



Personalization At Scale

An AI Content Automation Platform delivering custom and unique content at scale that is fine-tuned to reflect the tone and personality of your brand.

Coded Content's AI Content Automation Platform is built just for sports and creates custom, unique, and engaging content for brands that's relevant to their audience, enabling teams to provide a personalized and more meaningful experience at scale.

Limitless Options

Handling Any Assignment:

Includes previews, recaps, parlay articles, and more to suit different fan interests.

Comprehensive Coverage:

Delivering content across all major sports

Vertical Specific

Betting, Fantasy, or General, with options for neutral, home or away

Tailored For Your Audience

Customizable Templates:

Generate articles, posts, emails, or notifications that align with your brand's identity.

Personalized Engagement:

Tailor content to fan preferences for stronger interaction.

Real-Time Insights:

Convert live data into timely, actionable content to capture attention.

SEO Optimized

SEO-Optimized:

Designed to boost content performance in search results.

Enhanced Visibility:

Improves rankings to increase audience reach.

Driven by Data

Powered by SportsDataIO:

Uses live and historical data

Always Evolving:

Learns and adapts for better accuracy.

Easy Integration:

Utilizes your CRM data to better understand customer preferences and deliver personalized experiences.

Available Sports



How it Works:

- 1 Scope & Build**
Collaborate with a dedicated project manager and AI engineer to design custom templates tailored to your needs.
- 2 Integrate & Deploy**
Easily publish content across multiple channels by integrating with your CMS, CRM, API, or FTP.
- 3 Adapt & Evolve**
Continuously improve quality with fine-tuning, A/B testing, and more.

Who Can Benefit

Editorial Teams

AI-Powered Writers, On-Demand

Get instant access to AI-driven writers to seamlessly supplement your assignments and fill content gaps.

Up to 75% Cost savings per article compared to traditional methods.

Up to 40% faster delivery, speeding up your workflow and reducing turnaround times.

Marketing Teams

Personalization, Amplified

Elevate your marketing efforts with scalable personalization:

Up to 30% Boost in spend efficiency.

Up to 50% Reduction in customer acquisition costs

Content Creators

Personalization, Amplified

Elevate your content strategy with scalable personalization:

Up to 30% Boost in audience engagement.

Up to 40% Increase in content efficiency, allowing you to create more with less effort.

Product Teams

Personalized UX, Made Simple

Streamline your user experience with easy-to-implement personalization:

Up to 20% Increase in user engagement.

Up to 40% Faster iteration cycles for quicker product improvements

START PERSONALIZING NOW!

[Book a Demo](#)

[Fanduel Case Study Example](#)