



Relationship management and information dissemination.

Our client is a PR and Marketing agency. They have clients for whom they write and distribute content and journalists who want to receive this content.

The traditional method of sending this type of content is snail mail, we started working with them some years ago when the internet / web was less mature. We developed a model for them to distribute content electronically by fax or email, depending on the recipient's preferences. This increased their staff efficiency significantly and improved the immediacy of content.

We have evolved the system to automatically match content delivery to journalist's preferences using pattern recognition algorithms. This allows content to be delivered to all recipients who would benefit from the content, without sending content to those who would not wish to receive it, thus maintaining the quality of the service.

Content can be generated and scheduled for delivery in advance, aiding preparation for shows and events. Content can be scheduled to go live at a certain time on their websites and be distributed electronically. In addition smart devices (including iPhone, iPad, Blackberry) can trigger instant content scheduling. If a Press Event is delayed, the content can be stalled and then transmitted exactly at the time the keynote speaker opens their mouth.

The client benefits from reduced costs, improved efficiency and better market placing due to their unique services.