

Memo + AI

Memo leverages the latest AI technologies to help you derive *actual* insights without burning hours on manual tasks.

AI-powered Topics

- Memo tested countless AI technologies to create its automated, universal topic system.
- AI scans **the full article to assign a finite category and an infinite topic** indicating what the article is about regardless is brand mention.
- Universal topics follow a pattern of Primary Topic (all) – Secondary Topic (most) – Tertiary Topic (some).
- Article tags aren't helpful when they're generic, like "Apple" or "cell phones." So Memo topics include the type of coverage and often the specific entity (e.g. Product - Launch - iPhone 14).

Most-Read Topics

Business News - ESG Initiatives

Business News - Leadership

Product News - Deals & Promos

Most-Read Headlines: #Product News

CNET Scott Stein 102,941

Apple Watch Review: Degrees of Difference

The Verge James Vincent 92,956

New MacBook Pro teased in latest ad

AI-powered Sentiment

- Memo leverages the latest AI technology to review the **headline and full text of the article** to determine article sentiment.
- The latest AI tech also scans **the text surrounding brand mentions within the article** to determine sentiment for individual brand mentions
- With help from AI, Memo provides article and brand sentiment with **over 90% accuracy.***

Article Sentiment:
Negative

Brand Sentiment:
Positive

BUSINESS

Car buyers face sticker shock as new vehicle prices skyrocket 30%

By Ariel Zilber

The result has been a boon to US automakers.

General Motors recently reported an operating profit of \$14.5 billion last year — a record high.

Before 2019, carmakers usually carried between 60 and 100 days of inventory. Now that timespan has been slashed in half, according to data cited by Bloomberg News.

**Memo conducted analysis across a wide ranges of brands and coverage resulting in 90% accuracy. The same analysis done with similar tools resulted in 65% accuracy on average.*

Accurate data leads to better decisions.
Only Memo reports readership direct from publications.