



Teaching Machines Natural Language

THE RESULT



168% INCREASE IN MEDIA COVERAGE

in North America and Europe in 18 months.



INCREASED ORGANIC TRAFFIC

to expert.ai website.



Expert.ai's annual reports, thought leadership and product news appeared in business and AI media outlets - **ALL BOOSTING VISIBILITY AND AWARENESS** for the company and its hybrid approach to NLP.

OUR OPPORTUNITY AND PROGRAM EXECUTION

Historically, organizations including insurance, media, financial services, life science and pharmaceutical companies and government agencies have struggled with automating natural language processing (NLP). These entities are sitting on a treasure trove of unstructured data in the form of text that resides in forms, applications, emails, contracts, policies, pdfs, customer documentation and the like. In fact, 80% of enterprise data is unstructured and, thus, a blind spot for most organizations. Historical approaches to unveil the value of this data were limited. Symbolic, machine learning (ML) and Large Language Models (LLMs) all have their advantages and disadvantages.

With the expert.ai Hybrid Natural Language Platform, the company is pioneering the hybrid approach of combining symbolic AI (artificial intelligence) with ML and LLMs to gain unparalleled success in using AI to understand natural language and the intricate nuances contained within. The company engaged Metis Communications to help raise awareness for the company's novel approach to solving the industry-wide challenge of deploying successful artificial intelligence-based natural language processing and natural language understanding (NLU) projects.



COMPANY: expert.ai

INDUSTRY: Artificial Intelligence/Machine Learning; Natural Language Processing/Understanding

LOCATION: Modena, Italy

WEBSITE: <https://www.expert.ai/>

Metis worked to promote expert.ai's international market leadership in NLP by highlighting customer and milestone growth on a consistent basis. In order to establish expert.ai's technology as one of the most effective and modern approaches on the market, Metis needed to promote the company's technical expertise via articles authored by the company. The companies worked together to highlight expert.ai's hybrid approach to NLP/NLU through educated-focused media outreach.

In addition, Metis and expert.ai promoted expert.ai's "IQ Reports" to demonstrate practical approaches within key markets like banking and finance, insurance and publishing. Expert.ai also participated in and sponsored various hackathon competitions to evaluate AI-based tools developed by both academics and AI practitioners.

Finally, Metis supported expert.ai's awards campaigns, resulting in wins with the AI Tech Awards, American Business Awards, API Awards, Claims Excellence Awards, FinTech Breakthrough Awards, the Globees, Insurance Innovator Awards, KM World's AI 50 and 100 Companies That Matter in Knowledge Management programs, and Ventana Research's Digital Innovation Awards.

HIGHLIGHTED AWARDS



I have worked with many agencies over the years, and Metis is at the top of the class. Its team has an impressive ability to understand complex technical concepts, translate them into business-level insights, and share them with its deep network to socialize the benefits.

- KEITH C. LINCOLN, CHIEF MARKETING OFFICER, EXPERT.AI