

How Cortical.io Semantic Search Helped a Global Company Automate its Marketing Claim Verifications

Cortical.io Semantic Search Case Study



The Challenge

Ensuring that marketing claims about a product are not misleading or deceptive is a major challenge for this large consumer goods company which must comply with consumer protection laws and industry self-regulatory guidelines. To avoid litigation and the associated costs, marketing claims must be supported by sound factual research results, such as clinical studies and consumer reports. With almost 300,000 new clinical studies registered every year, it is impossible to manually keep track of new evidence related to a specific product. The scientific vocabulary used in such studies differs significantly from the jargon used in marketing claims and the product-relevant scientific information is often not formulated in words, but encapsulated within chemical formulation. This made it impossible to automate the verification process, which remained a long and tedious process involving human-based tasks of searching, and manually validating evidence documentation.

Company Profile

Consumer Goods Giant

The Goal

Automate the task of finding research studies to support marketing claims

The Solution

Cortical.io Semantic Search

The Cortical.io Solution

Leveraging its unique approach to natural language understanding, Cortical.io implemented an advanced search engine that enabled the firm to automate the marketing claim verification process. Cortical.io Semantic Search understands the meaning of marketing claims and matches them with research studies, even if they do not use the same vocabulary or the relevant information is encapsulated within chemical formulae. Extraction models are trained very quickly, based on annotations by the firm's subject matter experts on only a handful of sample clinical reports. The solution instantly extracts quality structured data from research studies and other sources of evidence. The feedback of subject matter experts on the quality of search results is directly looped back into the system to facilitate continuous learning while preserving consistent results.

The Cortical.io Impact

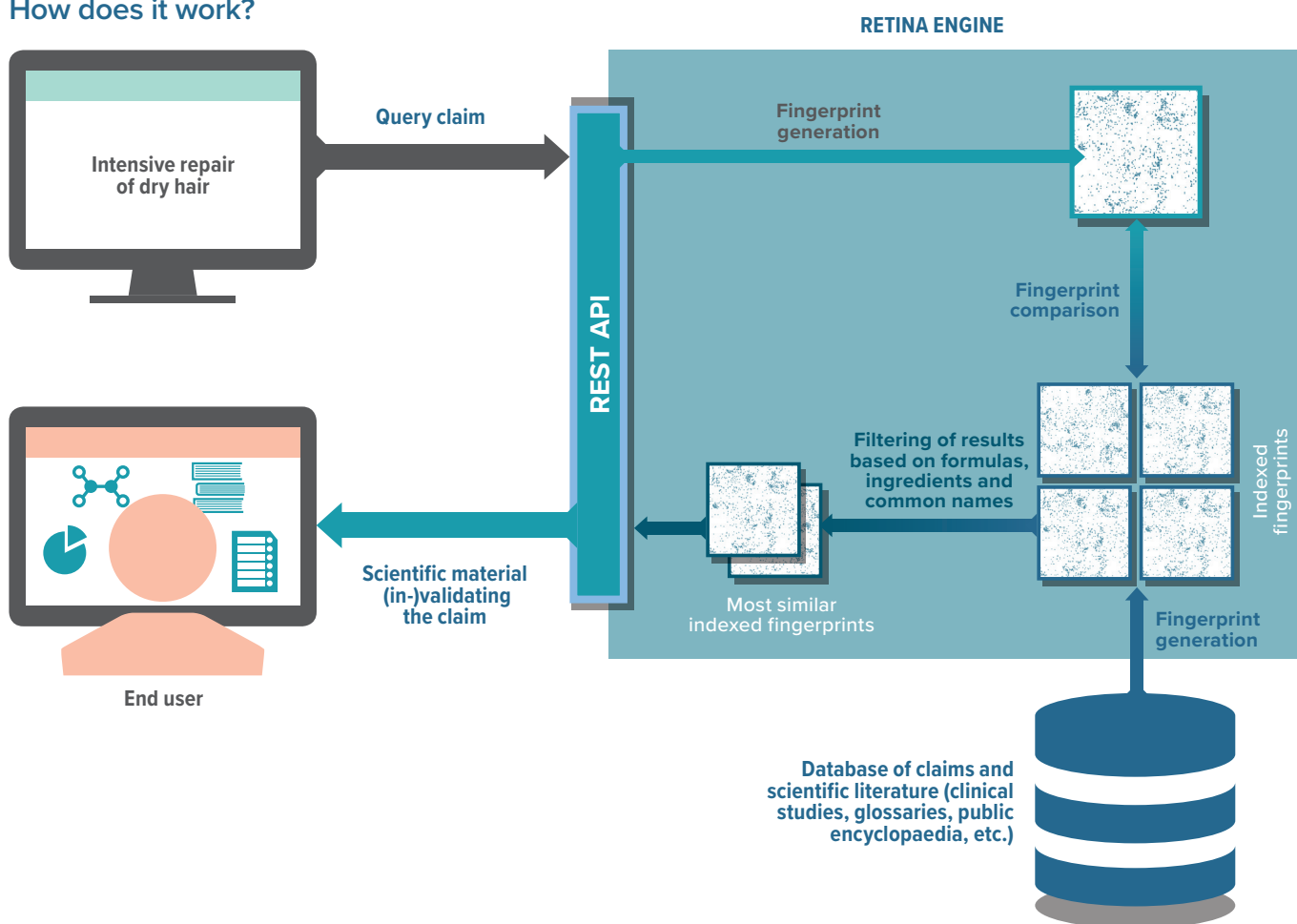
Because the Cortical.io search engine analyzed the meaning of the marketing claims, it was able to not only increase the number of relevant answers delivered to subject matter experts, but also discover new sources of evidence within scientific literature. As a consequence of the new automation, large parts of the claims support research could be reassigned to junior researchers, allowing to reallocate expensive subject matter experts' time to more demanding tasks.

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By using Cortical.io Semantic Search, the company was able to:

- Train the search engine in an unsupervised manner, to learn the vocabulary used in the company's marketing claims and evidence documentation (consumer reports, clinical study reports, fact sheets, other scientific material)
- Configure a data extraction engine for common names, formulation and ingredients of consumer products
- Filter search results based on common formula name, formula coding, or a combination of formula ingredients
- Search with queries formulated as marketing claims to identify related scientific information

How does it work?



For more information about this case study and Cortical.io solutions, visit www.cortical.io or email info@cortical.io