
x15ventures partners with Red Marker for AI in marketing

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Dynamic venture-scaler x15ventures has engaged Red Marker and its artificial intelligence (AI)-powered marketing compliance platform, to automate the compliance review of venture marketing in real time.

x15ventures provides experienced entrepreneurs with funding, guidance, and access to the customer base and distribution networks of Australia's leading bank, to help deliver digital solutions that are reshaping banking as we know it. With six ventures launched and an active pipeline of new ventures, it is imperative that marketing across x15ventures' portfolio companies is compliant with regulatory and brand requirements.

"Reviewing marketing content for multiple ventures is a costly and time-intensive exercise. By collaborating with Red Marker, it will enable us to scale our venture marketing while managing risk," said x15ventures Head of Risk and Controls Kimbra Neilson.

"Red Marker's marketing content review automation and custom risk detection solution will support x15ventures in terms of regulatory and brand risk, whilst also improving the efficiency of the review process.

"Red Marker works with a number of financial services institutions locally and globally, and we're excited to collaborate with a great team, who are committed to solutions in the RegTech space," she said.

Red Marker Chief Operating Officer Mark Wood said working with x15ventures was a fantastic opportunity for his organisation.

"Just like x15ventures who are bringing to life new digital solutions to make people's lives easier, Red Marker is changing the way legal risk detection for marketing content is being delivered.

"Using machine learning and natural language processing, we can help x15ventures identify and analyse digital content for risk, and set up automated rather than manual controls to prevent misleading promotions and high-risk content, while streamlining their marketing compliance across their portfolio of ventures.

"Red Marker has provided x15ventures with our core offering of marketing content review automation software, with custom-built rules to look for industry-specific and client-specific risks in content across all digital channels.

"We have the capacity to offer automated content compliance review and custom risk detection to any organisation across a diverse range of industries, including retail banking, insurance, telecommunications, pharmaceuticals, financial advice, and food and beverage," he said.

Red Marker and x15ventures began working together in April this year, with x15ventures anticipating to rollout the processes and technology to its existing ventures by the end of the month.

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Interviews with Mark Wood are available on request. To arrange an interview, please contact Red Marker's media contacts.

Vicky Labroski

M: +61 407 009 166

E: vicky.labroski@kaplan.edu.au

Tom Baldwin

M: +61 407 029 666

E: tom.baldwin@kaplan.edu.au

For any Red Marker product-related information or any partnership opportunities, please contact:

P: +61 411 727 962

E: sales@redmarker.ai

About Red Marker

Red Marker is passionate about changing the way legal risk detection for digital advertising and marketing content is managed. Focusing on compliance outcomes and cost optimisation, Red Marker's revolutionary software platform enables real-time probabilistic risk identification in marketing and web content using machine learning rules and natural language processing.

Red Marker is a fully-owned subsidiary of Kaplan, Inc. with operations in Australia, USA, UK, Europe and Asia. Red Marker is also a founding member of the RegTech Association. For more information, visit: www.redmarker.ai

About x15ventures

x15ventures is a venture-scaler, powered by CommBank. We're not your typical VC fund – we have the mandate to build, acquire and invest-in early stage digital endeavours that can directly connect to the Group's core business. We actively support experienced entrepreneurs, providing guidance and access to our customer base and distribution networks. Together, we're building the next generation of solutions for 15 million CommBank customers, and pioneering new ways of working as we go. For more information, visit: www.x15ventures.com.au

