

The IRONMAN Group Partners With PRophet To Help Tell Stories Of Triumph



AI-Driven PR Software Platform Now Boasts 20 Active Users and Makes Platform Available to Agencies

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PRophet, the first-ever AI-driven platform to help predict media interest, sentiment and spread, announced that The IRONMAN Group and its portfolio of events including the IRONMAN® and IRONMAN® 70.3® Triathlon Series and Rock 'n' Roll® Running Series, is the most recent company to partner with the platform, bringing PRophet's active user base to 20 since making the technology commercially available to brands in January of this year.

The groundbreaking platform is also now available to agencies and their clients through PRophet's Agency Partnership Program which allows account teams and their clients unlimited access and use of the platform together.

"Platform interest, usage and now real-life use cases underscore the growing acceptance of AI-based technologies like PRophet to help improve human performance," said Aaron Kwittken, founder and CEO of PRophet. "We look forward to continuing to grow the platform's reach to agencies and their clients alike and provide additional market-first capabilities in the months to come."

"As a performance-driven organization ourselves, PRophet helped us uncover additional journalists who we had not engaged with previously, leading to an overall placement increase of over 30%. More importantly, the platform is helping us share more stories around an athlete's journey of triumph which is of core importance to us. Being able to use PRophet's pitch data and analytics to better inform our press strategies amongst high quality, high authority outlets is a game changer for us, helping to put the spotlight on our deserving athletes," said Dan Berglund, Vice President of Global Communications, The IRONMAN Group.

Agencies and brands can contact PRophet at sales@prprophet.ai for a demonstration of the platform's capabilities and request a complementary, two-week trial.

For more information on PRophet, visit www.prprophet.ai.

About PRophet

PRophet is the first-ever AI-driven software-as-a service (SaaS) platform designed by and for the PR community that samples past stories to better predict future media interest, sentiment, and spread through natural language processing and machine learning. PRophet is owned by Ahteed, LLC, an MDC Ventures company and was founded by marketing industry thought leader and entrepreneur Aaron Kwittken alongside former political strategist, technologist, and author Mark Penn, currently President of Stagwell Group and chairman and CEO of MDC Partners and formerly with Microsoft. To learn more, visit www.prprophet.ai.

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