



面对广告审核，您或许存在以下困扰：

- 现行《广告法》及行业配套监管相对严格，企业稍有不慎便会面临处罚
- 面对海量广告文案，法务审核耗时耗力，人工成本高昂且效率难以提升
- 违规广告处罚案例分散，法务难以及时地获取到较为全面的案例进行参考
- 广告审核工作繁重而枯燥，重复性强，法务难以解放双手投入到更有价值的工作之中

广告审核宝能做什么



有效防范被处罚风险



替代大量人工初审工作



降低成本 & 提高效率

威科先行推出智能广告审核工具——广告审核宝，运用人工智能及云技术，分析提取违禁词条及图像，用户只需在线提交广告文案，便可获得广告违禁词提示，并附有**风险等级、处罚依据、处罚范围、相关引证案例、替代词、合规提示**等详细信息，帮助实现更高效便捷的广告内容审核。

广告审核宝可审核的广告物料形式



文字



图片



文档



视频



网页

文案审核内容覆盖范围

- 《中华人民共和国广告法》及其他广告相关法律法规
- 特殊行业的广告监管要求，如酒水、医药、化妆品等
- 政治敏感性表述
- 违反公序良俗的表述
- 可能引起负面影响的低俗表述

图像审核范围覆盖

- **涉政**：政治人物、政治敏感场景、国旗、地图等
- **涉黄**：图片中的涉黄与违背公序良俗的内容
- **暴恐**：暴力、恐怖组织、恐怖场面等
- **不适**：恶心、血腥场面
- **违禁**：涉毒、涉赌场景
- **品牌**：图片中出现的品牌标识
- **吸烟 / 饮酒动作**：图片中含有吸烟、饮酒的相关动作
- **人脸识别**：图片中含有人物肖像
- **公众人物**：明星、知名人物形象等
- **劣迹艺人**：被列为劣迹艺人的人物形象

广告审核宝使用场景



直接审核

一键导入日常广告文案与海报，获取每个广告物料的审核结果



网页扫描

批量扫描商品网页，获取全部网页的审核结果清单列表，根据问题严重程度划分工作优先级



各类流程对接

可采用企业微信、OA 对接、API 对接等，适配各类工作场景



多种自定义功能

- **自定义词库**：利用工作知识与行业经验积累，添加自定义词汇，让审核更贴近日常工作
- **自定义图像审核功能**：图像审核范围中的任一审核均可自由开关，根据需要随时调整
- **其他自定义功能**：风险等级、分数显示、网络用语审核等多个自定义功能

广告审核宝特色



一键提交，快速审核

提交广告文案，违禁词及参考案例等
审核结果一键可得



多行业选择

20+ 行业分类，配备特殊行业专属词库，
审核结果更准确更贴近



建议替代词与合规提示

针对敏感词提供合理化建议或提示，为用户
提供更便捷的解决方案及场景化提醒



法规案例大数据

威科拥有海量法律法规及行政处罚案例
数据，为广告处罚依据提供强有力的
证据支撑



云技术

搭载云技术，分析提取违禁词条，
更新违禁词库，跟进广告合规要求



人工智能科技

运用科技手段，智能分析语料，
语句识别更贴近自然语言

产品版本明细

广告审核宝	标准版	效率优化工具包一	效率优化工具包二
ID 数量	1 个	3 个	5 个
纯文字审核	✓	✓	✓
图片批量审核	✓	✓	✓
审核结果下载	✓	✓	✓
替代词提示功能	✓	✓	✓
文档批量审核		✓	✓
多种自定义功能 · 违禁词库 · 替代词库 · 风险等级 · 图像审核 · 网络低俗语言审核		✓	✓
账号配置权限		✓	✓
审核次数按需配置			✓
定制统计报告			✓
网站全景扫描			✓
其他定制化需求			✓

典型案例月报

广告审核宝订阅用户可免费获取威科精心整理的《违法广告典型案例与风险提示月刊》，汇总当月违法广告典型案例并提供解读，助力您合规经营。





You may be troubled by the following problems when you are dealing with advertising compliance check:

- The Advertising Law and industry regulations are very stringent, and enterprises could face penalties if they are careless and violate these regulations
- In the face of a ton of advertising documents, legal review is time-consuming and labor-intensive, the labor cost is high and it's difficult to enhance efficiency
- Punishment cases against illegal advertising are broadly scattered, and it is difficult for legal officers to get access to comprehensive cases for reference in a timely manner
- Ad check is onerous and tedious with a lot of repetitive work, and that means legal officers are unable to free their hands and do more valuable work

What can AdChecker do?

Wolters Kluwer has launched an intelligent tool for ad review - AdChecker. It adopts artificial intelligence and cloud technology to analyze and extract prohibited languages and images. Users can get tips on prohibited advertising languages by online submission of a copy of their advertising plan, with detailed information such as risk level, legal basis and administrative punishment cases, recommended alternative words, to make the ad review process more efficient and convenient.

Three steps for ad review



Features of Ad Checker



Make a simple click to submit ad plan and soon get a result

You can make a click to submit an ad plan and immediately get a result about prohibited languages and reference cases



AdChecker is applicable to various forms of documents

The AdChecker is applicable to various forms of documents like words, images and texts, and can be used in different business scenarios



User-defined prohibited words

Based on their work know-how and industry experience, users can add prohibited words to make the work of ad review easier to do



Suggested alternative words

Provide reasonable suggestions for replacing sensitive words and provide more convenient solutions for users



Panoramic webpage scanning

Many webpages can be scanned every time, so that the risk of unlawfulness can be quickly identified, and efficiency can be increased with the help of technology



Big data on regulations and cases

Wolters Kluwer has abundant data on laws, regulations and administrative punishments, to provide compelling evidence for imposing penalties against unlawful advertising activities



Artificial intelligence technology

Artificial intelligence and cloud technology is adopted to analyze and extract prohibited words, update the library of prohibited words, and meet the advertising compliance requirements

Details of product versions

AdChecker	Standard version	Professional version - First package for efficiency improvement	Professional version - Second package for efficiency improvement
ID number	1	3	5
Review all-text plan	✓	✓	✓
Review pictures	✓	✓	✓
Download review result	✓	✓	✓
Alternative word alert		✓	✓
Collective review of different types of documents		✓	✓
Library of user-defined prohibited words		✓	✓
Library of user-defined alternative words		✓	✓
User-defined risk level		✓	✓
An account can have three levels of permission		✓	✓
Users can decide how many reviews to be conducted for an ad plan			✓
Customized statistical report			✓
Panoramic website scanning			✓
Other customized demands			✓

Monthly report on typical

Ad Checker subscribers can get free "Typical Cases of Illegal Advertising and Risk Warning Monthly" by Wolters Kluwer, summarizing typical cases of illegal advertising in the month and providing interpretation to help you stay compliant with related laws and regulations.

