Netty boosts its attractiveness by integrating Syllabs AI into its offering

Interview of **Antoine Bloch**
Webmarketing Manager – Netty

What are your business goals ?

Our vision hasn't changed since we were founded in 2008: to offer the best of innovation for all real-estate professionals, via an "all-in-one" solution.
We are therefore constantly seeking to integrate new solutions that improve our clients' performance while simplifying their day to day work.

How did the integration of the Syllabs solution go?

Syllabs provided us with an API to connect its automatic writing engine to our software. The API documentation provided was very well designed, which allowed for a speedy integration.

Once the Syllabs automated ad button was integrated into our software, our clients were immediately able to start generating ad texts using our credit system.

What do you think of Syllabs' solution ?

Syllabs' automatic writing solution fits our main value proposition completely: simplify the day to day work of real-estate professionals, while optimizing their performance.
The creation of our software was borne from an observation: it was necessary to write property ads for each platform, which was very time-consuming. We therefore wanted to create a tool which would allow property ads to be published to multiple platforms in one click. With Syllabs, our clients can not only generate unique ads - comprehensive and error-free - but also vary the text according to the platform. This is a real time-saver, as well as a way to optimize SEO.

Why did you go with Syllabs rather than one of its competitors?

As all of our services are offered on a no-commitment basis, we have to integrate top-quality innovations in order to attract the greatest number of clients. For us, Syllabs was the best solution on the market in terms of quality, and we thought that it complemented our range of features perfectly.

A content issue or a specific need ?

Contact us !

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