

Kana LLM Command Center

The Challenge

Publishers now face a fundamentally new category of traffic: large language model crawlers. Forty-seven distinct LLM bots from providers including OpenAI, Anthropic, Google, Perplexity, and Meta are crawling publisher content around the clock, and this AI-driven traffic already represents a meaningful share of total site visits.

Yet most publishers have no centralized tooling to monitor, manage, or monetize this activity. The default posture is either blanket blocking (which forfeits licensing revenue) or blanket access (which gives away content for free). Licensing negotiations, where they exist, are manual, one-off, and disconnected from real-time traffic data.

The Solution

The LLM Command Center (also referred to as LLM Content Manager) is an agentic application that gives publishers granular, real-time control over how AI systems access their content. Operating within the publisher's CDN layer, it intercepts crawler requests and enforces content access policies with sub-50ms evaluation times. Policies are created in natural language, not code, and can be deployed or modified in minutes without engineering resources.

How It Works

The system sits within the Kana CDN (powered by CloudFlare) and intercepts every incoming request. It first classifies traffic (human browser, generic bot, or LLM crawler), then for identified LLM crawlers, it extracts URL and site parameters (site, section, content category) and performs a policy lookup against the publisher's configured rules.

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Based on the matched policy, content is served in the specified format: full HTML, full Markdown, a summary, highlights only, or a deny response. An intelligent optimization layer continuously analyzes traffic patterns and content performance to recommend policy adjustments that maximize licensing value.

Key Capabilities

Conversational Policy Creation Define rules in plain English (e.g., "Allow OpenAI full access to news, but only summaries for finance content"). The AI extracts technical attributes and generates enforceable policies.	Unified Dashboard and Analytics Monitor all LLM traffic in one view: 47+ bot types, allow/deny rates, high-value content identification, and anomaly alerts. See which providers drive the most traffic and where revenue opportunities exist.
Granular Content Control Set provider-specific access levels (full-text, summary, or highlights) with time-based rules, fallback behaviors, and policies scoped to individual sites, sections, or categories.	Real-Time Deployment Launch or modify policies in minutes. Changes propagate instantly across the entire content portfolio, requiring no engineering involvement.

How You Benefit

The LLM Command Center addresses what is rapidly becoming one of the most consequential strategic questions for publishers: how to manage the value exchange with AI platforms consuming their content.

For marketing and technology leaders, this is both a revenue opportunity and a content protection imperative. The agentic application provides the operational infrastructure to move from ad-hoc licensing conversations to a programmatic, data-driven content licensing



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operation, giving publishers leverage in negotiations with AI providers and a clear picture of what their content portfolio is worth in the AI ecosystem.

Why Kana?

Here are a few ways in which we're proud to be unique:

Agentic AI Built by MarTech Architects: Our founding team has spent decades at the intersection of AdTech and MarTech

Data Governance and AI Policy Management: Centralized data governance and policy enforcement provides a layer of trust, satisfies AI security audits.

Insane Velocity Provides You With Speed to Action: We deploy instantly into your existing stack and move you from raw data to revenue-generating insights in minutes.

No Assembly Required: We eliminate the technical tax of AI by providing the builders, the logic, and the execution layers as a unified service.

Future-Proof Architecture: As your business changes, the agentic layer evolves to meet new challenges.

Ready to begin your agentic marketing era? [Get started today.](https://www.kana.ai)



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