



## Media Pack

[www.caboodleai.com](http://www.caboodleai.com)



# What is CaboodleAI?

You want the elevator pitch don't you? OK, here goes. CaboodleAI is a new must-have software suite for all organisations across any sector that want to generate content for their audience, without the need for employing more staff.

CaboodleAI offers any website the opportunity to embed news pages, newsletters, social media and industry directories (all driven by our snazzy Artificial Intelligence wizard) and it will revolutionise your business.

Did you get that?

## **It. Will. Revolutionise. Your. Business.**

Imagine not having to employ journalists or marketing executives to source relevant content, imagine being able to become the definitive resource for news in your sector, without hiring more staff, imagine being able to enhance your businesses revenue by offering advertising opportunities for your clients.

Imagine all this news being driven by the finest AI engine created; then you have CaboodleAI. And we have only just started.... read on and we will tell you all.



# How does CaboodleAI work?

Think of CaboodleAI like a great big funnel, where all the news sources from all over the world are fed into the top... our machine-learning capabilities (too techie?) then sifts through these stories and selects the most relevant ones for publication.

You start off by telling us the top sources of news for your sector and away we go... the Artificial Intelligence does the rest – and after a short time the engine trains itself to select only the most relevant for publication, which mean that your readers get the news they want without having to search for it.

Let us re-cap...

This is not just a scrape of search engines for keywords – forget that notion. I mean, really forget it.

That would be far too easy – this is where 7 years' worth of development has gone in from some of the finest tech developers in the world. It is clever, it's intuitive, it's revolutionary, it's CaboodleAI



# How do you create a news platform without hiring writers?

No writers to create content? How does that work? Well, CaboodleAI aggregates the most relevant news stories for your industry based on our clever AI tool... basically delivering the most up-to-date, but crucially the most relevant stories straight to your readers.

You can use 100% aggregation or 1% aggregation – it is up to you, so no more time spent worrying whether the website news page is going to be updated.

Just think about news sources right now, think Apple News, think MSN News... all aggregated – now imagine that for your own sector and suddenly you become the go-to hub for news.

Aggregation is everywhere these days... if you can't or don't want to create your own news then get the most relevant stories from the industry non-stop.

It really is that simple.



# How can you increase traffic to your website all year round?

Isn't it tragic when you go back to a website and there has been one new story uploaded in the past 2 days. You tend to never return. How about having rolling news 24/7, that the user can tailor to his or her own preferences?

That would be great, wouldn't it?

A rolling news platform for my industry that then sends out newsletters to my subscribers whenever I want?

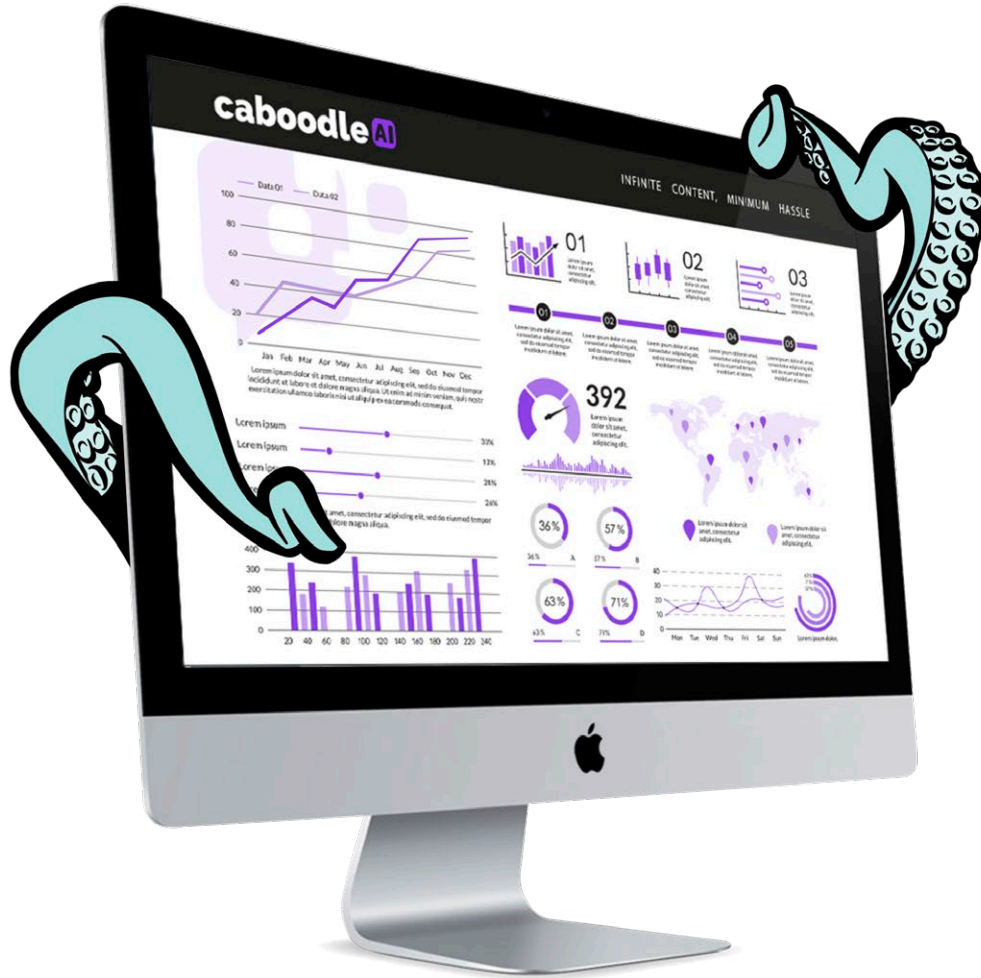
With CaboodleAI you can have all of this within hours of signing up with us.

And once you start you will see increases in traffic, which means increased engagement, and increased opportunities to monetise your platform... all without employing more staff.

Did we say that bit already?



# Getting technical



At this point we realise that there maybe some technical-minded viewers reading this. So for the benefit of all you eggheads here's the geek speak:

CaboodleAI utilises cutting edge Artificial Intelligence, Natural Language Processing and Machine Learning to curate the most relevant and personalised content from all over the web. This is how it works...

## 1. Sources are collected

First, we collect all your relevant association, industry and global content sources in order to begin building a unique algorithm that is specific to your industry

## 2. Content is organized and clasasified

Our technology then takes all your unstructured and unclassified data (content and sources) and begins determining the relevancy of the content.

After the relevancy is determined, we begin analyzing, tagging and ranking the best Natural Language Processing algorithms.

## 3. The CaboodleAI Content Galaxy is created

The result of your data collection and analysis develops what we call the CaboodleAI Content Galaxy, the heart of the algorithm. This is the machine that looks at your content and determines which one is best based on dozens of set parameters. We also provide you with a visual representation of the Galaxy in order to see the topics that your members are engaging with.

## 4. Highly personalized content is distributed

The highest ranked content is then distributed to your E-newsletter, Website Newsfeed and Social Media Channels. Once the content is distributed, your members are able to login and personalize their content experience by selecting the categories and sources that they would like to follow.

## 5. Algorithm adjusts itself

Our machine learning technology adjusts the content with every piece of material your members engage with. The data curation and analysis continues 24/7. That means our algorithm gets better and better at predicting what your members most want to read while increasing your member engagement.

## 6. We provide you with content analytics

Our data is also useful for you, too. We put analytical insights on content trends at your fingertips with our back-end analytics. Learn about the information your members are craving for.

Right, got that? Phew!

“ The artificial intelligence behind the product is great, and the people at CaboodleAI are superb to work with. They will bend over backwards to accommodate your needs. You won't find a better group or friendlier customer service anywhere else, hands down. ”

**Shaunica Jayson**

ABMA THE AMERICAN BOILER MANUFACTURE  
ASSOCIATION - MEMBERSHIP AND MARKETING MANAGER



“ CaboodleAI has fundamentally changed the way we work. The platform saves so much time for the team and we have got up-to -date content every day. Previously, we used to send newsletters once a week due to the workload of finding stories and images, resizing them, adding on the website then creating the newsletter. Since integrating CaboodleAI our efficiency increased dramatically as we can do all this work within minutes and send the newsletters daily with a click of a button. Our sponsorship revenue jumped with the daily newsletters and we became a credible news platform for our database. ”

**Sema Tezel-Basbug**

UK CONSTRUCTION WEEK –  
SENIOR MARKETING MANAGER

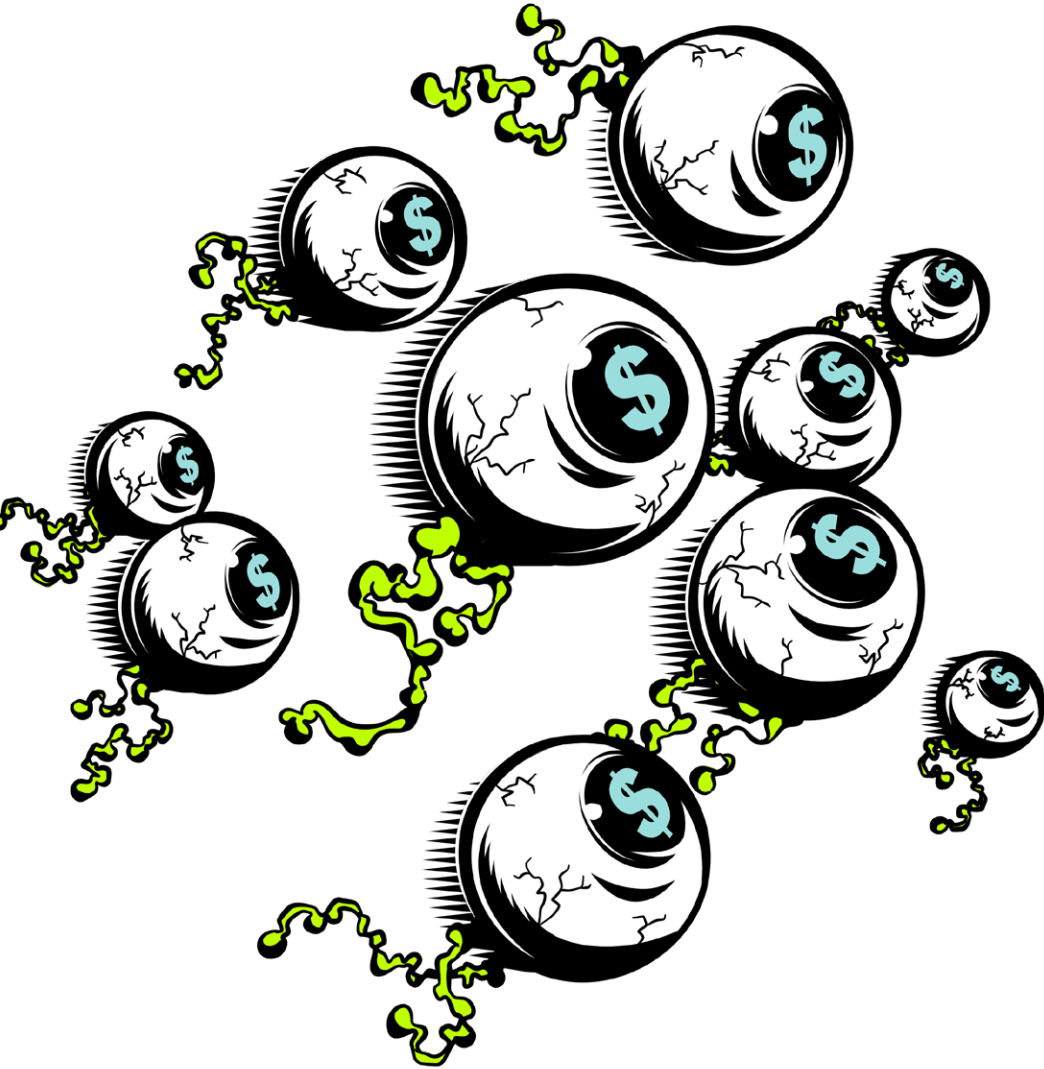


“ We have been using the CaboodleAI platform since March 2018 - it's is so easy to use, and saves so much time enabling us to focus more on other activities. Our newsletter readership increased by 20% by the end of year 1 and open rates reached 27%. We generate the content daily, send twice weekly newsletters and share the content on our social media platforms. Our digital advertisement revenue has grown 10-fold since we started using the platform. ”

**Nathan Garnett**

100% OPTICAL – EVENT DIRECTOR





# How is revenue generated from the platform?

Remember that dull website that had no content updates? Well, after you go to work with the CaboodleAI platform you will see content flood in, and that means you can send out weekly, bi-weekly or even daily newsletters to your subscribers.

The most relevant news from the industry from around the world into your inbox at a time to suit and a frequency to match.

Now the dollar signs are in the eyes... those newsletters are sponsorable, you can offer weekly takeovers, sponsored stories or just plain banner advertising, and sponsored social media posts.

You're getting a newsfeed, newsletter and social media and you can monetise it and it looks after itself and rolls 24/7 and you can start today with the most basic of onboarding and integrate CaboodleAI into your existing marketing channels.





# How long does it take to set up?

So, this is where you tell me it takes 3 months to set up, 6 months to test and a further month to create a newsfeed isn't it? Nope. **It takes no time at all!**

You throw your sources into the funnel and CaboodleAI gets to work straight away. Literally hours later and you'll start to see a beautifully formed set of industry stories coming through into a newsfeed that you choose how to template.

It really is as simple as that to get started and you spend a few minutes per day checking the stories that it is finding and approving or declining them.

Once the Artificial Intelligence starts to recognise the sorts of stories you are approving then it finds more and knows what to fire through, so the longer it goes on, the more intuitive it becomes.

We want to take the stress out of getting set up – but if you still need a bit of handholding then our Customer Success Team are here to guide you through it.



# How much time does it take to maintain?

Minutes! It takes literally a few minutes every day to sense check what is being published...you may not want a story going live because it is by a competitor, then decline it, blacklist it.

Alternatively it takes no time at all!

**The platform will run itself if you're busy** in meetings, on a plane or in the bar.

If you are happy with the AI side of things, then the platform really needs very little work at all maintaining.

For newsletters you simply choose the top 5 or 6 stories you want to send out and they drop into the template and we broadcast them to you subscribers.

And the best bit... the email blasts are included in the price! Same goes for social media – select the stories you want to publish to Twitter, Facebook or Instagram and off they go, no more writing copy – unless you want to.

If you think you want to write one knockout headline story a day, go for it and choose for it to sit at the top of the newsfeed.

It is totally flexible and totally in your hands.



# What else can the platform do?

What else? This isn't enough?  
So aside from the AI driven newsfeeds, newsletters and social media (which all require no staff and very little maintenance) we also have a few other clever tools for you.

Firstly, the user can customise their own newsfeed – they may be in the tablet industry but only want to see stories about purple tablets and definitely not blue tablets, well, they can personalise their newsfeed to make sure that no pesky blue tablets stories are displayed.

Clever, eh? **Literally every newsfeed can be unique** to that individual.

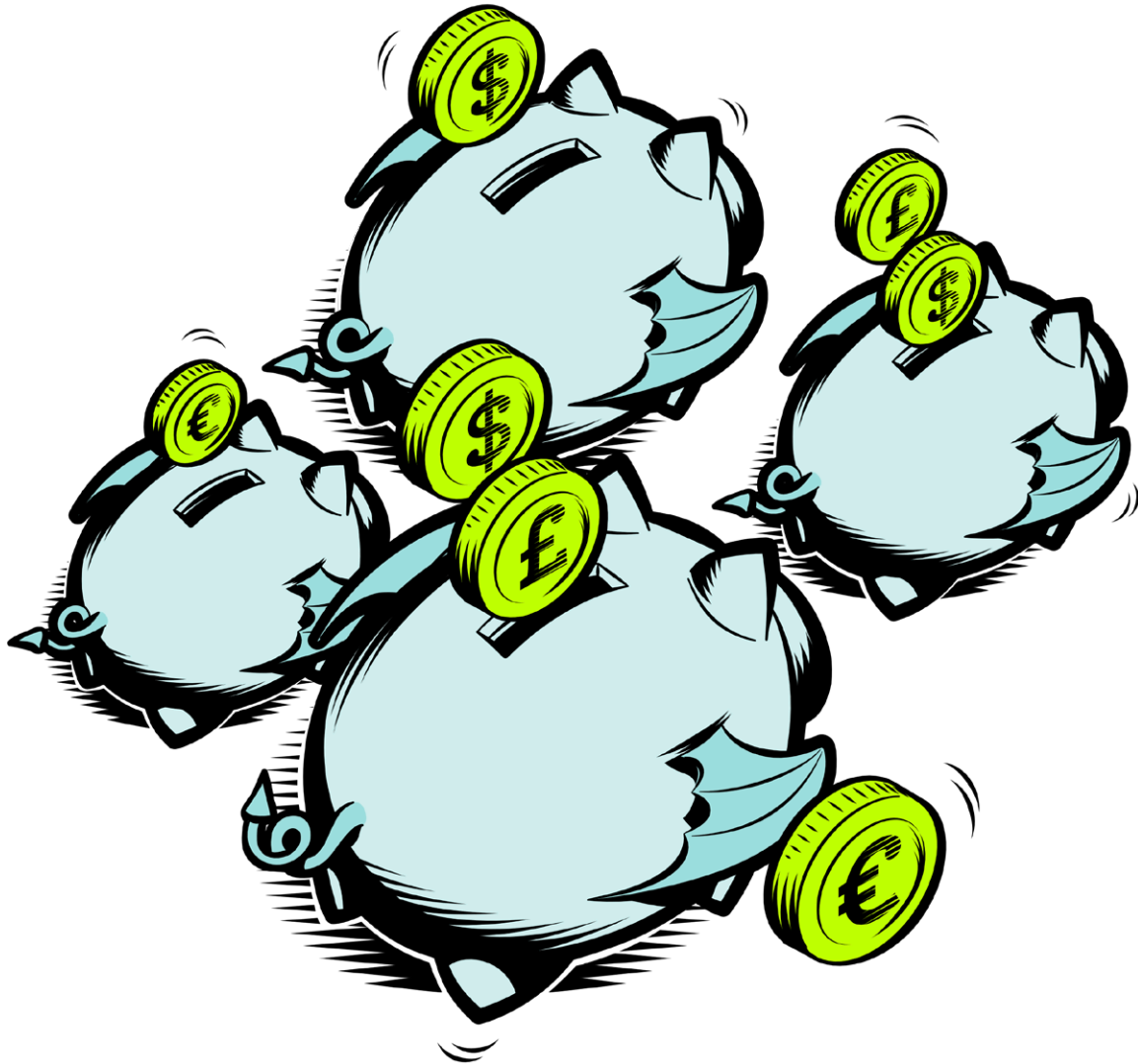
You want more?

Ok, well how about utilising the industry directory that we have in the CaboodleAI suite of amazingness?

Create the definitive directory for your sector, every company, every supplier, distributor, manufacturer, whatever!

All listed in one place – names, contact details and on top of that every story that they have ever published – all in one place.

I think we are spoiling you now. Let's recap, CaboodleAI offers a personalised newsfeed, newsletter distribution, social media integration, and an industry directory which can all be monetised, set up in a few hours and doesn't require a team of staff to work on? In a word, yep.



# Pricing

Let's talk turkey – this sounds like it is going to be fiercely expensive?

Well, you will fall off your chair when you hear that this whole system can be yours for about half the salary of a marketing executive.

Obviously there are variables, there are always variables but we are here to talk to you about them as we know only too well that every client is special and every one of you is different.

So, to get the ball rolling contact us today to see what options best suit your business.

We have staff in the UK, USA, Canada and Israel all waiting to talk to you.



## **Contact**

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**[www.caboodleAI.com](http://www.caboodleAI.com)**