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

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Source</th>
<th>Categories</th>
<th>Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVERGRANDE DEFAULT RISK PROMPTS TALK OF BROAD CONTAGION</td>
<td></td>
<td>Corporate Debt Default, Finance, Economics</td>
<td>Finance, Real Estate, Construction</td>
</tr>
<tr>
<td>SAMSUNG LEADER JAY Y. LEE’S LEGAL TROUBLES</td>
<td></td>
<td>Business Crime, Fraud, Adverse Events</td>
<td>Conglomerates, Technology</td>
</tr>
<tr>
<td>DATA OF MORE THAN 40 MILLION EXPOSED IN T-MOBILE DATA BREACH</td>
<td></td>
<td>Cybersecurity, Computer Crime, Adverse Events</td>
<td>Telecommunications, Mobile Phones, Wireless Carriers</td>
</tr>
</tbody>
</table>

## ESG Risk Examples

<table>
<thead>
<tr>
<th>Event</th>
<th>Source</th>
<th>Categories</th>
<th>Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>'CATASTROPHIC' CALIFORNIA OIL SPILL KILLS FISH, DAMAGES WETLANDS</td>
<td></td>
<td>Oil spills, Man-Made Disasters, Environmental Disasters</td>
<td>Energy, Oil and Gas, Crude oil</td>
</tr>
<tr>
<td>EXPLOITED FAST FASHION FACTORY WORKERS ARE BEING FAILED BY GOVERNMENT</td>
<td></td>
<td>Minimum Wage Law, Business Regulation, Workplace Law</td>
<td>Retail, Fashion Goods, Consumer Goods</td>
</tr>
<tr>
<td>AUSTRALIAN CASINO STAR SUFFERS SHARE DROP ON GOVERNANCE CONCERN</td>
<td></td>
<td>Business Crime, Money Laundering, Business Regulation</td>
<td>Gambling, Casinos, Entertainment</td>
</tr>
</tbody>
</table>
# Smart Tagger vs standard Categorization features

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

## How Quantexa News API Works

**Content Aggregation**
- Web News
- Licensed News

**NLP Enrichment**
- Translation
- Categorization
- Sentiment Analysis
- Entity Extraction
- Rich metadata

**Processing**
- Clustering
- Insights & Trends
- Search API

**Your Applications**
- Dashboard & Apps
- Algorithms & Models

### 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.

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