



Smart Tagger: High precision industry and topical news tagging in Quantexa News API

 **Accuracy and precision**

 **Breadth and depth**

 **Domain relevance**

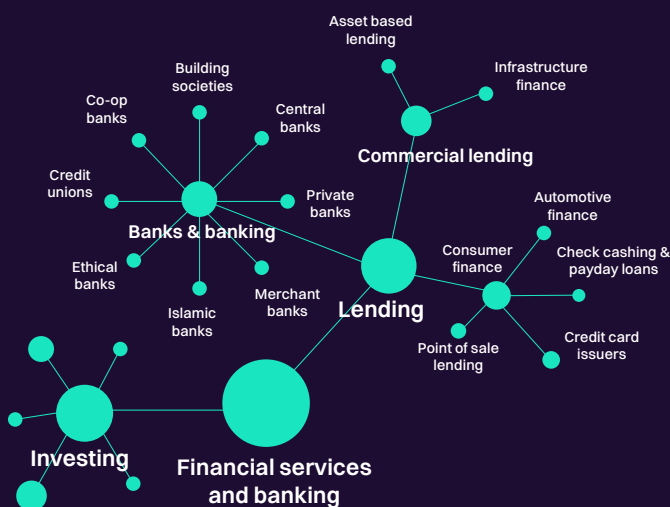
Discovering the news that matters

Given the overwhelming volumes of news content published globally every day it has become increasingly difficult to block out the noise and discover the news stories and events that matter. Organizations who rely on news content as an informed signal or data source have resorted to inefficient and costly manual discovery processes or complex keyword-based querying techniques that struggle to scale to the speed and effectiveness required.

Confident news tagging with Smart Tagger

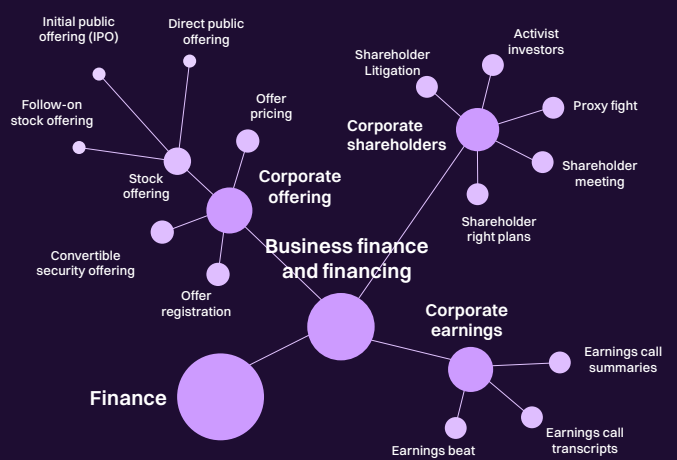
Smart Tagger leverages state-of-the-art rule-based classification models trained using a vast collection of manually tagged news articles. Smart Tagger confidently adds relevant tags and enrichments based on domain-specific industry and topical taxonomies with high precision and trusted confidence thresholds. The Smart Tagger update greatly enhances how Quantexa News API users can search for, tag, and group news articles downstream in their applications or as part of their own data science models and processes.

Industry tags



A robust collection of ~1,500 multi-level tags that represent the industry that a news article is covering, such as: Banking & Finance, Energy & Utilities, Retail & Wholesale Trade, Manufacturing, and more.

Category tags



A wide and deep collection of ~3,000 topical tags covering popular topics, such as: Business and Commerce, Finance, Economics, Politics and Government, as well as adverse media and trading impact categories.

Smart Tagger for Media Intelligence

Monitor impactful news stories and breaking events, and uncover the events and stories that matter in your market using effective search and filtering. Leverage thousands of media intelligence related categories with ease.

Competitive Intelligence Examples

CAIXABANK TO CUT 6,450 JOBS IN SPAIN'S BIGGEST BANKING STAFF OVERHAUL

Categories: Corporate Layoffs Store Closings Labour & Employment

Industries: Banks and Banking Financial Services and Banking



INTUIT TO BUY MAILCHIMP FOR ABOUT \$12 BLN IN CASH-AND-STOCK DEAL

Categories: Mergers and Acquisitions Software Trading Impact

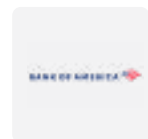
Industries: Technology Software Marketing services



BANK OF AMERICA APPOINTS NEW CFO, 3 WOMEN TO LEADERSHIP ROLES

Categories: Mergers and Acquisitions Software Trading Impact

Industries: Technology Software Marketing services



Brand Monitoring Examples

U.S. OPENS PROBE INTO TESLA'S AUTOPILOT OVER VEHICLE CRASHES

Categories: Auto Safety Transportation Safety

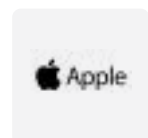
Industries: Motor Vehicles and Parts Cars and Light Trucks



APPLE JUST GAVE MILLIONS OF USERS A REASON TO QUIT THEIR IPHONES

Categories: New Products

Industries: Consumer Electronics Mobile Phones Electronics Retail



LEGO TO REMOVE GENDER BIAS FROM ITS TOYS AFTER FINDINGS OF SURVEY

Categories: Mergers and Acquisitions Software Trading Impact

Industries: Toys and Games Leisure Goods Retail



Smart Tagger for Risk Intelligence

Identify emerging and historical risk events by blocking out the noise and only surfacing the news events that matter to you, using accurate and relevant filtering. Build granular topical and industry related queries with ease.

Reputational Risk Examples

EVERGRANDE DEFAULT RISK PROMPTS TALK OF BROAD CONTAGION

Categories: Corporate Debt Default Finance Economics

Industries: Finance Real Estate Construction



SAMSUNG LEADER JAY Y. LEE'S LEGAL TROUBLES

Categories: Business Crime Fraud Adverse Events

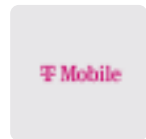
Industries: Conglomerates Technology



DATA OF MORE THAN 40 MILLION EXPOSED IN T-MOBILE DATA BREACH

Categories: Cybersecurity Computer Crime Adverse Events

Industries: Telecommunications Mobile Phones Wireless Carriers



ESG Risk Examples

'CATASTROPHIC' CALIFORNIA OIL SPILL KILLS FISH, DAMAGES WETLANDS

Categories: Oil spills Man-Made Disasters Environmental Disasters

Industries: Energy Oil and Gas Crude oil

EXPLOITED FAST FASHION FACTORY WORKERS ARE BEING FAILED BY GOVERNMENT

Categories: Minimum Wage Law Business Regulation Workplace Law

Industries: Retail Fashion Goods Consumer Goods

AUSTRALIAN CASINO STAR SUFFERS SHARE DROP ON GOVERNANCE CONCERN

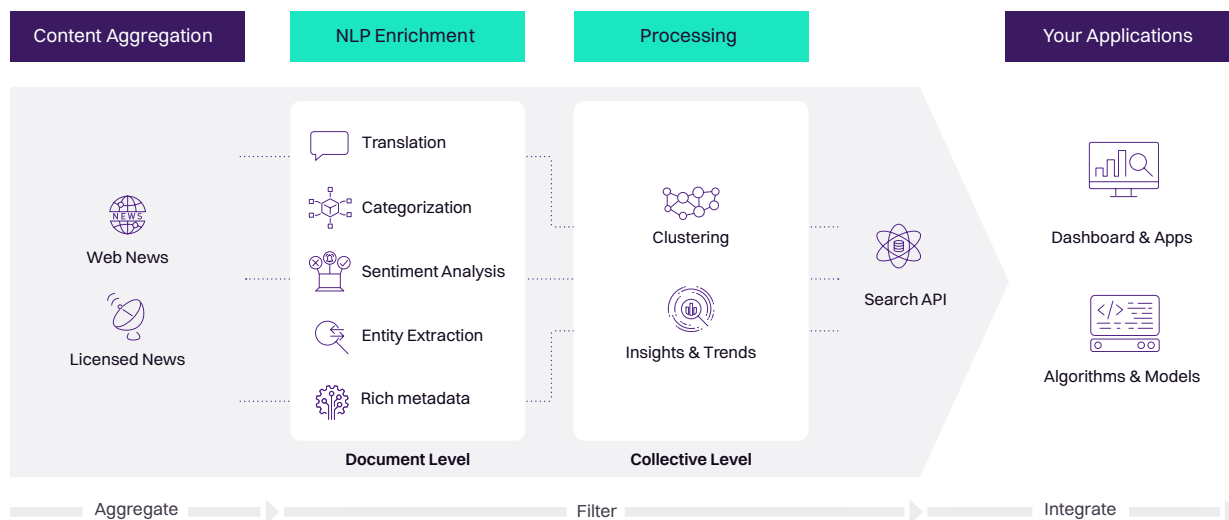
Categories: Business Crime Money Laundering Business Regulation

Industries: Gambling Casinos Entertainment

Smart Tagger vs standard Categorization features

	IPTC News Codes	IAB QAG	Smart Tagger Categories	Smart Tagger Industries
Purpose	Topical tagging based on news publishing standards. Useful for high-level tagging in general-purpose news feeds and models.	Industry and topical tagging based on advertising standards incorporating industry-level tags.	Topical tagging specifically built for business and finance use case.	Industry tagging specifically built for business and finance use case.
Total categories	1,403	404	2,763	1,496
Top level categories	17	26	12	33
Tier levels	Up to 3	Up to 2	Up to 6	Up to 4
Specialist categories	0	0	2 Impact trading and adverse events	0

How Quantexa News API Works



Aggregate

Over 1.2 million news articles every day from 200 countries in 14 languages.



Understand

All articles are NLP-enriched with 26 data points, turning unstructured news into structured data.



Deliver

Flexible search API to identify events efficiently, and provide accurate data for models.