

Using AI to differentiate digital asset management

- ✓ Automate data annotation to reduce labeling time by 80%
- ✓ Analyze images and videos 100x faster than manual review
- ✓ Improve search results with enhanced metadata generation

CHALLENGE

Improve content management with computer vision, automated data labeling, and AI

One of the more common problems facing DAM providers is metadata generation and properly tagging assets. Without proper tagging, searchability becomes challenging and time consuming.

- ✓ Improperly tagging data and poor metadata descriptions
- ✓ Keeping assets organized and tracking locations
- ✓ Too much time spent searching for the right assets
- ✓ Scaling up as the business grows

The laborious process of manually tagging data can be prone to human error and time intensive — slowing time to value for the more profitable task of providing customers with data analytics.

SOLUTION

How AI is reinventing digital asset management

Using artificial intelligence within a single automated platform can greatly improve internal processes and asset management outcomes. AI offers numerous benefits to solve the most challenging business use cases such as automated data labeling, image and text recognition and classification, visual search, and content moderation.

With computer vision, automated data labeling, and NLP, you'll help your customers find assets and related content faster and accelerates their time to value. Streamlining these time-consuming manual tasks can also help you become more operationally efficient, so you can focus on offering your customers more profitable services like data analytics.



Improve the user experience and the quality of search with AI

Clarifai delivers a deep learning AI lifecycle platform to support your most complex use cases and organization-wide transparency and collaboration for your customers.

USE CASES

Visual similarity search to find related assets faster

Increase productivity by making it easier to find the right assets or “find more like this” faster. Combining textual metadata with visual context, content searches become more powerful and intelligent.

Automated data labeling to enhance search and discovery results

Generate richer business-specific metadata to help improve employee productivity and reduce frustration. Using AI driven image, text, and video annotation makes searches faster and deeper.

Content moderation to improve brand governance

Maintain content unity and brand reputation across marketing channels. Use computer vision and NLP to identify out of date content, explicit material, or low quality images and videos faster.

Logo detection to maintain unity across marketing channels

Detect logos in images, text, and videos to monitor and monetize your visual content. Using visual search find poor quality logos, off-brand materials, and old watermarks.

Content trend analysis and predictions for deeper analytics

Analyze how assets are performing. Make data-backed recommendations on what assets to use together, which copy performs best, and even provide edits, “similar content” that can improve campaigns based on previous trends.



Why Clarifai

Clarifai is the leading enterprise platform for computer vision, natural language processing, and artificial intelligence that uses sophisticated machine learning to model unstructured data. We help organizations gain value from their image, video, and text data to solve the most challenging use cases.

Our deep learning platform comes with the broadest repository of pre-trained out-of-the-box AI models built with millions of inputs and context. They detect explicit content, faces, embedded images as well as predict various attributes within images, video, and text such as food items, textures, colors, people, and more. Our models give you a head start; extending your own custom models.

We’ve built an easy-to-use UI for any skill level to label, train, and deploy models. Our customers worldwide trust us to gain valuable insights from their images, videos, and documents. For more information visit clarifai.com.

Contact us to learn more.

Whether you are a start-up or a Fortune 500, we can help you advance your AI projects. Contact us to learn about our platform.