

Speeding Marketing Approvals with AI Compliance Checks



The Challenge

Marketing teams must ensure promotional content complies with regulations and internal guidelines; manual checks are slow, inconsistent, and error-prone, causing legal risk and launch delays.

The Solution

Automated guideline checks with consistent scoring and flagged exceptions:

- Scan materials for non-compliance and risky claims
- Score against maintained rule libraries using LLMs
- Route flagged items to human validators

The Results

- Shorter review cycles and approvals
- Reduced legal and penalty exposure
- Consistent adherence to standards

Impact Delivered

- Faster approvals
- Lower review effort
- Fewer compliance escalations
- Shorter time-to-market

Solution Components

- GenAI compliance analysis
- Rule-driven scoring
- Exceptions workflow