

Ground every asset in what only you know

Knowledge Base is the part of Jasper IQ that turns your documents, videos, audio, images, and spreadsheets into campaign-ready AI inputs, so every asset is factually grounded in your proprietary business content, without manual copy-pasting.

THE PROBLEM

- Proprietary knowledge lives scattered across docs, decks, and drives, rarely reaching the content that needs it.
- Generic AI doesn't know your product specs, research, or customer stories, so teams re-paste the same context into every prompt.
- Manually re-explaining the same facts wastes time and risks inconsistent, inaccurate content.

THE SOLUTION

Knowledge Base turns your existing assets into structured, searchable knowledge Jasper can draw on. Upload documents, video, audio, images, and spreadsheets, then attach the files that matter to any generation, and Jasper grounds the output in accurate, proprietary information automatically. Where generic AI guesses, Knowledge Base knows.

■ KEY FEATURES & BENEFITS

- **Multi-format ingestion:** upload documents, video, audio, images, and spreadsheets, up to 300MB per file.
- **Explicit content enrichment:** attach exactly the files that matter to each generation, so relevant context comes without information overload.
- **Organized for retrieval:** custom tags and naming conventions make the right knowledge easy to find and apply.
- **Team-wide sharing:** the same Knowledge Base is available to every teammate, with Group permissions for sensitive or department-specific material.
- **Layered with Brand Voice & Audience:** applied third in sequence, adding accurate facts on top of brand and audience context.
- **Always current:** refresh and archive assets as your business evolves, so generations stay accurate over time.

HOW IT WORKS

1

Upload your content

Bring documents, videos, audio, images, and spreadsheets into Jasper to build your knowledge library.

2

Tag & organize

Name and tag each asset to reflect how it will be used, so the right knowledge is easy to find.

3

Attach & generate

In any Agent, Chat, or Grid, attach the files that matter to ground your output in fact.