

Datasheet

# Enrich Your Applications with Noise-free, Structured and Machine-readable News Feed APIs

Contify aggregates, deduplicates and tags company information into a steady stream of machine-readable business and industry-relevant news, delivered through RESTful APIs, Webhooks and RSS feeds.



Start your free trial



## Aggregation

### Exhaustive Coverage

Instead of a keyword-based feed that pulls in all manner of information, Contify provides a clean, company-based intelligence feed with only business and industry-relevant information.



#### Robust Sourcing Engine

Information is aggregated from over 500,000 sources including online news, company websites, premium and niche publications, social media, regulatory portals, review websites, job boards, etc.



#### Custom Sourcing

Contify delivers actionable intelligence using a hybrid system of machine learning and contextual noise-filtering algorithms, augmented by a layer of human curation.



#### Multi-Language Support with SmartTranslate

We work with you extensively to categorize and structure the sourced updates in a manner consistent with your specific business goals and reporting requirements.

## Powered by our AI-Enabled Market and Competitive Intelligence Platform

Instead of a keyword-based feed that pulls in all manner of information, Contify provides a clean, company-based intelligence feed with only business and industry-relevant updates.



### Contextual Noise-Filtering Algorithms

Our proprietary NER, NLP, deduplication and disambiguation algorithms ensure a steady stream of squeaky-clean, structured and machine-readable updates.



### Augmented by Human Curation

Our hybrid approach fuses machine learning with a layer of human analysts who extract insights, identify trends, and ensure system integrity and comprehensive coverage.



### Customised Taxonomy and API Endpoints

We work with you extensively to structure the sourced information and their endpoints to match your unique business goals.

## Clean, Enriched and Ready to Consume



### RESTful APIs

Our RESTful APIs deliver structured intelligence in JSON format with fully-customisable endpoints.




### Webhooks

Leverage the power of Webhooks with updates pushed to your application servers in real-time, and save on computing resources in the process.



### RSS


News Feed from Contify are also delivered as structured, machine-readable RSS feeds.

4  **PwC** 3  
Compliance Week · 19 July 2019 5

1 **Bricker returns to PwC; Teotia named permanent chief**  
After departing his post as chief accountant at the Securities and  
2 **Exchange Commission, Wes Bricker has rejoined PwC as vice chair and assurance leader for the United States and Mexico.**

6

Management changes PwC Assurance Compliance Week  
News USA MEX EN

 **Deloitte**  
Deloitte · 1 July

**Deloitte releases wh**  
Artificial intelligence h  
transformation of the m  
Minghua, the managing

Thought leadership  
Press release CHN

Endpoints

What you get

- 1. Headline**  
The title of the news story, social post, blog article or press release.
- 2. Summary**  
The leading paragraph of the news story, blog article or press release.
- 3. Entity name**  
The company about whom the news article, blog article or press release was written.
- 4. Entity logo**  
A 1×1 thumbnail image of the company’s logo in a PNG or JPEG format.
- 5. Source and dateline**  
The date the update was published along with the name of the publisher.
- 6. Custom tags and taxonomy**  
Updates are tagged according to a fully customisable taxonomy — **topics, content type, location, and source language.**

Use cases

Enrich Your Application, Empower Your Teams and Users



**Drive a Market and Competitive Intelligence Programme**

Drive a fully-tailored market and competitive intelligence programme at your organisation by integrating our News Feed with your intranet portals, ERP, CRM and KMS.





### Build a New Feature or Software

Drive a fully-tailored market and competitive intelligence programme at your organisation by integrating our News Feed with your intranet portals, ERP, CRM and KMS.



### Power Analytics With Raw Data

Use the raw data from our News Feed APIs for your analytics programme. Process the data at your end to surface industry insights and trends relevant to your business.



### Train Your AI and Machine Learning Models

Leverage our clean, high-quality datasets to train your artificial intelligence, NLP and machine learning models to enhance your own application's capabilities.

## Our Clients

Trusted by the Market and Competitive Intelligence Teams of 100+ Companies

**Deloitte.**



**LIXIL**

**BCG**

**Lonza**



*“Sharp and detailed information from Contify. No false positives, data always relevant, comprehensive, and right on target. We were able to deploy this solution with great added value to our clients.”*



**Emad Malek**

Chief Operating Officer · Megalytics

