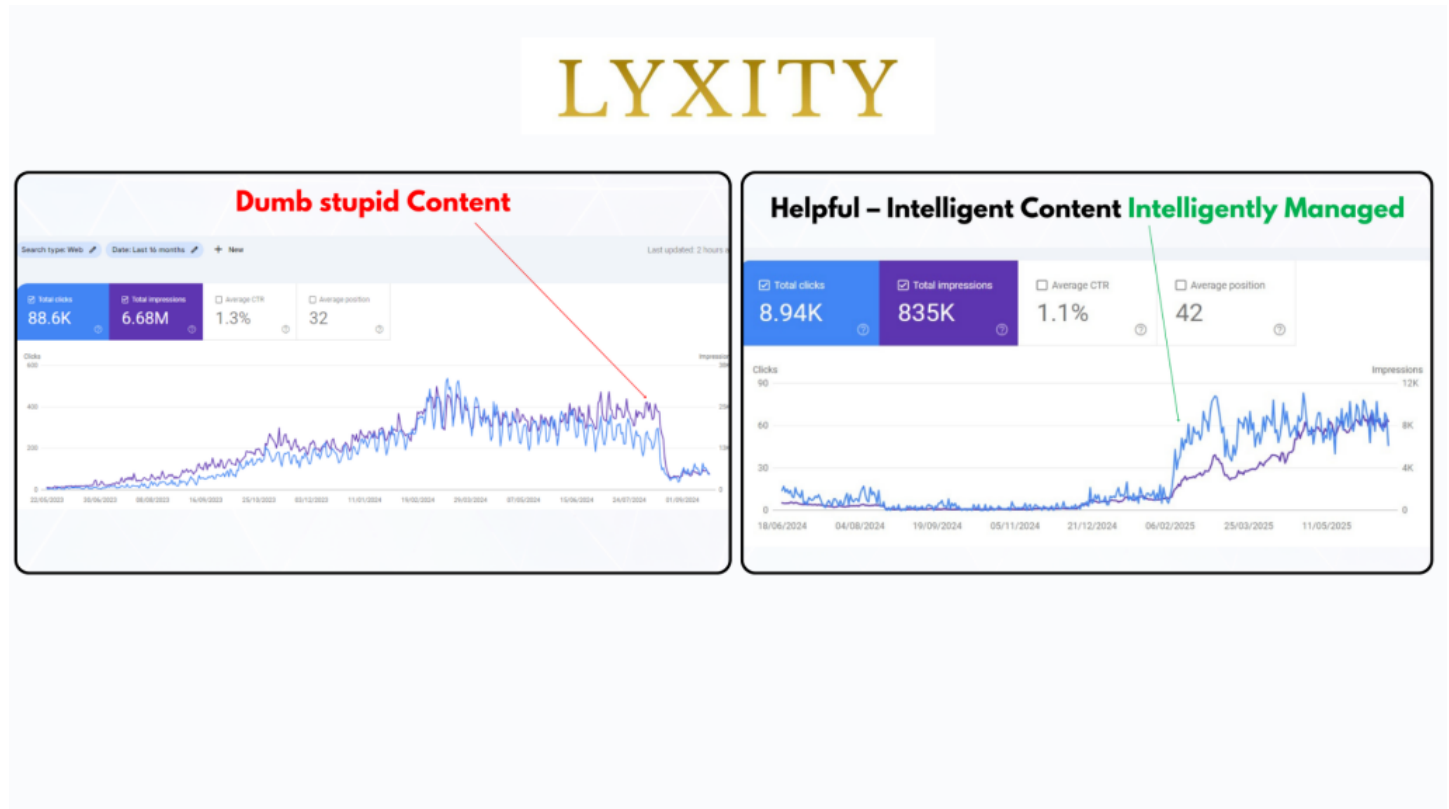


Lyxity Unveils AI-Powered Intelligent Content Platform: Driving Up to 92% ROI Increases for Digital Marketers

Lyxity's AI platform cuts hundreds of work hours, revitalizes legacy assets, and expands digital reach by instantly creating, optimizing, and managing Intelligent Content at scale for continuous growth.



Belfast, Northern Ireland Aug 28, 2025 ([Issuewire.com](https://www.issuewire.com)) - Lyxity Launches AI-Powered Intelligent Content Platform, Delivering Breakthrough ROI for Digital Marketers

Lyxity, a next-generation AI technology company, has introduced its Intelligent Content Platform, a transformative solution designed to help businesses and agencies elevate their digital marketing performance. The platform enables instant creation, enhancement, and management of content optimized for growth, with early adopters reporting **up to 92% improvement in ROI** across multiple marketing channels.

In an era where algorithms evolve faster than strategies and online attention spans continue to shrink, Lyxity's innovation is aimed at solving the challenge of **producing high-performing content** at scale. The platform leverages artificial intelligence to ensure every piece of content is not only data-driven and optimized, but also **continuously refreshed to stay relevant** in dynamic digital landscapes.

"Content can no longer be static—it must be intelligent," said [Jim McWilliams](#), Founder of Lyxity. "Our platform **turns routine digital assets into high-value growth engines**. Whether creating fresh campaigns or breathing new life into older material, we empower teams to achieve measurable results faster than ever."

Core Advantages of Lyxity's Intelligent Content Platform

- **Accelerated Content Creation & Deployment** – Produce and publish optimized assets in minutes.
- **Smarter Legacy Content Updates** – Upgrade outdated content into algorithm-friendly, high-impact resources.
- **Significant Time & Cost Reduction** – Save hundreds of work hours monthly, reducing operational overheads.
- **Stronger Digital Reach** – Improve online citations, impressions, and visibility.
- **Measurable ROI Growth** – Achieve documented ROI lifts of up to 92%, including enhanced returns on paid campaigns.

The solution integrates effortlessly with leading Content Management Systems (CMS), fitting directly into existing workflows without disruption.

[Ciaran Connolly](#), CEO of Profiletree, one of the platform's first adopters, commented: "With Lyxity, tasks that consumed 100 hours a month now take less than an hour. The impact on productivity is remarkable."

New Fully Managed Services for Businesses

Alongside the platform, [Lyxity](#) is also introducing Expert-Led Managed Services for organizations that prefer an outsourced approach. This end-to-end service covers strategy, execution, and optimization—removing the need for additional staffing or costly in-house resources.

Companies can now achieve enterprise-level content performance without:

- Building new internal teams
- Overburdening current staff
- Sacrificing content quality
- Bearing large recurring expenses

With this dual offering—technology and expert services—Lyxity positions itself as the new benchmark in content-driven digital growth.

About Lyxity

Based in Armagh, Northern Ireland, UK, Lyxity is an AI-powered technology company redefining the way businesses and agencies approach content creation, optimization, and performance measurement. By introducing the concept of "Intelligent Content", Lyxity delivers unmatched efficiency, visibility, and return on investment for its clients worldwide.

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