

# Accelerate Sales Leads. Drive Innovation.

We empower your employees with the best insights to identify new sales prospects, collaborate around market innovation and become industry thought leaders.

## Stay up-to-speed on market innovation

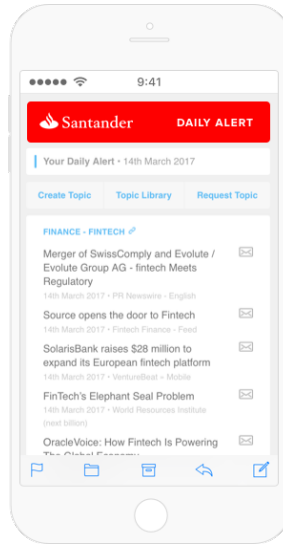
Track disruptive developments in your market and learn from innovation insights on topics such as digital transformation.

## Spot new business opportunities

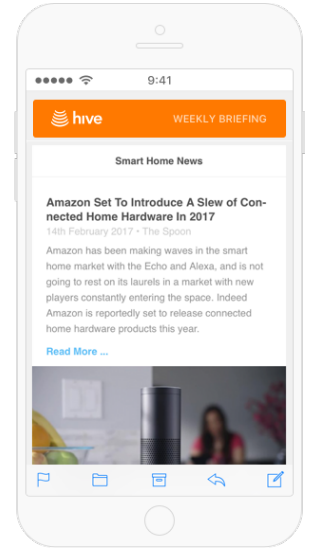
Identify new target prospects, product ideas or partnerships and anticipate competitors initiatives.

## Collaborate with your team

Share insights with your team to spark new ideas and drive innovation across your wider organisation.



Example Daily Alerts



Example Curated Weekly Briefing

## How Catalyst Works






Catalyst scans 300,000+ global articles per day to identify key business insights that match the exact search topics your team defines.



Once articles are matched, our platform delivers these insights via Live Alerts, Curated Newsletters, PDF Reports or via our API into your enterprise apps. Our analysts can also supports clients with newsletter curation to create engaging weekly briefings.

To find out more, please contact:  
[info@editoreye.com](mailto:info@editoreye.com) or call us on +44 20 8080 9146

## Key Features

-  **Dynamic Topic Engine**  
Advanced search tools to discover relevant insights.
-  **Topic Library**  
Store and save topics in a centralized topic library.
-  **Alerts Manager**  
Select daily and weekly times to receive daily alerts.
-  **Newsletter Builder**  
Curate weekly internal briefings to share with your team.
-  **Analytics**  
Track usage across the platform, from user engagement and newsletter metrics.