

SCOUT'S AGENCY

Six tools. One platform. Built in **weeks.**

A podcast guest placement firm replaced six tools with one AI-native platform — including a 9,000-show database with AI-augmented matching — for a fraction of what it would have cost two years ago.

10hr → 1hr

PER-CLIENT LIST BUILD

6 → 1

TOOLS CONSOLIDATED

6 weeks

KICKOFF → PRODUCTION

"The ceiling I was bumping up against is gone." — Scout

A practice ready to scale, trapped in six tools.

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"Before we started working together, the agency ran on a patchwork of tools that were never designed to talk to each other. Everything was manual. List building, pitching, outreach, reporting — all of it. **The next step in the business felt heavy. Not exciting. Heavy.**"

Scout's Agency — founded by Gabrielle "Scout" Maio nearly a decade ago — pioneered the Podcast Tour™ and has placed clients in 6,000+ podcast interviews. The pitching judgment, the curation, the host relationships are the practice's craft, and the team is exceptional at it. The constraint wasn't the work, it was the workspace. Strategy, intake, podcast research, outreach, and reporting lived across six separate tools — Monday, Google Sheets, Drive, Notion, Typeform, and a WordPress podcast search — none of which were built to talk to each other.

The agency's marketable list had settled at around 2,000 podcasts, hand-curated and slowly drifting out of date. **Monica, the agency's account manager, spent real time stitching that context together by hand** — time better spent on the curation and pitch work clients actually pay Scout's Agency for. **The brief on day one was modest: "Rebuild the database." What we shipped was a full operating system for the agency.**

WHAT WE BUILT · THE MATCHING ENGINE

A three-layer architecture.

L1

Enrichment

Each podcast and each client intake gets normalized into a structured profile — audience demographics, topic tree, listener stage, content format.

L2

Scoring

A weighted engine compares client profile to every show across topic fit, audience size, demographic match, format match, and host receptivity. Runs in milliseconds. Weights tunable per engagement.

L3

Refinement

For top candidates, an additional pass catches the nuance scoring can't see — "fits on paper but the host has been going in a new direction" gets caught here.

Crucially, the curated list is still the source of truth and the team's judgment still drives every selection. The matching engine is a fast, re-runnable opinion that surfaces candidates the algorithm thinks should be on the list but aren't yet. The team stays in charge — they just have better information to work with.

One platform that runs the entire agency.

The platform replaces every tool the agency was using — and the connective tissue between them — with one product the team owns end-to-end.

28,641

Records migrated across 93 Monday boards into a single relational data model. Every client, every target list, every pitch, every booking — together for the first time, with relationships intact.

Matching engine

A three-layer architecture (enrichment → scoring → refinement) ranks 9,000+ shows against each client profile in milliseconds. Tunable weights per engagement.

Strategic intake

A single client portal collects bio, goals, audience, voice, dream shows, and sensitive topics. AI surfaces what's relevant during strategy work — every detail gets used.

Outreach pipeline

Pitched → responded → booked, automatically. Done-for-you tier sends through Gmail; self-serve tier marks-as-pitched without ever touching the client's inbox.

Custom pitches, tailored to every target.

Each engagement starts with a strategic pitch the team develops with the client — the angle, the story, the specific value the guest brings. That part is unchanged: it's the work the agency is hired for. What's new is what happens after — the system takes the team's strategic pitch and helps tailor it to each individual target, adjusting hook, framing, and angle to fit the show's audience and the host's stated interests. The account manager reviews and approves every customization.

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"What used to take eight to twelve hours per client now takes about an hour. **That's the difference between being able to serve five clients and being able to serve fifty.**"

A client portal.

Clients see their profile, target list, pipeline status, and reporting in one place. The same database that runs the agency's operations runs the client experience — which means clients see live state, not a screenshot from last Tuesday.

WHAT CHANGED

The numbers tell some of it. The structure tells the rest.

- ✘ 10 hours → 1 hour per-client list build (the operational work, not the strategy)
- ↑ 2,000 → 9,000+ marketable podcasts (4.5x)
- 28,641 items migrated across 93 boards
- ✘ 6 tools → 1 integrated platform
- ~ Per-show pitch authoring → strategic pitches tailored per target

Scout's institutional knowledge is no longer trapped in spreadsheets and her own head. Every match the algorithm makes, every pitch the system generates, every booking outcome — all of it now runs through a system that can learn and compound.

THE ECONOMICS

Then and now.

2024

~\$1M

12 months · large team · most projects overrun

→

2026

\$60K

6 weeks · Large engagement · shipped to production

The honest answer: roughly \$1 million and twelve months — a team of two senior engineers, a designer, a product manager, and assorted specialist help. With AI-augmented development, the same product class is now \$60K and six weeks — a Large engagement at cloudgroup.

SCOUT

"If I had hired my way to scale, I might have 2x'd the business. **This software opens the door to 10x.** Same team. Same expertise. Dramatically different capacity."

FIG 02 · STRATEGIC INTAKE

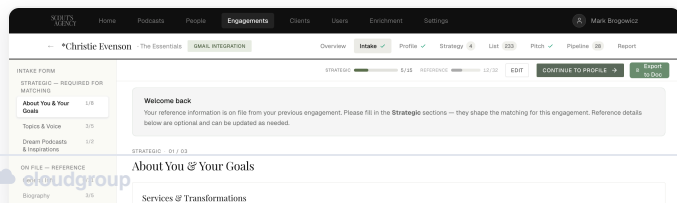
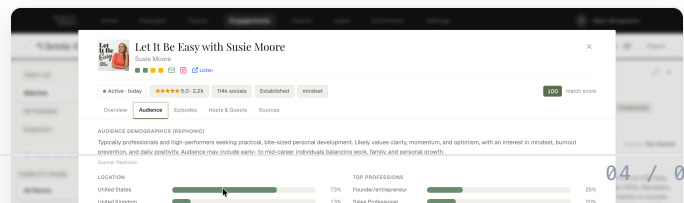


FIG 03 · AUDIENCE FIT



Fixed price. Three sizes. You own all the code.

Scout's Agency was a Large engagement. The work taught us that one size doesn't fit every prospect — so we added two larger sizes to the standard two-week offering. **Most projects start at Small (\$20K) and reach a complete v1 inside the box;** iterations from there are \$5K each. Every engagement is fixed-price, deployed to production, with full code ownership.

STARTING POINT

SMALL

2 weeks

\$20K

A focused custom app — internal tool, admin system, simple platform, or single-user-type product.

MEDIUM

4 weeks

\$40K

A multi-feature product with integrations, automation, or richer workflows. More iterations, more depth.

LARGE

6+ weeks

Scoped together

Platform-class build — multi-user-type systems, AI workflows, external integration. The tier Scout's Agency belongs in.

After launch.

cloudgroup hosts your application while you're actively working with the studio, includes a Success Review two weeks after launch — a one-hour Zoom plus a quick turnaround on findings — and stands behind the work when something's not right. Follow-up iterations are **\$5,000 each**. Most projects add one or two over the next few months as the product matures.

FROM SCOUT

"I've already been telling people. I didn't wait to be asked. **If you're a business owner who hasn't had that conversation yet, you're leaving an enormous amount on the table.**"

Ready to talk?

20-minute discovery — no deck, no commitment. mark@cloudgroup.com · cloudgroup.com

[Start a project →](#)