
Article Mapper

Thought Leadership & Competitor Tracking

SCHEDULE	SOURCES	COST	OUTPUT
Tue/Fri	RSS (BCG/McKinsey/Bain)	~\$88/mo	Email Log table

01

Overview

Article Mapper tracks publications from BCG, McKinsey, Bain, and other major consulting firms. It monitors RSS feeds for new thought leadership pieces, scrapes full text via Firecrawl, and categorizes them by practice area and relevance. Articles are embedded into the BD Radar orchestration as the "BCG Thought Leadership" and "Competitor Publications" sections, keeping consultants informed about their own firm's output and competitive positioning.



How It Works

A 5-stage pipeline that monitors consulting firm publications and feeds categorized articles into the BD Radar orchestration layer.

1 Monitor RSS Feeds

Continuous monitoring of BCG, McKinsey, Bain, and other major consulting firm publication feeds.

2 Detect New Publications

Compare against existing records to identify new articles not yet in the system.

3 Scrape Full Text

Firecrawl extracts complete article content for categorization and BD Radar integration.

4 Categorize

Classify by practice area, topic, and relevance to tracked clients. Tag as `bcg_tl` or `competitor_pub`.

5 Push to Airtable

Write to Email Log table for BD Radar integration. Articles surface in the next orchestration cycle.

EXTERNAL APIS

- RSS Feeds
- Firecrawl
- Airtable

ECONOMICS

Monthly cost of ~\$88, primarily driven by Firecrawl scraping of full article text across all monitored publications.

~\$88/MONTH