## LIONBRIDGE CONTENT REMIX APP

Our AI-powered multilingual content creation solution allows you to generate fresh, personalized content for multiple channels quickly and easily.

### CREATE ORIGINAL CONTENT ON DEMAND

With the Lionbridge Content Remix App, creating accurate, impactful content that resonates with global audiences and aligns with your content strategy has never been easier. The innovative Content Remix App enables you to create content for many purposes and languages simultaneously with the help of AI.

## HOW THE CONTENT REMIX APP WORKS



The Content Remix App gathers your requirements, such as essential instructions, languages, and personas, and ingests data, such as product descriptions, into its workbench.



Template fields ensure your desired target audience, tone, languages, and output goals are identified. The app's content generator does the rest.



Within seconds, a task-specific generative prompt aligned to your needs creates original, derivative outputs in one or multiple languages, enabling you to deliver impactful messages to broader audiences.



once a generative
prompt template has
been created in the
Content Remix App,
it may be reused repeatedly
for new content creation needs.

## FINALIZING OUTPUT



An array of editing capabilities enables the output to be checked for the desired tone, reading level, and length, allows for manual edits, and provides options for the AI to modify the text further.



An optional human-in-the-loop review by our vast pool of language specialists and Subject Matter Experts (SMEs) can further bolster your trust in output accuracy, authenticity, and cultural relevance.

# WHAT THE CONTENT REMIX APP IS USED FOR

The Remix App supports the creation of content for all types of marketing and distribution channels: Websites (landing pages, blogs)

E-commerce and online marketing sites

Social media platforms (Instagram, Facebook, X)

Social networking platforms (LinkedIn)

Customer support channels

Newsletters

# LEVERAGING EXISTING ASSETS FOR NEW PURPOSES

See it in action: The following use case examples are a small subset of the many ways the Content Remix App can create personalized, multilingual content at scale in a highly cost-effective manner.

#### **SOURCE DATA INPUT**

**Product descriptions** - Source information

- A content brief - Product data tables

**Poorly written text** 

English marketing materials

An existing thought leadership piece

#### THE OUTPUT

Multiple social media posts, each highlighting a different aspect of the product's features

Impactful, market-ready product descriptions and e-commerce content assets

THE CONTENT REMIX APP

Personalized marketing materials in your desired languages. (Note: This differs from translation; it is content creation.)

Multiple versions, such as short and long versions, for different purposes

#### **KEY FEATURES**

derivative original content.

The model ingests data, including existing business



Original content creation tailored to your target audience and communication channels.



The ability to incorporate keywords and metadata for Search Engine Optimization (SEO)



Simultaneous multilingual content creation in 70+ languages.



An array of editing capabilities.



Optional humanin-the-loop review by Lionbridge's experts.



Enterprise-level security to protect confidentiality and assets.



Application of Lionbridge's TRUST framework.

#### **CONTENT CREATION BENEFITS**

- >> Globalized content at source
- >>> Reduced content creation cycle times
- >>> Ultimate efficiency for data reuse and cost savings
- >>> Linguistic accuracy and preservation of brand voice
- >>> Enhanced personalization and audience engagement

#### **GET STARTED**

Contact us today to start benefiting from the Lionbridge Content Remix App and access our extensive content and language offerings for a complete content solution.

LEARN MORE AT LIONBRIDGE.COM