Test, predict and perfect your pitch

PRophet brings new value to every layer in the public relations ecosystem. It generates richer insights to develop better strategies in your earned media efforts, performs smarter and more efficiently than traditional PR software, all the while helping to create more relevant and successful pitches, aiding and improving your relationships with journalists.

How it works

PRophet is the first ever A.I.-driven data-as-a-service (DaaS) platform that predicts earned media interest, sentiment and spread before a story is ever pitched. Newly improved, PRophet 2.0 integrates partner platforms PeakMetrics and Podchaser to create a far more expansive, robust experience for brands and agencies to target and successfully pitch journalists around the world.

PRophet deploys A.I., ML and NLP techniques to test pitches against your target media lists and our dynamic dataset of 100,000 high-authority, active journalists across the U.S., U.K. and parts of Europe, Latin America and Asia in a virtual, safe and secure environment. We analyze, index and classify content by ingesting millions of actual stories. This intelligence ensures your in-house staff or agency support teams are connecting with the reporters most likely to produce positive earned media.

Why it's awesome

Test and perfect your story before you pitch it, leveraging data and A.I.

Reduce pitch time by up to 50% while increasing placements by up to 100%.

Optimize crisis response by knowing how reporters may react.

Predict which media in target markets are most likely to respond to your pitch.

Contact the ideal reporter from a global dataset of more than 100,000 journalists.

"PRophet helped us uncover additional media targets who we had not engaged with previously, leading to an overall placement increase of over 30% this past year. These were high quality, high authority outlets during unprecedented times when relatability and efficiency was as important as ever. It's about time PR professionals had access to supporting technology that actually improves performance and reduces spend."

DAN BERGLUND
Vice President of Global Communications, IRONMAN

Now available: PRophet offers a monthly subscription option and accepts payments via Venmo.

Reach out to Elizabeth Finch at elizabeth.finch@prprophet.ai or Andrew Meranus at andrew.meranus@prprophet.ai to learn more and request a platform demo.

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