



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**

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.

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.

Reach Intelligence using Deep Learning to Identify Influencers

Identify Influencer via myRosys

Patrice Truong @patricetruong
 Location: Paris, France
 mScore: m 90.00
 Group: Social Media

Reveznexus @RevezNexus
 Location: Lag Vegas
 mScore: m 90.00
 Group: Social Media

Sentiments Analysis using Engagement Intelligence ML platform

Search Results	Sentiments																										
<div style="border-bottom: 1px solid gray; padding: 5px 0 5px 10px;"> Source: https://t.co/cX2HTyX77d Entrepreneur An Effective Digital Marketing Strategy Starts With Knowing Your Customers and Your Goals. 116 likes 7 days ago </div> <div style="padding: 5px 0 5px 10px;"> Source: https://t.co/4DFFNAFJ84 evanday Need a Social Media Marketing Plan, #Marketing #Strategy 223 likes 63 shares 10 days ago </div>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td>Positive Posts</td> <td style="text-align: right;">3570</td> </tr> <tr> <td>Negative Posts</td> <td style="text-align: right;">532</td> </tr> <tr> <td>Neutral Posts</td> <td style="text-align: right;">432</td> </tr> </table> <table style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <th colspan="2">Q Top Keywords</th> </tr> <tr> <td>#marketing</td> <td style="text-align: right;">1220</td> </tr> <tr> <td>business</td> <td style="text-align: right;">729</td> </tr> <tr> <td>#digital</td> <td style="text-align: right;">670</td> </tr> <tr> <td>#digitalmarketing</td> <td style="text-align: right;">849</td> </tr> <tr> <td>content</td> <td style="text-align: right;">1061</td> </tr> <tr> <td>digital</td> <td style="text-align: right;">3864</td> </tr> <tr> <td>marketing</td> <td style="text-align: right;">4704</td> </tr> <tr> <td>media</td> <td style="text-align: right;">767</td> </tr> <tr> <td>strategy</td> <td style="text-align: right;">4366</td> </tr> </table>	Positive Posts	3570	Negative Posts	532	Neutral Posts	432	Q Top Keywords		#marketing	1220	business	729	#digital	670	#digitalmarketing	849	content	1061	digital	3864	marketing	4704	media	767	strategy	4366
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Advanced Post Stats

Post content	Notification Stats	Network Stats
Influencer marketing is an important part of social media marketing.	25 98 35	85 77 50
#MondayMotivation DigitalIndia	32 76 20	94 68 76



Increased Reach and Engagement