Automation and AI are a must

Metadata is always evolving, making it nearly impossible to work solely with manual processes. Even if you could keep up with the constant changes, manual processes are time-consuming and resource-intensive. Moreover, they increase the risk of introducing errors and inconsistencies into your metadata. And if you're still not convinced, it's difficult to determine which enrichment techniques are most appropriate for a given dataset, leading to inefficient and ineffective results.

That's why your enrichment strategy needs to involve a combination of techniques – from automated processes, through machine learning (ML) algorithms, to manual auditing and editing - to achieve tangible benefits:

- Conduct automated enrichment with a variety of tools and techniques, including natural language processing (NLP), ML and rule-based systems, to optimise your results.

- Use machine learning across the entire metadata enrichment process to better predict changes.

- Target manual tasks for only the "last mile" of your dataset auditing to uncover discrepancies.

Go.Enrich is designed to ensure that your subscribers find the content they want.

Download full eGuide

Synamedia
GO.ENRICH