

SparkAmplify Launches Intelligent Content-Based Story Pitching Service

The smarter PR solution for your next event

LOS ANGELES, CA, May 20, 2019 – SparkAmplify, an AI-powered media outreach SaaS software launches its intelligent content-based story pitching service at the Collision conference (5/20/2019-5/23/2019), the largest startup festival in North America. Startups at the event are welcome to visit SparkAmplify's booth (E167) to create a customized media outreach plan and utilize their AI guided process to pitch to the right media to maximize media coverage potential.

The intelligent content-based story pitching service allows brands to submit a recent story about the company and based on the content SparkAmplify will be able to recommend the relevant media influencers to pitch the story to. With over 80K media influencers from 15K+ media outlets analyzed and profiled, minimal additional manual research by the user is needed. SparkAmplify streamlines the story-pitching process by putting the right people in front of the individual brands and let the companies do what they do best which is to tell their story without all the hassles.

Product Highlight:

- 1) Build brand impression with fb-like visual profile
- 2) Access to comprehensive media influencer data (80K+)
- 3) Less research with AI recommendation
- 4) Auto pitch email creation and optimization
- 5) Data-driven dashboard with industry-first SP Index

"We understand there's a need for better relationship building between brands and media that's why we created SparkAmplify. We aim to facilitate communication between brands and media, removing all the traditional communication barriers, and let brands focus on telling their story, and while SparkAmplify takes care of the rest," according to Chien Lee, founder and Chief Scientist at SparkAmplify.

For more information, visit <http://www.sparkamplify.com>

Press Kit download: http://bit.ly/SparkAmplify_Collision

SparkAmplify Profile: <https://brand.sparkamplify.com/sparkamplify>

On-demand Press Conference: <https://event.sparkamplify.com/collision2019>

Facebook: <https://www.facebook.com/sparkamplify/>

Twitter: <https://twitter.com/SparkAmplify>

About SparkAmplify

SparkAmplify is a SaaS company based in Pasadena, California and Taipei, specializing in media outreach and influencer engagement. The platform provides users targeted media and journalist profile as well as intelligent recommendations. SparkAmplify was selected as one of the top 50 startups among 6,000+ startups from 80 countries at the 2017 Startup Grind Global Conference and a recent TOP100 startup at the 2019 Echelon Asia Summit.

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Media Contact: Dona Tseng / dona@sparkamplify.com, Phone: 626-269-8288