claravine

The Power of AI for Content Data Standards

Claravine's content classification puts AI in the hands of your marketing team with data classifications across text, creative, audio, and video.

Analyze, extract, and search metadata from videos and images, accelerating the automation and enrichment of data standards for marketing ops and creative teams.

Leverage a single API endpoint to unlock intelligence from assets to capture and activate a consistent data taxonomy. **API includes content, creative, and livestream classification, with options for search and similarity.**

Content API
Classify all your content, from text to audio, to image, to video

Creative API
Classify video creative and optimize creative against content

LiveStream API
Classify live streamed or broadcast content

How does it work?

Unlike most of today's content classification technologies, the content engine doesn't scrape metadata. Instead, Claravine scans imagery and video assets through Computer Vision (CV), AI, and Machine-learning technology. We analyze video and images at the frame level, recognizing objects and text, and detecting and transcribing audio. This is used to construct the "aboutness" of a scene which is then aggregated and scored to provide a summary.

We return complete comprehension of the full depth of context within image and video assets in an easy-to-use JSON format, ready to enrich your content metadata for activation and analysis.

Comprehensive. Thousands of features available across brand safety, context, emotions, affinities, subject, objects, events, activities, and places

Simple. Integrate a single API with just 13 lines of code to access content comprehension across text, creative, audio, and video

Scalable. Take control of your growing volume of content, putting your entire portfolio to work while enhancing the value of assets

TAKE THE DRAMA OUT OF YOUR MARKETING DATA™

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Content API
Classify all your content, from text to audio, to image, to video for:

- Yield management and pricing of segments
- Building high-fidelity audience segments without PII
- Content analytics
- Editorial decisioning
- Assessing brand safety

Creative API
Classify video creative and optimize creative against content for:

- Creating data profiles for matching of classified creative to classified content
- Determining brand safety
- Ensuring integrity with broadcasting laws
- Ensuring uniqueness

LiveStream API
Classify live streamed or broadcast content for:

- Determining brand safety of prior minutes of a broadcast
- Ensuring no brand damaging reporting precedes an ad slot
- Optimizing ad revenue by matching advertisers to the context of the broadcast or metaverse environment

🔍 Search & Similarity

Perform an immediate review of images, videos and documents to search content and identify similar content. Use a deeper understanding of content and asset relationships to build a better organized, searchable library, improving scale, recommendations, and creating new monetization opportunities.

Comprehensive Taxonomies

The deep contextual comprehension aligns to industry standards.

Available Taxonomy includes:
- IAB context (Tiers 1 & 2)
- Brand safety (GARM classes)
- Affinities
- Emotions
- Places
- Demographics
- Celebrities
- Objects
- Activities
- Brand logos
- Archetypes
- Quality score
- Audio language

The technology also allows for custom taxonomies based on trainable use cases.

Broad Format Support

Classify the text, imagery, audio and video of all forms of digital content including **live stream content, file-based content and URL-based content.**

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