ApplyAI

Turn media monitoring into your competitive advantage.

A media intelligence platform built for your agency, not for thousands of others.

WHY IT MATTERS

Monitoring, insight, intelligence and measuring reputation sit at the heart of communications. It is how clients stay informed, protected and ahead of the conversation, and where agencies prove their value every day.

THE SITUATION FOR MOST

Coverage now spans news, broadcast, podcasts, social, Reddit and AI answers. Each sits in a separate tool, so teams stitch it together by hand before any real thinking begins.

THE BUSINESS CASE

HOURS

Skilled people spend hours every day searching, filtering and reformatting coverage. Time that should go on counsel.

LICENCES AND SEATS

Platforms charge per seat for the privilege of a tool built for thousands of customers, including your competitors. It won't bend to you, so you bend to it.

IT ISN'T GOING AWAY

Clients will always need monitoring. The question is whether it stays a cost to manage or becomes an asset you own.

A BETTER WAY

One multi-source intelligence engine, bespoke to your agency. It brings your sources together, applies each client's lens and drafts in your voice, with your team approving everything that goes out. An extension of the intelligence you already deliver.

THE SIGNAL

Clients want more than clippings: earlier warning, sharper insight and to know how AI describes them. The appetite is there, and 2027 budgets are being set now. If you don't offer it, someone else will.

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WHAT WE BUILD

One bespoke platform. Two ways to run it.

We design and build a media intelligence platform around your agency, your clients and the way your teams work. Then you choose how it runs. Either way, it is the same bespoke platform, and it is yours.

OPTION ONE

We build it. You run it.

We build the platform to your specification, then hand it over to your team, with training and documentation to run it in-house.

BEST FOR	Agencies with in-house technical capability
WE DO	Discovery, design, build, testing and handover
YOU DO	Hosting, running costs and day-to-day upkeep
YOU OWN	The platform, configuration and data

OPTION TWO

We build it and run it. You just log in.

We build the platform and manage everything behind it. Your team logs in, reviews the intelligence and sends it to clients.

BEST FOR	Agencies that want results without a tech team
WE DO	Build, hosting, data connections, AI models, updates and support
YOU DO	Log in, review, approve and advise
YOU OWN	Your configuration, client relationships and data

EITHER WAY, YOU GET

Every source in one place

News, broadcast, podcasts, social, Reddit, AI answers and the subscriptions you already pay for.

Configured per client

Each client's priorities, peers, topics and what counts as relevant, built in.

Morning briefings

Drafted overnight in each client's format, ready for your team to review and send.

Campaign reporting

Coverage, reach, tone and share of voice brought together, so reports take minutes.

Risk radar

Emerging issues flagged early, with context on why they matter to that client.

Your brand, your control

Your methodology and voice. Your team approves every output, and each client's data stays private.

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WHY APPLYAI

Built by people who know communications.



THE APPLYAI TEAM · HUDSON HOUSE, LONDON

ApplyAI is an applied-AI consultancy based in London. We design, build and run AI for organisations. You own the client relationship and the advice; we build the technology behind it.

WE'VE DONE IT

We have mapped and built media intelligence for a leading global communications firm, so we know where the hours go.

BESPOKE, NOT OFF THE SHELF

Built around your methodology and your clients, under your brand. A capability competitors can't buy.

WORKS WITH WHAT YOU HAVE

Vendor-neutral. We connect the subscriptions you already pay for and help you cut what you don't need.

YOUR TEAM STAYS IN CONTROL

People approve every output. Each client's data is kept private and separate.

YOUR CHOICE OF MODEL

Take the platform in-house or let us run it. You get the same bespoke platform either way.

BUILT FOR COMMS TEAMS

We focus on practical AI for communications and marketing, so your people spend more time on counsel.

Your clients want more intelligence. Make it part of your offer.

We'll help you deliver bespoke media intelligence under your own brand.

TALK TO APPLYAI

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