

PRTech Studio

SERVICES & CAPABILITIES

AI, technology, and intelligence
for modern communications.



Dubai AI Campus, DIFC • prtechstudio.com • miret@prtechstudio.com

THE CHALLENGES OF MODERN COMMUNICATIONS TEAMS



Outdated Monitoring

Still relying on email alerts and clip reports with no real intelligence layer



AI Blindspot

No visibility into how AI tools like ChatGPT, Perplexity, and Gemini are describing their brand



Measurement Gap

Unable to prove PR's value to leadership, while stuck reporting AVE & impressions



Manual Overload

Repetitive workflows eating time that should go toward strategy & storytelling

PRTech Studio solves these challenges, bringing AI, tech & intelligence directly into your comms function.

OUR SERVICES

Seven integrated offerings for today's in-house PR teams

1

**Media Monitoring
& Intelligence**

2

**GEO - Generative
Engine Optimization**

3

**PR Measurement &
Analytics**

4

**AI in PR Training
& Enablement**

5

**Social Listening
Strategy**

6

**PR Workflow
Automation**

7

**The Retainer -
Next-Gen PR Partner**



MEDIA MONITORING & INTELLIGENCE

*Stop drowning in alerts.
Start getting insights.*

WHAT'S INCLUDED

- Audit of your current monitoring setup
- Custom keyword & Boolean architecture
- Monthly coverage digests with analysis
- Share of voice & sentiment dashboards
- Competitive coverage benchmarking

DELIVERY: Done for you • Retainer

Tailored to your tools, channels, and markets



GENERATIVE ENGINE OPTIMIZATION

*Make your brand visible
where AI answers are written.*

WHAT'S INCLUDED

- Brand visibility audit: ChatGPT, Perplexity, Gemini & Claude
- Gap analysis: what narratives are missing & what your competitors own
- Content & PR strategy to influence AI-generated answers
- Quarterly re-audit to track share of AI voice

DELIVERY: Done for you • Retainer

Mapped to your target audiences





PR MEASUREMENT & ANALYTICS

*Prove PR's value
to your C-suite.*

WHAT'S INCLUDED

- KPI framework design - beyond AVE
- Executive dashboard buildout
- Monthly & quarterly reporting templates
- C-suite-ready reporting format
- ROI attribution modeling

DELIVERY: Consulting • Done for you • Templates

Built around your existing reporting cycles and stakeholders



AI IN PR TRAINING & ENABLEMENT

*Upskill your entire
comms team in one day.*

WHAT YOU'LL LEARN

- AI tools for monitoring, writing & research
- GEO fundamentals
- Crisis preparedness in the AI age



WORKSHOP FORMAT: ½ day • Full day

Tailored to your team size, tools, and industry vertical

TWO MORE ESSENTIAL SERVICES



SOCIAL LISTENING STRATEGY

*Know what's being said
before it becomes a crisis.*

- Listening setup & keyword architecture
- Influencer & community tracking
- Issue detection framework
- Monthly insights report



PR WORKFLOW AUTOMATION

*Eliminate manual tasks.
Focus on what matters.*

- Coverage reporting automation
- AI-assisted press release & brief drafting
- Media list building & CRM workflows
- Alert routing & triage systems



THE RETAINER

NEXT-GEN PR PARTNER

*Your outsourced AI-powered
PR intelligence partner, a
strategic extension of your team.*

EVERYTHING INCLUDED

- Ongoing media monitoring & intelligence
- GEO tracking & AI narrative optimization
- Social listening & issue detection
- Monthly analytics report & insights
- PR workflow automations
- Fortnightly strategy calls
- Slack / WhatsApp access for reactive support

INDUSTRY APPLICATIONS

Built for different industries. Adapted to different communications challenges.

PRTech Studio applies the same intelligence, technology, and AI capabilities across sectors, with monitoring frameworks, data sources, workflows, and analysis tailored to each industry's communications environment.



**Hospitality
& Travel**



**Beauty
& Luxury**



**Banking &
Financial Services**



HOSPITALITY & TRAVEL

*For hospitality brands, properties,
destinations, and experiences.*

OUR SERVICES

- Corporate, brand, and property media intelligence
- Competitor and destination share-of-voice analysis
- AI search visibility for hotels, operators, restaurants, and destinations
- Development, investment, and corporate narrative tracking
- F&B and lifestyle brand monitoring
- Executive and thought leadership intelligence
- Partnerships, awards, and event intelligence
- Communications measurement across markets & properties



BEAUTY & LUXURY

*For beauty brands, luxury groups,
retailers, and distributors.*

OUR SERVICES

- Brand and competitor media intelligence
- AI search visibility across different platforms
- Creator, influencer, and community monitoring
- Product launch and campaign intelligence
- Reputation, claims, and emerging-issue detection
- Beauty trend and narrative analysis
- Cross-sector partnership intelligence, e.g., beauty x hospitality, wellness, fashion, or retail
- GCC market entry and regional comms intelligence



BANKING & FINANCIAL SERVICES

*For comms teams in complex,
highly scrutinized environments.*

OUR SERVICES

- Corporate and executive media intelligence
- Competitor and category benchmarking
- AI visibility and narrative analysis
- Reputation and emerging-issue detection
- Regulatory and industry conversation monitoring
- Executive thought leadership measurement
- Social and stakeholder listening
- PR reporting and workflow automation



*Your PR team deserves
better tools. Let's start.*

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