

# 40% editorial throughput boost

Adsum AI delivers intelligent automation for Australia's largest women's media company.

## The Challenge

Mamamia's editorial team faced a significant operational bottleneck. Manually tagging each article for topic and sentiment was slow, inconsistent, and consumed valuable editor time. This manual process limited content velocity and led to guesswork in booking high-value advertising segments, risking lost revenue.

## The Solution: Practical Intelligence

Adsum AI architected and deployed a bespoke content intelligence engine that integrates seamlessly into Mamamia's workflow. We combined a custom-trained classification model with a sophisticated Large Language Model (LLM). The system automatically analyses and tags new articles, then cross-references the content against live ad inventory to recommend the most profitable placement—all in real time.

## The Impact

By automating a core operational process, Adsum AI unlocked immediate and measurable value. The solution removed the manual burden from editors, enabling them to focus on creating content while simultaneously optimising its commercial performance.

- **40 %** editorial throughput boost
- **30 %** lift in ad segment CPM
- **99 %** content tagging accuracy

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