

3 × faster approval turnaround

For influencer marketing platform Rivuu, campaign launch speed is critical. A manual content approval process created a significant bottleneck, frustrating creators and delaying go-live dates for key brand partnerships.

The Challenge

Every piece of creator content required a meticulous manual review. Brand managers spent hours checking each draft post for brand voice alignment, profanity, and complex advertising compliance. This high-friction workflow was slow, prone to human error, and could not scale with Rivuu's growing business.

The Solution

Adsum AI architected a real-time moderation service that integrates directly into Rivuu's workflow. This bespoke system applies practical intelligence to automate the most time-consuming aspects of content compliance.

- **Content Ingestion:** Webhooks stream draft posts and images directly into the pipeline.
- **AI Evaluation:** An LLM instantly checks content against brand, legal, and ad standards.
- **Smart Routing:** Compliant posts are auto-approved; only edge cases are flagged for human review.

The Results

The impact was immediate, transforming the approval process into a seamless, intelligent workflow and unlocking significant operational capacity. The entire system was integrated in just one day.

- **3 ×** faster approval turnaround
- **95 %** compliance issues caught
- **1-day** integration timeframe

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