

Test, predict and perfect your pitch with the only predictive, AI-driven PR platform.

PRophet is built by and for the PR community. Using AI, it brings science to the art of communications and makes PR people more performative through data. PRophet predicts earned media interest and sentiment so that you can pitch the right journalist at the right time with the right story. Say goodbye to PR platforms that lack data-driven earned media "intelligence" tools and say hello to successful pitching around the world.

How it works

1

Add your Pitch

Add your pitch, press release, or crisis statement into the platform, select from our list of global sources, and run your pitch.

2

PRophet evaluates your pitch

PRophet will evaluate the content of your pitch and suggest relevant categories. You can confirm the categories and select alternatives.

3

Review your results

Download your results and share with your team, reach out to the suggested journalists directly, and/or make adjustments to your pitch and run it again.

Why it's awesome



Test and refine your pitch leveraging data and A.I. to eliminate the guessing game.



Optimize crisis response by predicting how media may react to an issue.



Reduce pitch time by 50% so you can spend more time performing.



Secure internal support around the "mediability" of your pitch strategy.



Access 100k+ active journalists from high authority global outlets and podcasts.



Transparent and fair pricing means unlimited usage and users.

Our Partners



PEAKMETRICS



Podchaser

"PRophet helped us uncover additional media targets that we had not engaged with previously, leading to an overall placement increase of over 30% this past year. It's about time PR professionals had access to technology that actually improves performance, reduces spend, and frees us to focus on other critical responsibilities."

Dan Berglund, Vice President of Global Communications



See for yourself how PRophet is changing the PR game. Contact us today to get your no-obligation demo!

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