

Aubrium Introduces Content Intelligence for Creators, Brands and Agencies

Dubai-based technology company expands its platform with AI-powered content intelligence designed to identify breakout content across social media.

DUBAI, UNITED ARAB EMIRATES, August 27, 2026 /EINPresswire.com/ -- [Aubrium](#), a Dubai-based social media intelligence platform for creators, brands and agencies, today announced the introduction of Content Intelligence, a new capability designed to identify breakout content and surface emerging patterns across social media.



Aubrium, a Dubai-based social media intelligence company

The new product expands Aubrium's existing suite of social media tools, which spans content discovery, planning, creation, distribution and performance analysis.

Content Intelligence uses artificial intelligence and machine learning to analyze social media posts across hundreds of niches and identify content performing unusually well in the context of the account that published it. The system is designed to distinguish breakout performance from popularity based primarily on audience size or absolute metrics.

The resulting insights allow creators and social media teams to explore notable content within their own markets, study emerging formats and themes, and bring those signals into the planning process.

"AI has transformed how quickly content can be produced, but deciding what to create remains a very different problem," an Aubrium spokesperson said. "Content Intelligence is our approach to bringing better information into that decision before production begins."

The addition builds on Aubrium's wider focus on connecting the different stages of social media work within a single platform. Alongside Content Intelligence, Aubrium provides tools for

planning and organizing content, creating social posts, managing distribution and monitoring performance.

The company is initially applying its Content Intelligence technology to Instagram, with analysis spanning a broad range of creator and commercial niches.

Content Intelligence is now available as part of the Aubrium platform at [Aubrium.com](https://aubrium.com).

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