allowed for smart summarisation of text once the words were deemed relevant enough to the context of the search.

4. Personalisation

Our Neuro-Linguistic Processing technology created a summarised newsfeed tagged for personalisation based on our client's needs.
The client are now able to employ smart algorithms to continuously update content on their API-embedded feed to their own timing and specifications.

By applying these new tools to its existing problems our client was able to streamline its content curation to a level that was until recently impossible.

Our Clients Feed Now

Since utilizing our technology, their blog-feed has been generating a large volume of traffic. Updated news has allowed for the company to gain and retain the reputation as a topical authority; automated content has allowed for them to focus their work on other areas whilst maintaining the benefits of advanced traffic and consumer brand awareness. Because their search parameters with Stella included bonds and bond tracking news, their results are relevant, noteworthy and informative.

Agrud and AI

At Agrud Technologies, we want to show you the potential of our product.

Our client needed a product to affirm their position as a thought leader in the industry and to rise above the competition by offering a product to their customer base that was contextually relevant and powerful in its informative abilities. They knew that if they could offer this product, it would be the difference between customers checking the page now and again to customers setting them as their homepage. Not only was this the case, but our client wanted to know exactly what was going on in the world of bonds at any one time with 100% accuracy, and so wanted to save 99% of the time, money and research by having the credible news right there at their fingertips, summarised in a contextual and human-accessible manner.

It's not just Bonds that we can assist with. Wealth Management, Risk Assessment, Digital Marketing, Education and Investment/Venture Capital are all industries in which our product is proven to work. Due to the nature of AI and Robotic Advisors working harder and longer than any employee, it is estimated that by 2020, 90% of Financial News will be automated. As a future-oriented organisation, we want to assist you in riding that wave of AI-enabled automation. It's also estimated that in the next 5 years, the amount of content on the internet will grow by as much as 500%. Soon, Stella will be the only way to accurately perceive the widest spectrum of relevant content online - she picks up on things that even Google Alerts misses out on due to her specially-structured architecture.

So if you want to streamline the content that you curate for your company, whether they be in fintech or any other industry, why don't you visit agrudtech.com and see what we can do for you?