



Enhance Operations of the Media & Publishing Business with Generative AI Implementation

Introduction

This case study demonstrates the expertise of inoday in implementing cutting-edge generative AI solutions for a client in the media & publishing industry.

With advanced AI technologies, inoday transformed the client's content creation process, significantly enhancing productivity while maintaining editorial quality.

The solution addressed critical workflow bottlenecks and empowered content teams to focus on higher-value creative work.

About Customer

The client is a mid-sized media & publishing company spanning digital news platforms, magazines, and content marketing services.

With 200+ content creators across multiple departments, they produce thousands of articles monthly for diverse audiences and have been a trusted information source for over two decades.

Business Challenges

The customer located in India has content teams that were struggling with increasing content demands across multiple platforms while maintaining quality and relevance.

Writers spent excessive time on routine tasks like headline generation, content summarization, and metadata creation, leaving limited bandwidth for original reporting and in-depth storytelling.

Additionally, inconsistent tone across content pieces and bottlenecks in content ideation were affecting publication schedules and audience engagement metrics.

Solution

Considering the current challenges, the media industry customer partnered with inoday to implement a tailored generative AI solution to meet the content challenges of tomorrow.

inoday developed an AI-powered content assistant with existing content management systems, featuring specialized models trained to match the publisher's voice and style guidelines.

The solution included capabilities for automated content suggestions and headline optimization with robust human oversight controls.

The Result

After implementation of Generative AI solution, the customer from the media industry has reported a 60% increase in content production capacity to improve engagement rates while maintaining editorial standards. It allows greater focus on original reporting (based on facts) and audience engagement. The media and publishing businesses have witnessed a robust increment in reader retention metrics.



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