

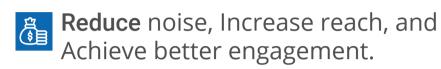
### **Deep Learning platform for Social Media Data**



#### **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**



- **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.

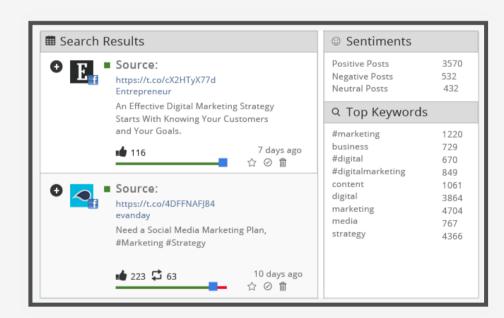


Partner with marketing, digital marketers, and social media campaigners for better ROI.

## **Reach Intelligence** using Deep Learning to Identify Influencers



# **Sentiments Analysis** using Engagement **Intelligence ML platform**







✓ Advanced Post Stats			
Post content		Notification Stats	Network Stats
	Influencer marketing is an important part of social media marketing.	<b>№</b> 25 <b>9</b> 98 <b>&lt;</b> 35	<b>1</b> • 85 → 77 • 50
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**Increased Reach and Engagement**