

Bringing ADmantX Excellence to New Markets with Multilingual Capabilities



ADmantX is a leading provider of NLP semantic-based solutions for contextual advertising, advanced brand safety and 1st party audience profiling



Key facts & figures:

- Founded in 2010
- Corporate headquarters: Italy
- Number of employees: 11-50
- Business operations worldwide with clients in 15+ countries



CHALLENGES

As part of its fast-growing strategy to drive the company to the next level, ADmantX needed to increase its language coverage with high translation quality across large volumes.

ADmantX was looking for a machine translation partner who was able to **deliver high quality machine translation** with a **wide range of languages** in a **timely manner**.



SOLUTION

ADmantX has been using SYSTRAN Enterprise Server **since 2012**.

With the wide language coverage offered by SYSTRAN machine translation solution, **ADmantX expanded its offering to all markets in Europe, North and South America and APAC.**

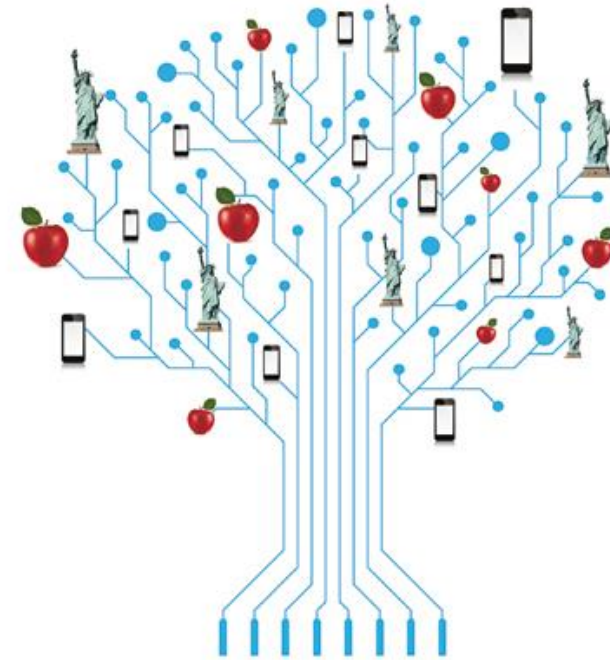
Powering ADmantX Excellence in Any Language

ADmantX has a unique ability to **read online content** the same way a human would to **understand its context**, by fetching website pages on request and semantically analyzing the extracted text.

This allows advertisers, SSPs, publishers, DSPs to match ads to relevant content at **granular page level**, creating owned detailed consumer profiles with tailored campaigns for maximum impact.

ADmantX needed a machine translation solution **to rapidly extend their market coverage while maintaining an extremely high accuracy of online content comprehension** for contextual analysis and consumer profiling in any language.

Which **apple** are you looking for?



Smooth and scalable integration of the translation workflow in ADmantX semantic engine.

ADmantX started the implementation of SYSTRAN Enterprise Server with **main European languages in 2012** to include later the major APAC languages, such as Chinese, Korean, and Japanese.

ADmantX integrated **SYSTRAN's translation web service** to provide ADmantX semantic engine the translated texts for contextual analysis. The environment provided by SYSTRAN was scalable and able to support **high volume**.

The **setup and maintenance** of SYSTRAN translation clusters was also easily handled by ADmantX teams.

ADmantX's linguistic team carried out **internal translation quality check** across publishers and DSP inventories. **SYSTRAN supported when translation improvement was needed** for specific words in certain languages.



The benefits of choosing SYSTRAN

- **Wide range of languages** available
- **Consistent good quality** translation among all languages provided
- **Friendly user interface** allowing easy management to scale volumes, handle different languages and view statistics, as well as monitoring the translators' status.
- **Custom language dictionaries** to define specific translation for words and phrases not included in the generic solution.
- The ability to provide, with a **license-based model**, a sustainable option for **high volume translation needs**, matching ADmantX requirements.



“SYSTRAN Machine Translation solution enabled us to strengthen our presence across geographical markets with a multilingual offer, while ensuring the highest quality of contextual analysis in the target languages.”

Bruce Rudolph
Chief Development Officer
ADmantX



About ADmantX



ADmantX is a leading provider of NLP semantic-based solutions for contextual advertising, advanced brand safety and 1st party audience profiling—through the use of Artificial Intelligence (AI), cognitive technologies, and machine learning, ADmantX has a unique ability to read content the same way a human would to understand the contextual meaning within online content. This allows advertisers and publishers to match ads to relevant content at granular page level, ensuring brand safety and creating owned detailed consumer profiles so that campaigns can be tailored for maximum impact.

ADmantX works with global clients and is integrated with leading DSPs and SSPs.

For more information, please visit www.admantx.com

About SYSTRAN



SYSTRAN, celebrating its 50th anniversary this year, is a pioneer in machine translation technologies. The company helps worldwide organizations in their digital transformation process with advanced and secure translation solutions.

In 2016, SYSTRAN further innovated and launched its new generation of engines that combine neural networks and artificial intelligence to offer companies a translation quality very close to human translation and increase their productivity gains in various areas such as: collaboration, content production, customer support, electronic investigation, analysis of Big Data, e-commerce, etc.

SYSTRAN provides a tailor-made solution that meets the language specificities of each domain and corporate communication guidelines. Thanks to an open and scalable architecture, SYSTRAN's solutions integrate seamlessly into existing IT applications and infrastructure, providing professionals with higher efficiency.

For more information, visit www.systrangroup.com and test neuronal translation quality here: <https://demopnmt.systran.net/>



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