OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Multimodal content retrieval: an editorial evaluation plan for B2B marketing

QUESTION

How should marketing teams evaluate AI retrieval across video, audio, transcripts and images before using its recommendations in campaigns?

GUIDE TAKEAWAY

Do not evaluate multimodal retrieval by whether it returns an impressive clip. Define the editorial job, build a representative truth set and measure source fidelity, usefulness, freshness and review cost.

START HERE

Define one editorial retrieval job.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define one editorial retrieval job

Evidence or input

Output or decision

Owner and review point

2. Create representative truth and holdout sets

Evidence or input

Output or decision

Owner and review point

3. Retrieve, validate and review in separate stages

Evidence or input

Output or decision

Owner and review point

4. Version criteria, models and freshness signals

Evidence or input

Output or decision

Owner and review point

5. Compare usefulness, fidelity, rights and cost

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Metadata search

Useful when: Assets are consistently tagged

Limitation: Misses meaning not in metadata

Suggested action: Use as a transparent baseline

Why this fits our situation

Evidence needed before acting

Transcript keyword search

Useful when: The relevant words are spoken

Limitation: Misses visual and semantic context

Suggested action: Inspect surrounding transcript

Why this fits our situation

Evidence needed before acting

Vector or multimodal retrieval

Useful when: Meaning spans image, audio and text

Limitation: Can return plausible wrong context

Suggested action: Evaluate on a holdout set

Why this fits our situation

Evidence needed before acting

Editorially validated workflow

Useful when: External publication is intended

Limitation: Adds expert review time

Suggested action: Record approval and rejection

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/multimodal-content-retrieval-editorial-evaluation/

Publisher and evidence policy: https://outselll.com/editorial-policy/