



Enterprise AI in Action

Use Case

Enterprise AI for Content Analysis

CLIENT

Digital media group for large global publisher.

SITUATION

Customer had built detailed rule-based taxonomy approach to classifying tens of thousands of used car make/model/packages listings. While accurate, the rule-based system was extremely expensive and time consuming to maintain. It also did not scale well across new makes and models.

INDICO SOLUTION APPROACH

1. Customer provided a limited training set of automotive vehicle features by make and model to create custom training model.
2. New listings are classified by Indico to produce comprehensive classification output, which is then fed into customer's valuation prediction model.

IMPACT

- Content classifications and labeling can be done at scale and incorporated into content workflows.
- More complete classifications dramatically enhance the value prediction accuracy and coverage, while cutting the costs and turnaround times for data model maintenance.
- Indico Transfer Learning enables rapid expansion across makes and models.



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