

Enrichment improves the user experience

As the new kid on the block, metadata enrichment is still a work in progress. That's why we've defined five principles to make metadata enrichment work best for your video service.

Before diving into the basic ingredients for successful metadata enrichment, it's important to understand the value it brings to the table.

Metadata enrichment enables:

- More accurate and comprehensive searches
- More reliable recommendations
- Easier content discovery
- Greater automation
- Better content discovery via connected entities
- Enhanced data quality and coverage for richer asset display



Go.Enrich fills gaps and adds new attributes to your metadata to provide the total picture.

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