

PRophet predicts which journalists will be most interested in a pitch and helps make it more interesting through our generative AI tool, Taylor.

PRophet is the first-ever generative and predictive AI SaaS platform designed by and for the PR community. PRophet uses AI to help modern PR professionals become more performative, productive, and predictive.

How it works

Generate, assess, and test pitch content to predict earned media interest and sentiment.

1 Draft your pitch

To start, upload a pitch or press release into the platform or have Taylor create or punch up your pitch for you. Then, select from our list of domestic and global media sources to test the “mediability” of your story idea. Fun fact: Taylor can create or re-create pitch copy and social posts in under 30 seconds!

2 PRophet evaluates

Next, PRophet evaluates the content of your pitch and suggests relevant media beats to select from. PRophet predicts journalist interest and sentiment from its dataset of high authority outlets, verified journalists and podcasters!

3 “Taylor” your pitch

Finally, review PRophet’s media suggestions and either reach out to the journalists directly or have Taylor help you personalize your pitch for specific reporters. Want to personalize multiple pitches? Ask us how!

Why it’s awesome

Leverage the power of both generative and predictive AI to save time, create more resonant content and increase the number of impactful media placements.

Access over 200,000 active journalists from high authority global outlets powered by our data partners LexisNexis, Podchaser and PeakMetrics.

Upskill and improve staff morale by freeing up time for higher-value tasks and responsibilities.

Optimize crisis response by predicting how media may react.

Test and refine your pitch with data to eliminate the guessing game.

Surface relevant podcasts that are open to pitches.

Generate personalized pitches for up to 25 reporters in under three minutes with PRophet Enterprise.

Generate executive biographies in seconds using LinkedIn URLs.

PRophet is changing the PR game. See for yourself.

Scan to learn more or contact us today to get a demo!



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