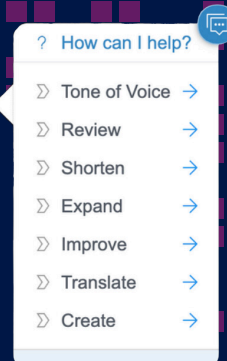
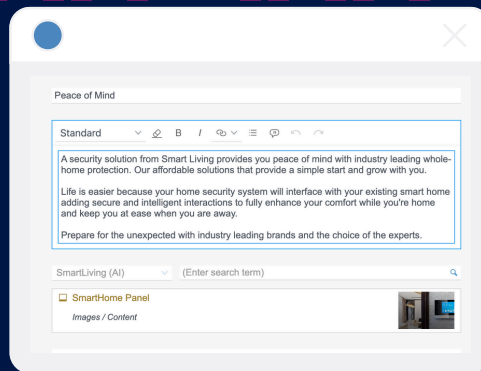


Content Assistant



Accelerate content creation from ideation to polished perfection.

Marketers today must keep up with competition that is passing new thresholds of productivity with AI than ever before.

A Deloitte survey indicates that one in four organizations has already implemented Gen AI in marketing operations. Early adopters are meeting content demands 1.5 times more than

non-adopters, leading to an average 11.4 hours saved per week per content marketer.

Adopting Gen-AI to supercharge content development is no longer a question of if but how. That's why we've built an AI writing assistant fit for an enterprise CMS, out-of-the-box but customizable with powerful advantages.

Power up productivity

Automate repetitive editorial tasks and get creative support to go from a blank page to a copy faster. Empower marketing to focus on strategic tasks while AI does the legwork to scale content.

Engage your audiences

Effortlessly create high quality content for different audiences, touch points, and languages while ensuring your brand's voice remains consistent and compelling no matter where it's created.

Built for business

An enterprise-ready solution, configurable to your company's requirements and standards. Allow teams to use AI responsibly at work with safeguards in place.

Features & Functionalities



Prompt shortcuts

Expedite editorial processes with Gen-AI anywhere in the visual editor. Use prompt shortcuts to save and quickly execute repetitive prompt commands.

Content Assistant is your one-click AI writing companion that can be tailored to support your unique editorial workflows. It empowers marketers and editors to generate targeted, on-brand messages, and delegate tedious content review and fine-tuning work.

Features & Functionalities

Add & edit prompt shortcuts

How can I help?

- » Tone of Voice →
- » Review →
- » Shorten →
- » Expand →
- » Improve →
- » Translate →
- » Create →

Operation

Name: Keywords

Prompt: I have to write a blog article of the given context. Provide a list of English keywords that should be used. Respond in a single line without further explanations or additional characters like ' or ' '.

This operation requires textual context to be performed.

Default Visibility

Name	Source
Style	Preset (Modified)
Language	Preset

OK Text Cancel



Customization and control

Add and configure prompt shortcut presets so you can personalize the tool and set consistent standards across users at project and company level.

Prompt preset examples

Tone of voice. Input your brand guidelines on language and style.

Customer personas. Describe your key audience segments to tailor content that resonates.

Blog post. Ask AI to draft an SEO-friendly blog from an outline and keywords provided.



Prompt writing interface

Perform research and free prompt writing in a separate workspace. Easily drag and drop your most optimal text from the panel into place.



Comparison view

Receive instant intelligent suggestions to improve large bodies of text. Preview before accepting changes, allowing for human oversight.

Interact with AI in multiple places

Security Remains Our Top Priority

Your data remains your own.

We currently use Open AI's API. Any content you provide is prevented from being used in the training of machine learning models. Read more about [Open AI's Enterprise Privacy](#).

Privacy is paramount at Crownpeak.

We're dedicated to providing you a secure platform for your content needs and we designed Content Assistant with no exception.

Contact an expert