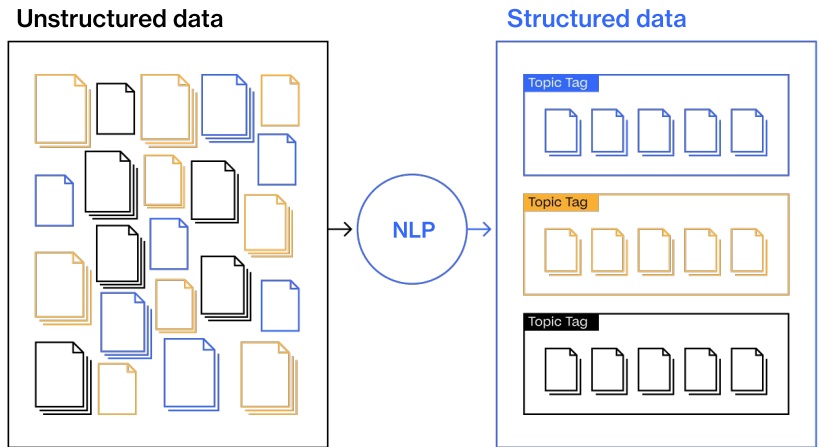# ⠿ Primer

Automating content tagging with Primer

Challenge

An organization needed an efficient and consistent way to tag publications for lectures and research. Their expert content editors manually tagged articles, which presented three major challenges:
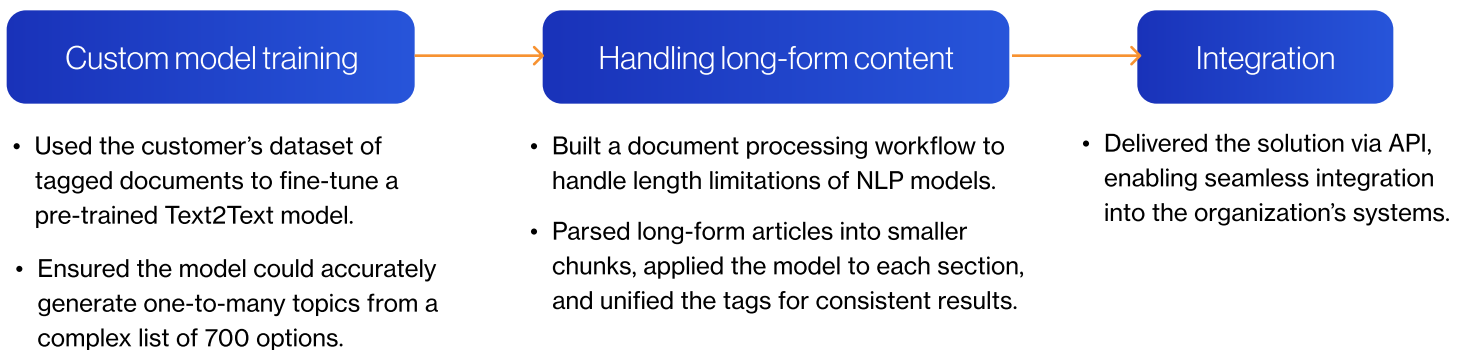
- **Efficiency**: Editors, whose expertise is costly, spent significant time on repetitive tasks.
- **Speed**: Insights were delayed due to the manual nature of the process.
- **Consistency**: Human tagging resulted in inconsistencies that hindered standardization.

Unstructured data

Structured data

NLP

Solution

Primer implemented a Topic Text2Text model to automate topic tagging. The model was trained to align with the organization's 700-topic ontology—an important framework developed across three business units. The solution supported tagging for web and magazine articles and integrated seamlessly via API.

Primer's approach

Custom model training	→	Handling long-form content	→	Integration

- Used the customer's dataset of tagged documents to fine-tune a pre-trained Text2Text model.

- Ensured the model could accurately generate one-to-many topics from a complex list of 700 options.

- Built a document processing workflow to handle length limitations of NLP models.

- Parsed long-form articles into smaller chunks, applied the model to each section, and unified the tags for consistent results.

- Delivered the solution via API, enabling seamless integration into the organization's systems.

Results

- 85% of tags generated by the model are approved by human reviewers.
- Additional training with 2,000 documents is underway to reach the organization's goal of full automation.

By automating repetitive tasks, Primer's solution accelerates workflows, reduces errors, and allows expert staff to focus on higher-value work, driving efficiency and standardization.

Contact us to learn more ⠿   publicsector@primer.ai