

Emerald Intel Brings Verified Cannabis Market Intelligence Into AI Agents and Workflows

New capability gives AI agents richer market context, delivering better answers using verified cannabis industry data.

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EINPresswire.com/ -- Emerald Intel, a leading source for cannabis and hemp market intelligence, today announced a new way for customers to bring its verified industry data into compatible AI agents, including Claude and ChatGPT.



AI can only work with the information available to it. While a company's CRM and internal systems provide important business context, they don't provide a complete view of the market around it. Emerald Intel adds that missing layer—giving AI access to structured intelligence on companies, decision-makers, licenses, ownership relationships, regulatory activity, market developments, and more.

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The result is AI analysis informed by a deeper understanding of how the cannabis market actually fits together, helping businesses ask bigger questions and get answers grounded in trusted industry intelligence.

“AI is only as useful as the context behind the answer, and in cannabis that context is incredibly complex,” said John

Stanfill, CEO of Emerald Intel. “Our customers need to understand not only what is happening inside their own business, but also the companies, relationships, activity, and opportunities developing around them. We're excited to make that market context available in the AI environments where our customers are increasingly doing their work—meeting the industry where it is today and giving businesses new ways to put trusted intelligence behind better decisions.”

The new capability is powered by Emerald Intel MCP, which connects Emerald Intel data to

compatible AI agents and makes the intelligence available alongside other systems and information businesses choose to connect. Emerald Intel's relational data model connects companies, locations, licenses, brands, ownership structures, and decision-makers, while ongoing verification helps keep the underlying market intelligence current and reliable.

Businesses can use Emerald Intel market intelligence with AI to:

- Find whitespace between their CRM and the market by identifying qualified companies or locations they may be missing.
- Prepare for prospect and account conversations using company, license, ownership, contact, and market context.
- Analyze regulatory information to summarize activity, identify patterns, and surface relevant insights.
- Monitor datasets for customized compliance alerts based on the information most relevant to their business.

These capabilities extend, rather than replace, the Emerald Intel platform. Customers can continue using Emerald Intel to search, filter, and identify companies and contacts, then bring AI into the equation when they want to compare, analyze, plan, or work across multiple sources of information.

To learn more and see Emerald Intel MCP in action, register for the upcoming webinar, Emerald Intel + Claude: Putting Your Data to Work, on Wednesday, October 14 at 11 a.m. ET. [Register here](#).

About Emerald Intel

Emerald Intel is the trusted source for verified, real-time business intelligence on the cannabis and hemp industry. Covering licensed operators, ancillary businesses, and consumer brands, we provide accurate insights into over 51,000 companies and more than 200,000 decision-makers. Our mission is simple: deliver the reliable data businesses need to navigate a fast-changing market and drive growth with confidence. <https://www.emeraldintel.ai/>

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