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The Mynewsdesk tool: now offering AI

Mynewsdesk, the Swedish one-stop solution for PR and communications, is launching “Content AI” – a service that simplifies and automates the process of creating high-quality content. The new product, which is based on OpenAI technology, is part of a more significant investment in AI that Mynewsdesk is currently making.

Mynewsdesk is currently offering “Content AI” to a select group of beta customers, with plans to roll it out to a wider range soon. The goal of the initiative is to empower Mynewsdesk’s customers to create top-notch content in a more streamlined and effortless manner. The new product, which leverages the power of GPT-3, allows customers to automatically generate drafts of new press releases, blog posts, or articles directly in Mynewsdesk’s tools, saving both time and money.

– We are constantly developing our product to make our customers' work more efficient, and now that we see the great benefits that come with auto generated text, it was natural for us to implement the technology in our platform. This is still a Beta, and we will continue to develop the new product as we learn more about how our customers use the new technology, Sara Manding Holm, Chief Product Officer at Mynewsdesk expresses.

Mynewsdesk has identified the most common types of press releases companies send out and created templates for them. In this way, Mynewsdesk's new product differs from the ChatGPT interface, as Mynewsdesk has already created templates for the type of content customers can create. The user fills in necessary data and the new service uses AI to create a draft text that the communicator can use as a starting point for their own writing or generate again for a new draft.

– We have been utilising AI in different ways on our platform for a long time. Using the technology to help our customers create content is in line with the long-term investment that we are making in AI. I'm convinced that AI will help communicators in the future in a variety of ways, and I look forward to working with my colleagues to continue creating and offering better and smarter solutions for content creation and distribution, says Louise Barnekow, CEO of Mynewsdesk.

About Mynewsdesk - The smart way to improve awareness and relations

Mynewsdesk helps companies create awareness, find the right audience and build strong relationships. By providing a user-friendly online platform, Mynewsdesk simplifies the publishing, distribution and measuring of all your PR and communication efforts. With 1.6 million unique visitors monthly, 70% of Mynewsdesk's 4,000 customers gain media coverage.

Find out more at www.mynewsdesk.com

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