


**MEMO**

## A unique Public Relations Analytics & Insights platform

US-based startup Memo was boosted by Runtime's devoted product development team: from ideation to launch and continuous improvement.

Memo is the only platform that harnesses data directly from premium publishers to provide real-time insights on earned media and to calculate exactly how many people are reading an article, outlet, journal, or topic. Its mission is to unlock the value of content and drive an ecosystem that benefits all—consumer, creator, and brand.

**1.408**

**publishers on the platform**

**1.603.046.777**

**readers tracked**



Location **New York**



Industry **Public Relations**



Timeline **2020 - Present**



Team **3 Software Engineers:**

- 1 Backend Developer
- 1 Frontend Developer
- 1 Fullstack Developer



Runtime is our trusted engineering team and a key part in our goal of duplicating revenue YoY. We have been doing great things together, customers are loving the product and commitment is seen in every step taken. They understand the startup world and mindset, as well as our business. They have an incredible delivery capacity and are much more than yes-men. They bring new ideas, suggest better ways of doing stuff, look for the best suited tech stack possible and are always willing to give the extra mile.

**Brad Kagawa**  
CTO, Memo

## Technologies

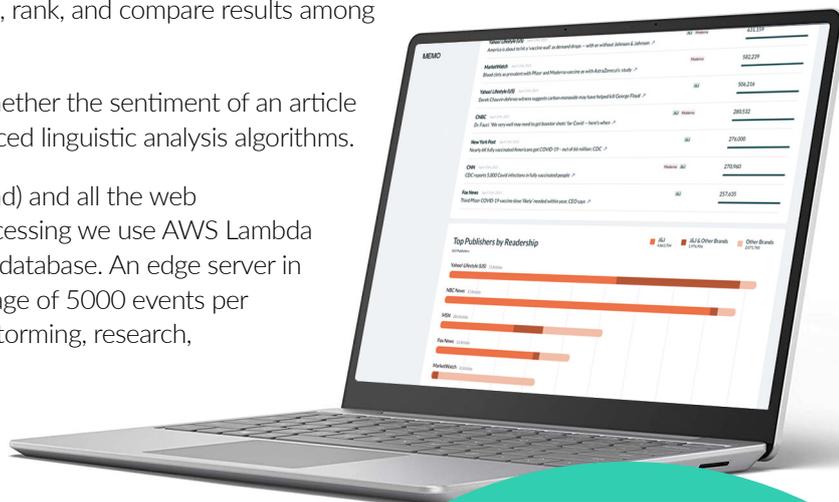


## Challenges

- Earned media in editorial publications creates organic awareness, drives audience engagement, and generates purchase intent. However, because it has never been possible for brands to fully see how readers engage with it, credit goes to more easily quantified sources like search and paid media. How to address this problem?
- Memo's ambition was to solve it with the creation of a powerful platform that could collect, centralize and reveal earned media insights for the first time ever – integrating reliable and accurate data from several sources.

## Solution

- Runtime's dedicated development team worked in partnership with Memo's team to deliver a centralized platform for readership and engagement data from major US online publishers'. Readership is the number of readers for a given article during the first 7 days. Memo's platform can measure, rank, and compare results among them in a visual, fast, and reliable way.
- The team also created a mechanism for perceiving whether the sentiment of an article is good, bad or neutral through the addition of advanced linguistic analysis algorithms.
- The platform was developed in React Native (front-end) and all the web services/APIs are based on Rails. For information processing we use AWS Lambda running on Python and Snowflake as a turbocharged database. An edge server in AWS allows to collect, integrate and manage an average of 5000 events per second. This tech stack was chosen after deep brainstorming, research, assessment, and testing.
- Through the adoption of agile methodology, Runtime guarantees a total alignment between both companies, a common vision/purpose and a continuous improvement approach, with incremental innovation and rapid new features deployment.
- Memo is available in an annual subscription model and is experiencing fast growth, with the most recognized worldwide brands selecting the platform to measure their PR efforts and make informed marketing decisions.



We are really honored in having an active role on this innovative product. We share Memo's ambition and will do everything so they can grow without limits, providing the skills, tech, processes and methodologies they need to move projects forward.

**Marco Fernandes**  
Team Leader at Runtime

## About Runtime

Runtime is a product development company based in NYC. We craft end-to-end solutions, from custom tailored user experiences to beautifully engineered applications – every time.

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