

Stagwell's (STGW) PRophet Announces Exclusive Partnership with PeakMetrics

PRophet

Partnership expands PRophet's verified journalist data across UK, Europe, LatAm and Asia and provides customers access to PeakMetrics' leading AI-driven media monitoring and intelligence platform

CommPRO Editorial Staff

PRophet, a Stagwell (NASDAQ: STGW) company and the first-ever AI-driven SaaS platform to help predict earned media interest, sentiment, and spread, announced today an exclusive partnership with PeakMetrics, the leading machine-learning powered media monitoring, and narrative analytics platform.

The partnership will substantially increase PRophet's access to verified journalists from high authority media outlets in the U.S. and for the first time expand PRophet's reach into the UK, Europe, LatAm and Asia. By tapping into PeakMetrics' AI-driven analytics capabilities, PRophet users will be able to access the PeakMetrics platform and measure the success of their PR efforts.

“Together, PeakMetrics and PRophet are bringing unmatched data-driven media relations insights and capabilities to brands and agencies alike,” said Aaron Kwittken, founder and CEO of PRophet. “PeakMetrics’ global database of verified journalists and high authority outlets, access to up-to-date contact information and media monitoring paired with PRophet’s predictive analytics capabilities enables PRophet users to achieve all of their PR goals within a single solution—eliminating the need to access old-school analog media databases and monitoring services that still live in a linear world.”

Since its launch at the end of last year, PRophet’s customer base has continued to grow and expand, including to major global brands and agencies of all sizes and specialties. The founder and chairman of highly-acclaimed PR and brand strategy firm, KWT Global, Kwittken was recently named a Top 25 Innovator of 2021 in public relations by Provoke Media for his contributions in addressing industry challenges with ingenuity and insight while making meaningful change for PR professionals.

“PRophet’s cutting-edge approach to identifying the right journalists to target is a perfect complement to PeakMetrics’ advanced media monitoring and narrative analytics capabilities. We look forward to supporting modern communications professionals in today’s ever-changing media landscape”, added Nick Loui, founder and CEO of Peak Metrics

PRophet is part of an expanding roster of SaaS digital products from Stagwell built to solve for key transformations in the modern marketing ecosystem, including influencer management platform Koalified, global content delivery solution LOCATE, audience insights tool CUE, reputation manager Harris Brand Platform, and more.

Agencies and brands can contact PRophet at sales@prprophet.ai for a demonstration of the platform’s

capabilities and request a complimentary trial. For more information on PRophet, visit www.prprophet.ai.