Deep Learning platform for Social Media Data

Problem Statement
- Utilizing the power of social media data efficiently to increase organic reach and engagement can prove to be more effective and cheaper than social media paid advertising. But how to do this is the question.
- Cutting through clutter and noise in social media to make client voice heard effectively.

Customer Benefits
- **Reduce** noise, Increase reach, and Achieve better engagement.
- **Improve** metrics. Client experienced:
  - **80% Noise Reduction**
  - **2x-10x Increased Reach**
  - **3x-5x Better Engagement**

What we do
- **Make** contextual information available by mining massive amount of data.
- **Engage** low reach customers with digital marketing campaigns.
- **Partner** with marketing, digital marketers, and social media campaigners for better ROI.

Our Solution
- Developed Reach Intelligence using Deep Learning to identify influencers who can automatically amplify campaigns.
- Built Engagement Intelligence ML platform to automate user sentiment analysis and recommend what, where, and when to post.

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