Natural Language Generation

Auto generate content for greater economies of scale.

Demand for content is increasing faster than marketers can produce it thanks to the need for more personalized content which leads to deeper customer engagement and increased revenues. You need to create content fast to be effective. Natural Language Generation (NLG) automatically generates high-quality text – e-commerce product descriptions, promotional text, SEO-relevant descriptions, job descriptions, etc – with limited human resources. It eases the pressure on marketers by taking over routine content creation tasks giving companies a huge advantage: scale.

Increase productivity for dramatic cost savings and better business results.

- Auto-generate editorial text with human-like accuracy and catapult productivity to a whole new level.

- Create high volumes of quality text at scale without additional resources for greater operational efficiency.

- Automate repetitive and routine tasks such as frequently updated text or reports for time savings that allow you to focus on more strategic initiatives.

- Reduce content creation time down to mere seconds for faster time to value.

- Minimize translation costs by auto-creating text in multiple languages simultaneously.

- Increase organic search engine traffic with perfectly optimized text.

Deliver better digital experiences – at scale.

- Create unlimited content variations for personas for hyper-personalized digital experiences and better customer engagement.

- Influence buying behavior with more targeted and individualized content for increased sales.

- Spend less time on routine tasks and more time perfecting digital experiences that compel customers to action.
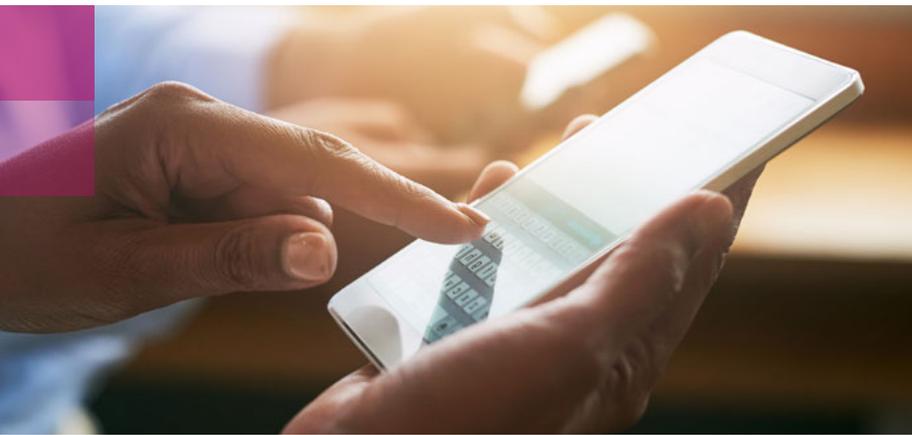
THE PROOF OF NATURAL LANGUAGE GENERATION

Improved SEO results for a 5x increase in sales.

Vivint Smart Home

Increased story output from 300 to 4K quarterly for a 12-fold increase making writers 20% more productive and reducing error rates.

The Associated Press

e-Spirit

Harvest your existing data to your advantage.

Natural Language Generation is essentially data-driven mass content production. It turns raw data already stored within your company's software into human narratives using linguistic algorithms that communicate the same way people do. Corporate wording, tone, grammar, spelling and syntax are correct without the need for review and approval.

A strategic partnership.

e-Spirit partnered with Retresco GmbH – one of the leading companies in the field of AI-driven content automation – to incorporate Natural Language Generation into the FirstSpirit Digital Experience Platform.

Tap into the power of automated content creation.
Contact e-Spirit to see Natural Language Generation in action.

About e-Spirit

e-Spirit's FirstSpirit Digital Experience Platform, offered through a SaaS or on-premises model, helps businesses engage customers and increase revenue with personalized, content-rich digital experiences anytime, anywhere. Savvy digital marketers across all industry sectors rely on the FirstSpirit platform—which includes CMS, AI-driven personalization and omnichannel marketing capabilities—for individualized and synchronized content delivery across all channels to differentiate their companies and compel their users to action.

e-Spirit, founded in 1999, is part of the adesso Group and has offices in 16 locations in the US, Germany, Great Britain, the Netherlands, Switzerland, Austria and Asia Pacific. Customers include international brands and corporations such as L'Oréal, Lancôme, Commerzbank, BASF, Bosch, Belk, Urban Decay, Olympus, Santander Bank, Signet Jewelers, Nintendo, Carter's and many others. For more information, go to www.e-Spirit.com or call us at 781.862.5511.

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