

# CONTENT MODERATION

Screen and approve user generated image, video, and text content to ensure its appropriateness for public access.

## BENEFITS

AI-powered content moderation can be used to protect your brand, gain insights into customer sentiment, make it safer for customers to engage with your content, and ensure legal and brand compliance. Using AI, all of this can be done on a large scale and across multiple channels — with greater speed and improved accuracy.

**AI-automation filters unwanted content in images, video, and text 100x faster and with greater accuracy.**

- ✓ Reduce the harmful effects on individual moderators of seeing inappropriate images.
- ✓ Improve review times by 98% and scale quickly to keep up with increased content volume.
- ✓ Reduce time spent posting content by 95%.
- ✓ Scale campaigns confidently without worry of negative effects on your brand.

79% of people say UGC highly impacts their purchasing decisions

## Protect your online customers and brand with AI-automated content moderation

### Protect online communities

Recognize images containing illegal content. Detect toxic, obscene, racist, or threatening language. Protect your online community from trust and safety risks.

### Find off-brand or poor quality content

Identify content that poses a threat of copyright infringement or doesn't meet brand guidelines. Screen for low quality images and logos and outdated content.

### Filter profanity and toxic sentiment in text

Review text content faster. Monitor product or service reviews, customer chat logs, and social media posts to identify and remove content that could impact your brand and offend your customers.

### Moderate embedded text in images

Combine computer vision to classify images, OCR to extract image text, and NLP to classify text in order to detect toxic, offensive, and suggestive content in social posts.

**Contact us to schedule a demo.**

We can help you advance your AI projects. **Contact us** to learn about our platform.