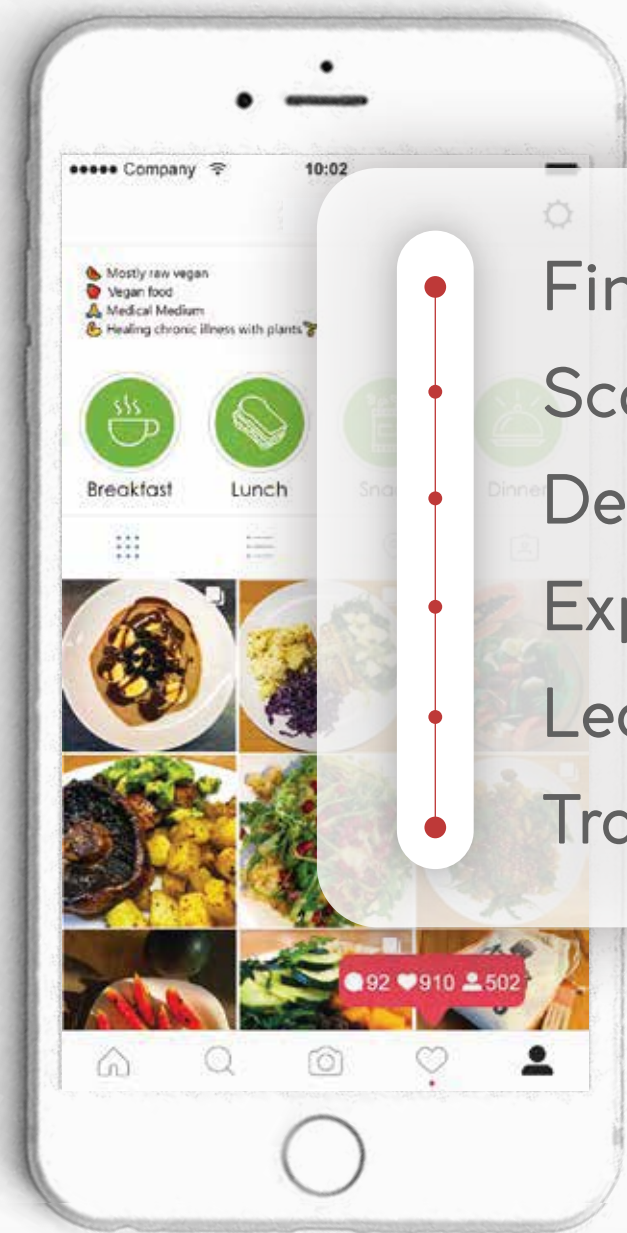


INSIGHTS THAT MATTER

The tools that build your **social business** through these steps:



- Find your audience >
- Scale out and automate engagement with the audience >
- Derive insights >
- Experiment with strategies >
- Learn meaningful data from it >
- Transform into successful business



SKILLS THAT MATTER

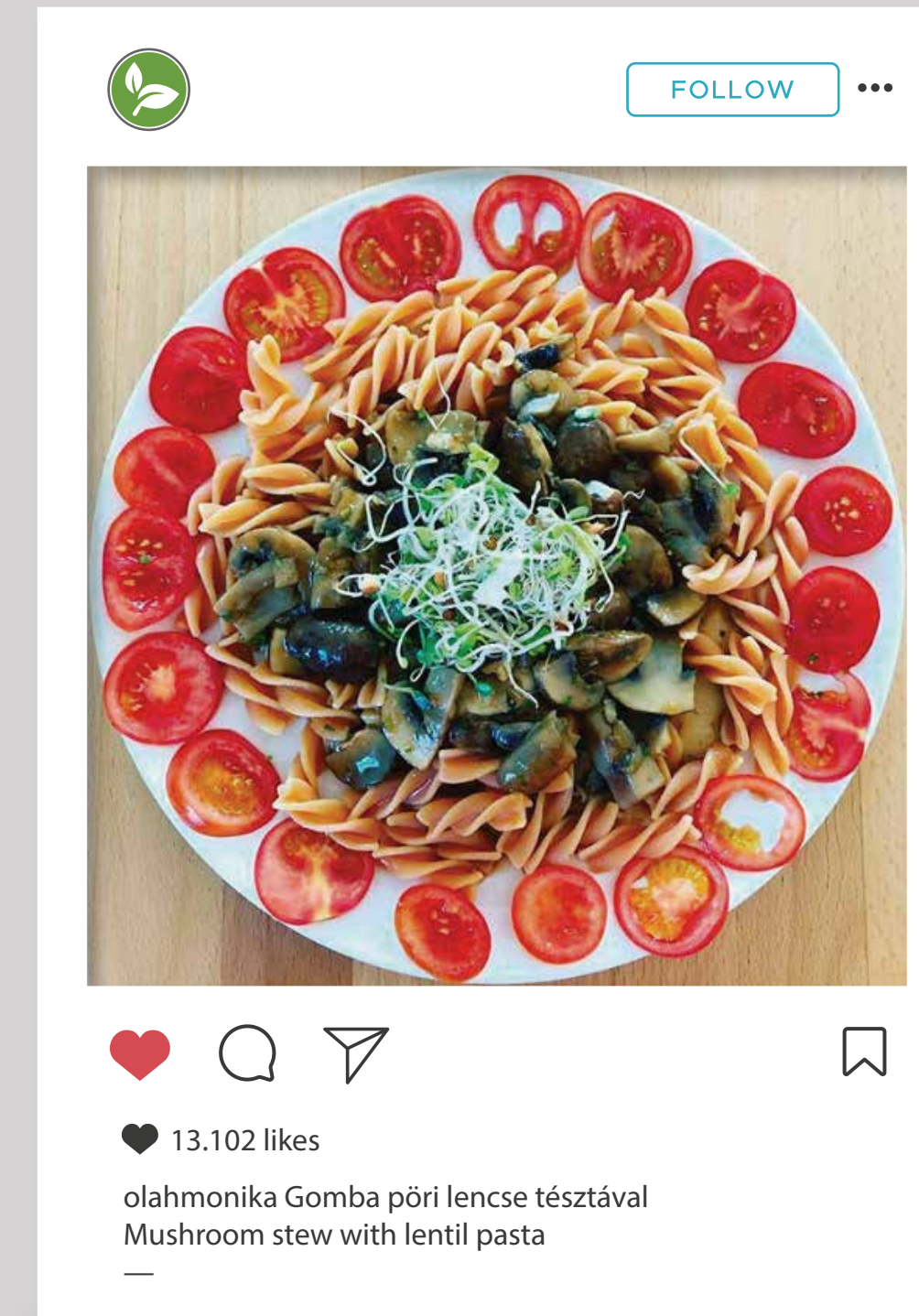
We are a small group of mathematicians, developers, online marketing specialists and linguists that provide your social strategy with our service consisting of unique tools.

You can find your audience in social platforms, setup a proper engagement with the audience, analyse the performance and the insights, review report with any level of segmentation, optimize your strategy and create success business story.

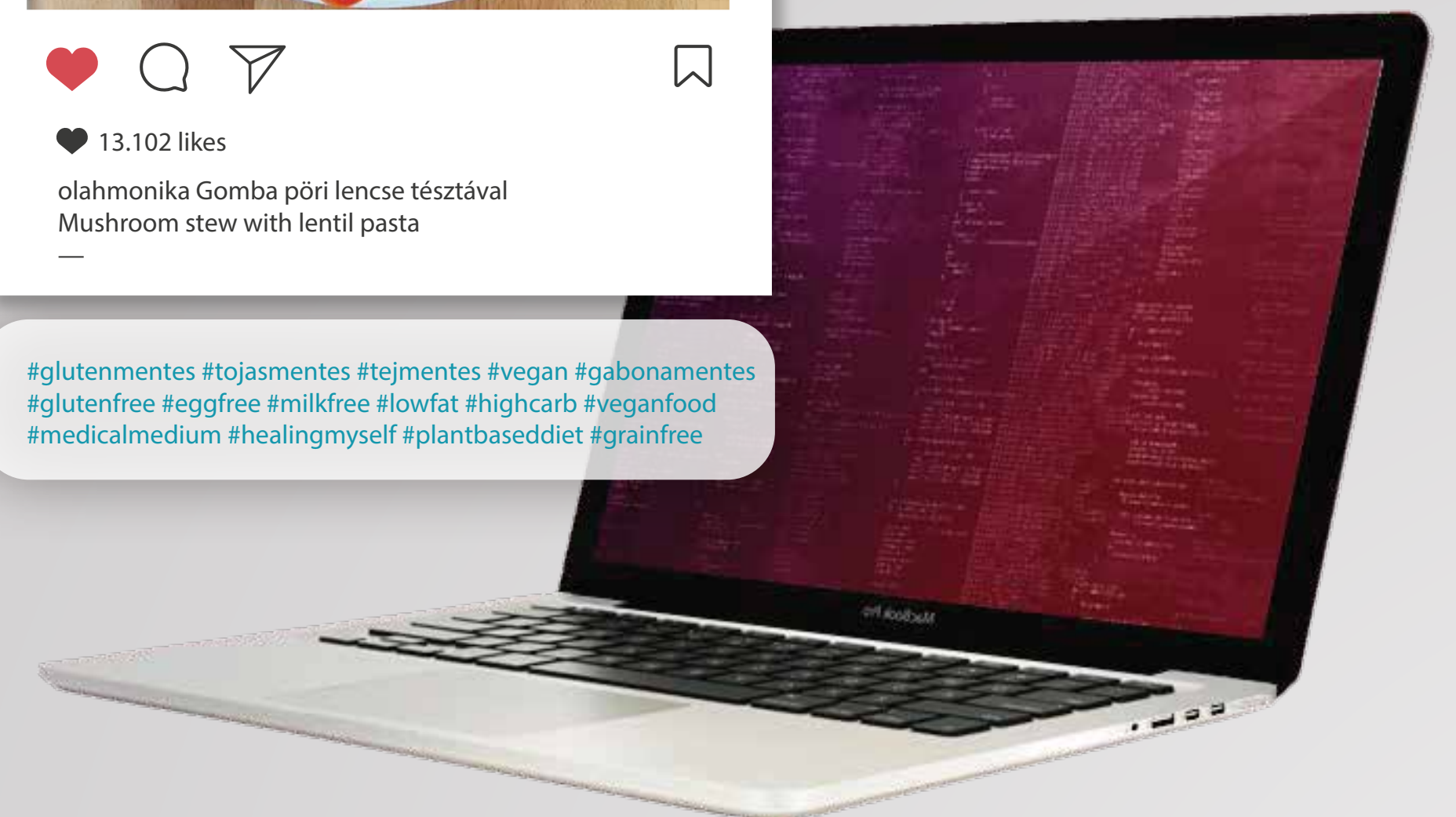
And many other things.

Full-scaled tracking system lets us build analytics with different complexity and segmentation.

Statistical, data-driven mindset lets us derive the best possible opportunities for your business.



#glutenmentes #tojamentes #tejmentes #vegan #gabonamentes
#glutenfree #eggfree #milkfree #lowfat #highcarb #veganfood
#medicalmedium #healingmyself #plantbaseddiet #grainfree



FIND YOUR AUDIENCE

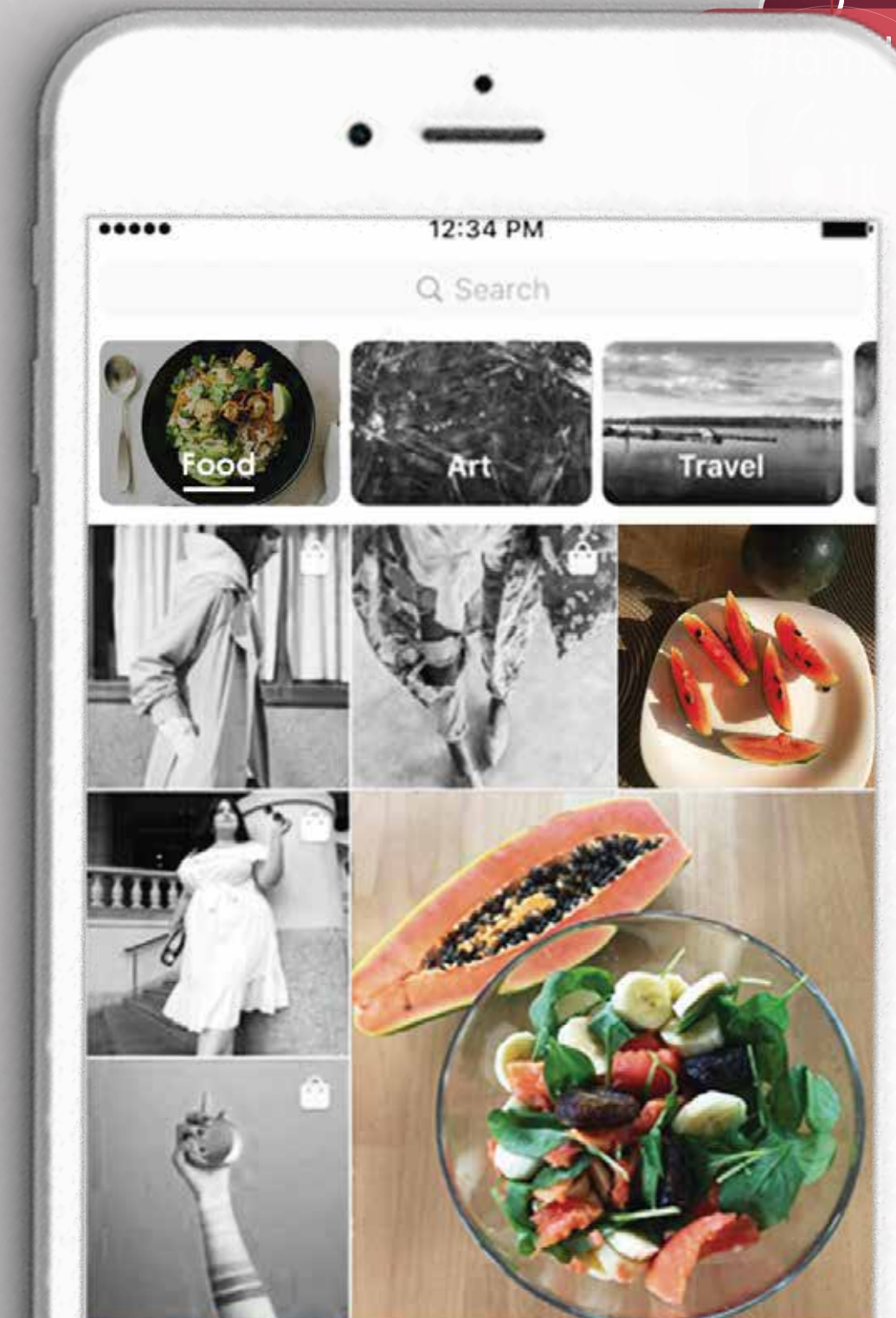
Build engagement with the audience

Try different algorithms to find the best sources of your audience. Try different locations, particular hashtags, various influencers' pages or different sort of explorer/ discover pages.

Set up filters to tune the audience you might be interested in.

Choose the touchpoints with your audience.

Everything is tracked! Our tracking system will show your up-growth for every source and the percentage of your audience which leaves you later on. Reveal the best touchpoints for different groups of people using our post-action analysis.



ANALYSIS

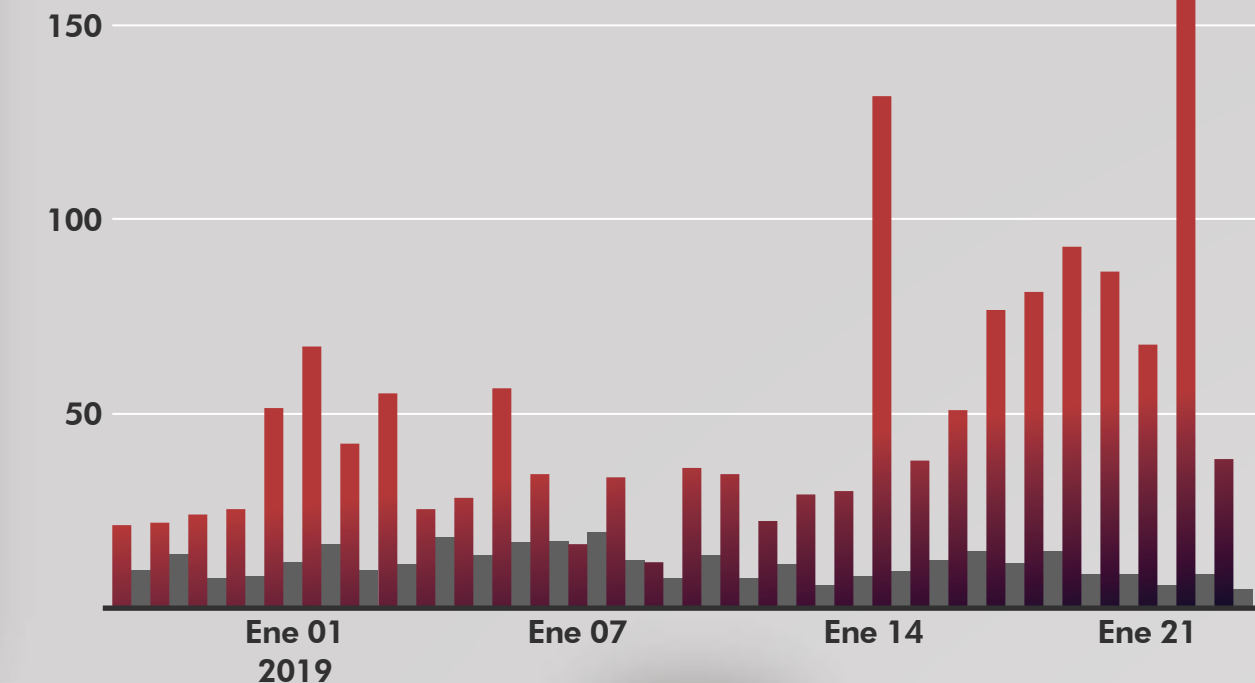
Understand your audience and your **strategy performance** by evaluating the data.

Our analytical report will help to reveal insights about where users come from to your page, how they interact with your page over time and how you can split these users in different categories by their profiles.

You will have your personal account which contains the reports like the strategy performance results, analytics about sources of the audience, detailed customer behavior, segmentation information and a lot of other insightful information.

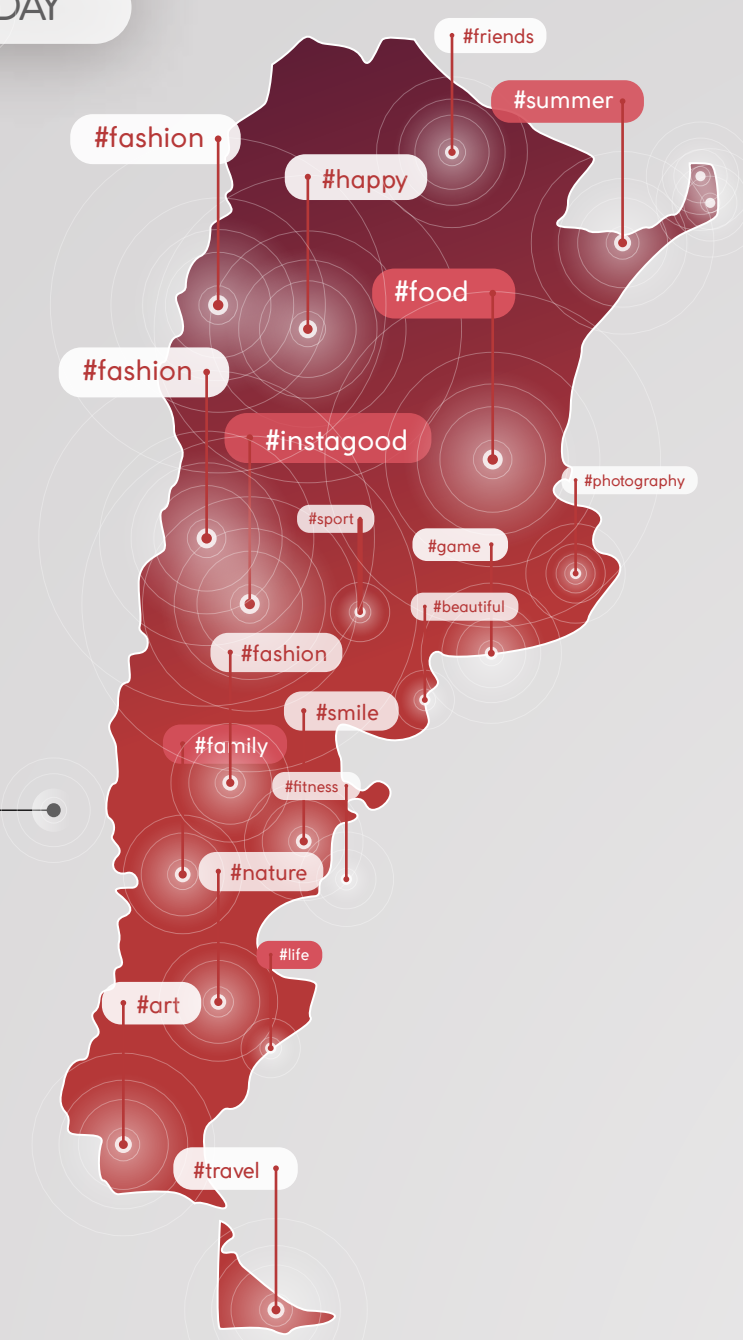
DAILY FOLLOWINGS BACK

NUMBER OF USERS FOLLOWING BACK



DAY

Daily followings back
Daily unfollowings

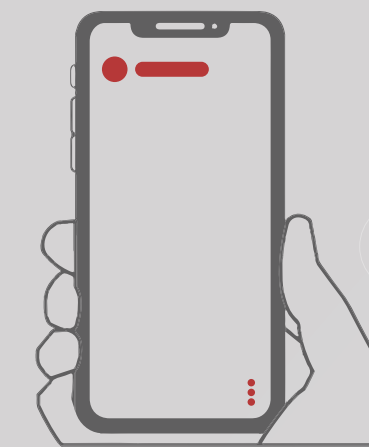
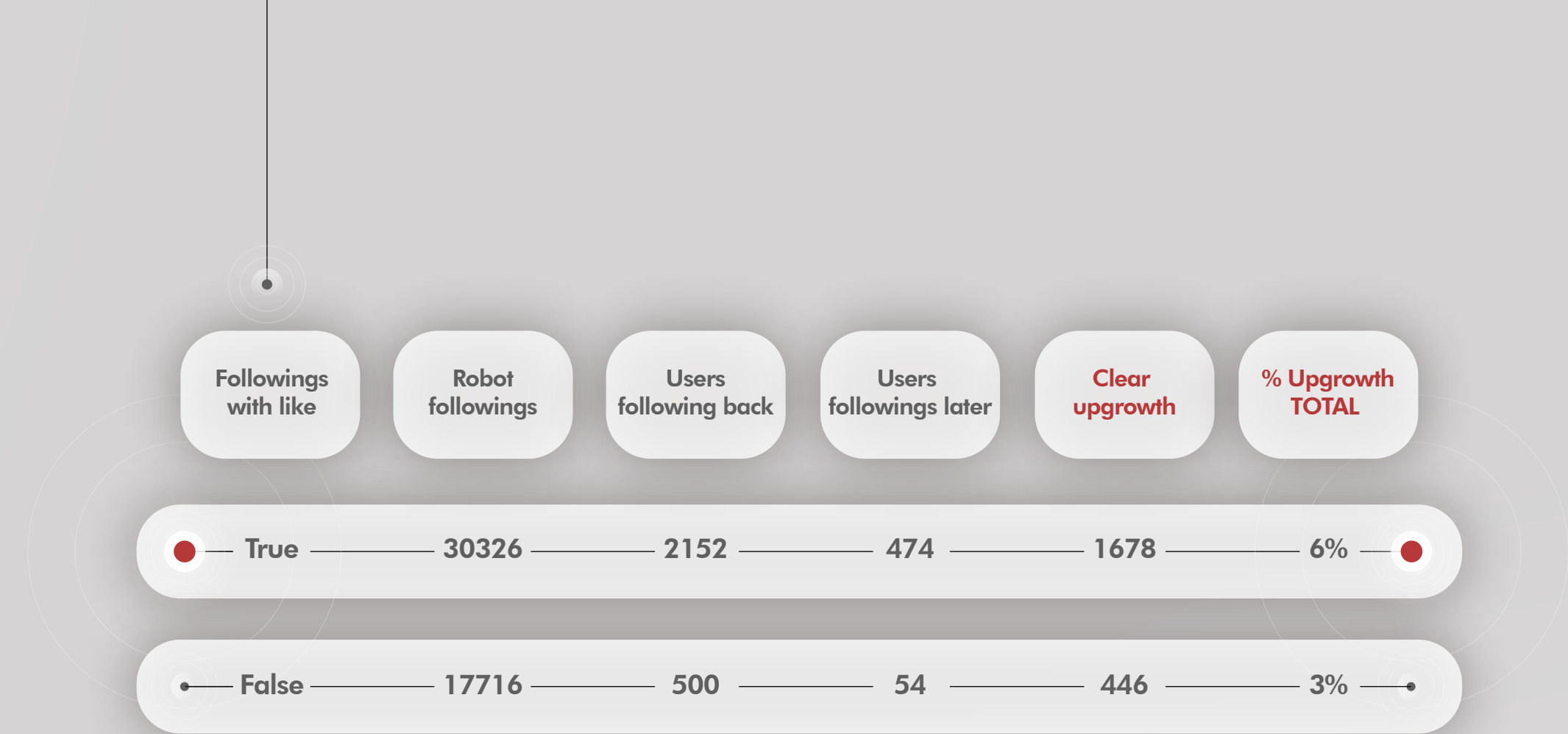


OPTIMIZATION

You can easily create and test **new experiences for your users** with us.

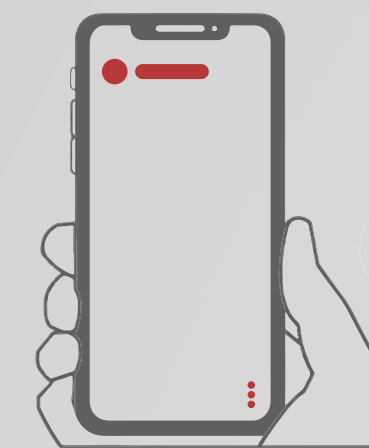
You will see how changes in the way of engaging with users influence their behaviour.

Using the analytics reports you can decide which actions work the best and focus more on them.



watching Instagram stories **in profile**

26%



not watching Instagram stories **in profile**

15%

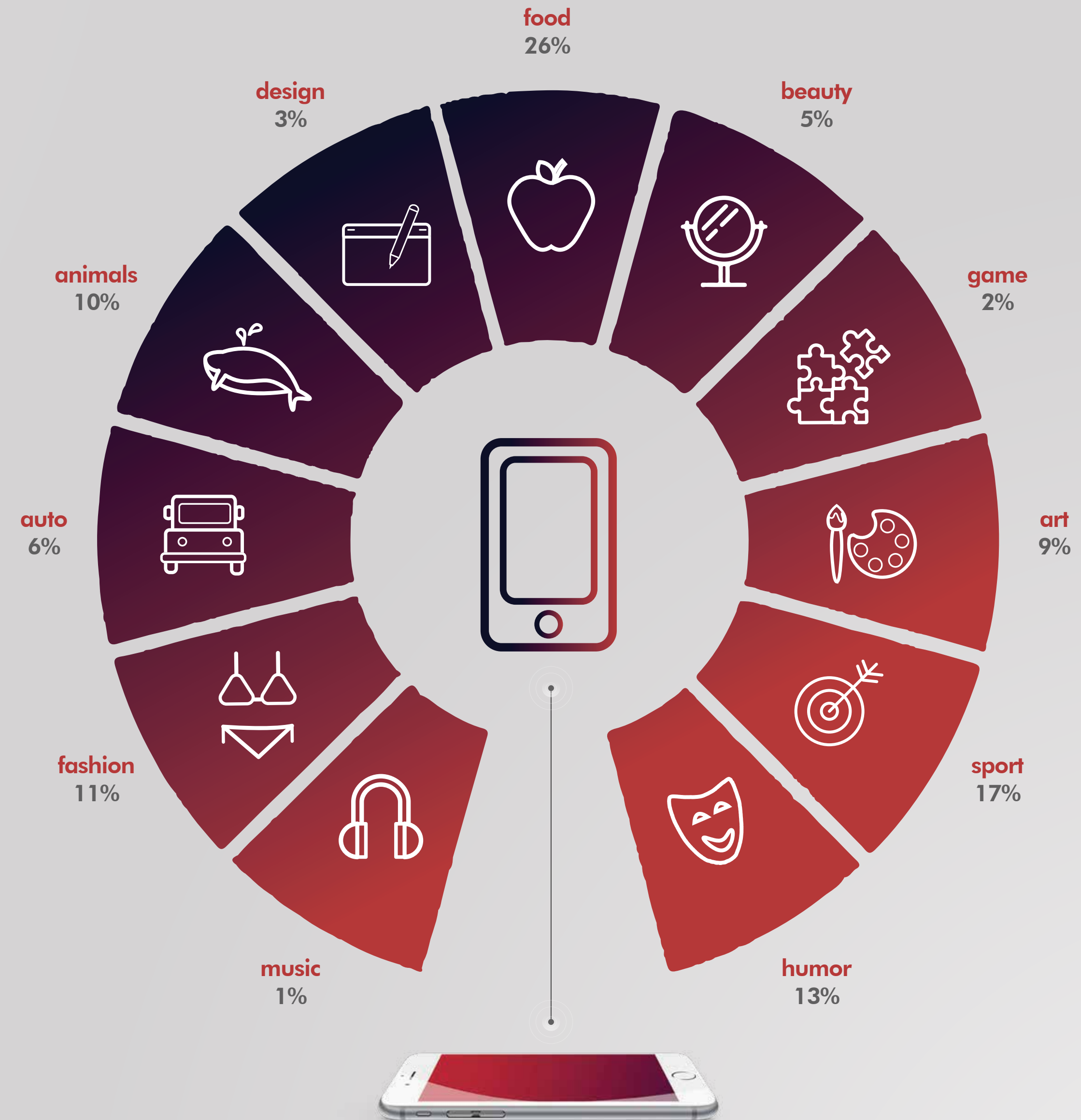
CLUSTERIZATION

Use our machine learning algorithms to see **different categories** of your audience and **evaluate the performance** of each

We developed text mining machine learning models which let us detect the category of the audience every profile may belong to.

We have more than 20 categories, the biggest ones as Animals, Travel, Nature, Music, Auto, Sport, Food etc.

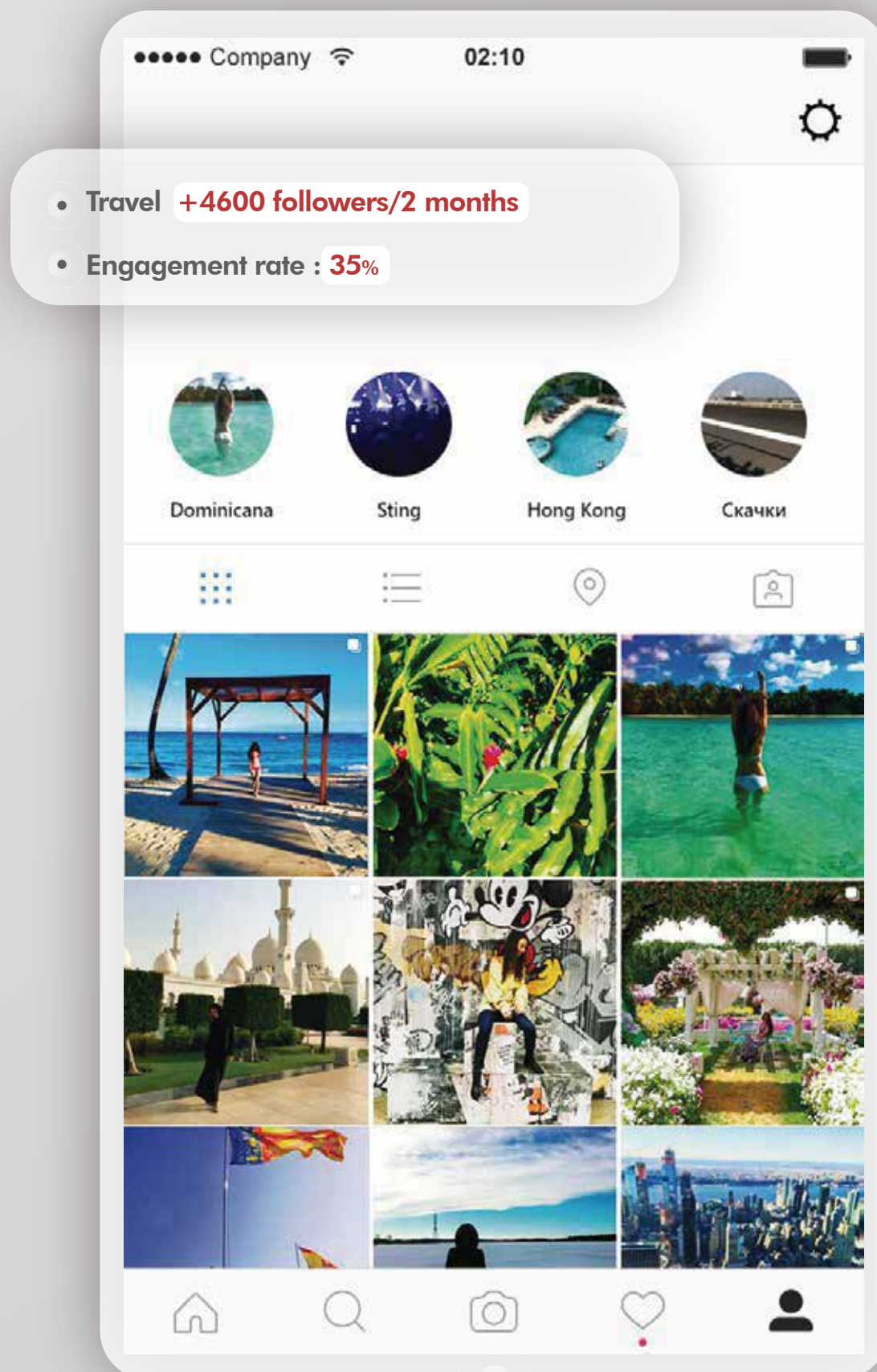
Use this knowledge to improve your targeting strategies and focus on users which have higher probability to be interested in you.



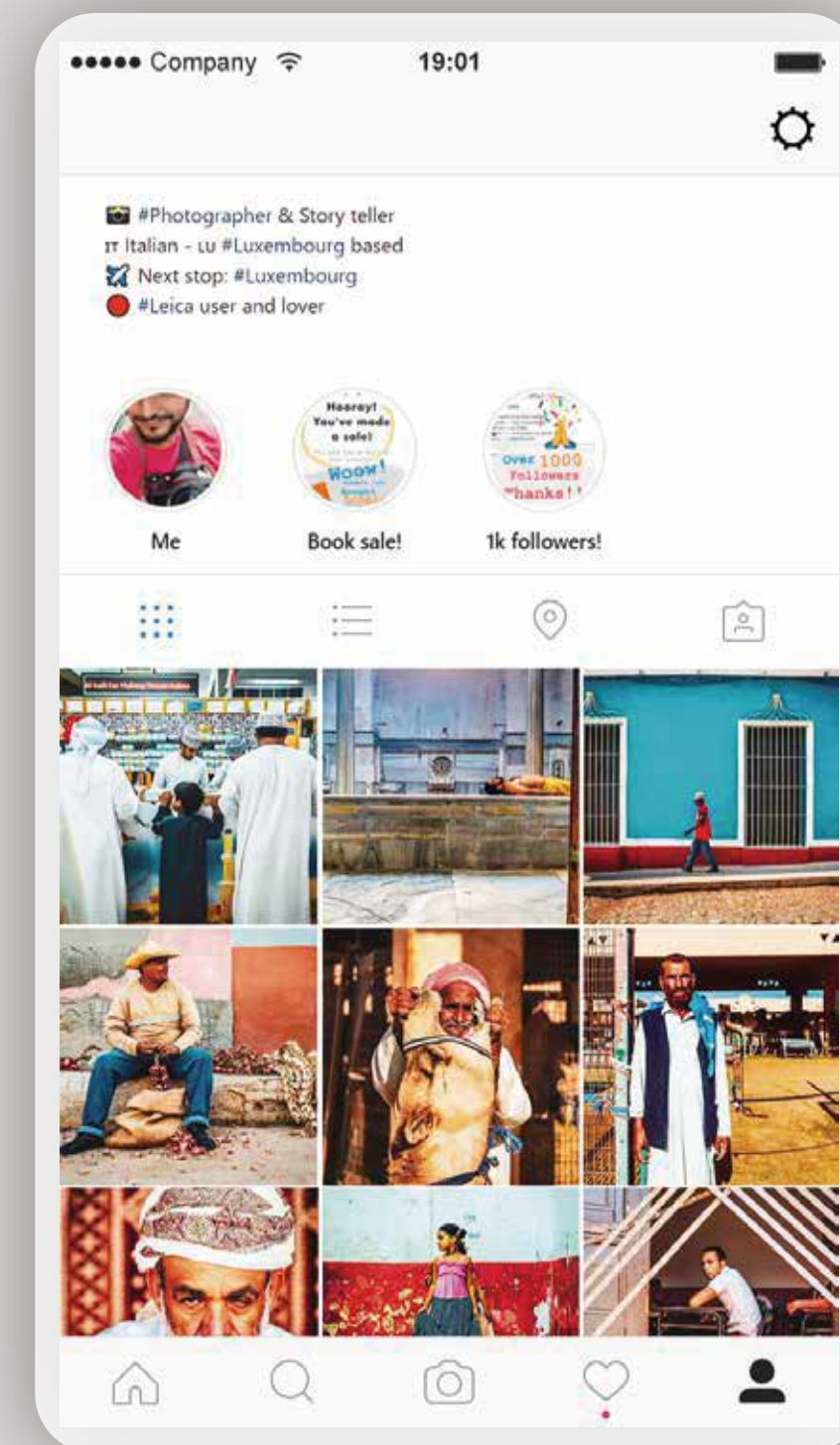
SUCCESSFUL BUSINESS CASES



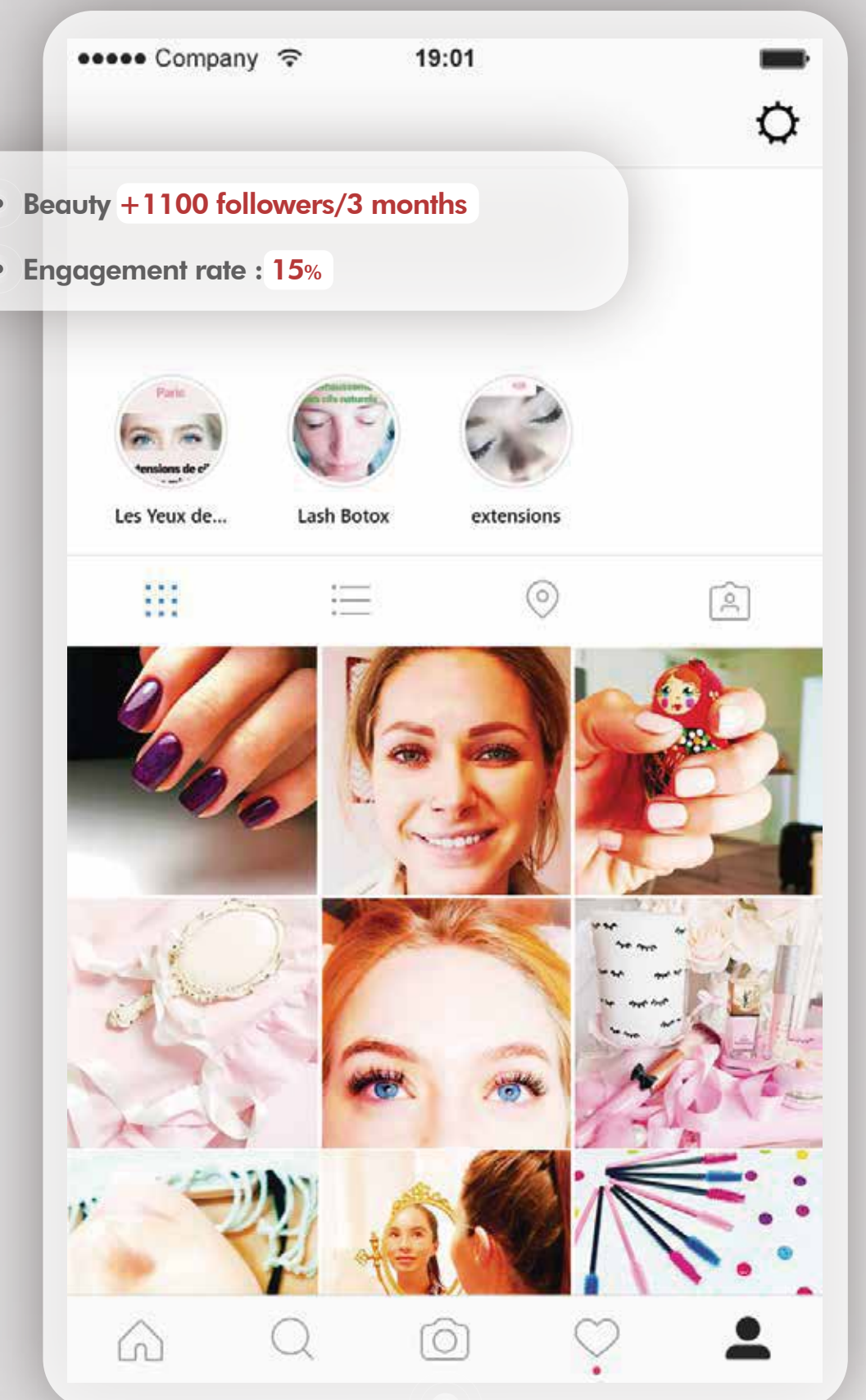
- Food/Recipes **+4800 followers/4 months**
- Engagement rate : **13%**



- Travel **+4600 followers/2 months**
- Engagement rate : **35%**



- Photography **+4200 followers/2 months**
- Engagement rate : **25%**



- Beauty **+1100 followers/3 months**
- Engagement rate : **15%**

OUR ADVANTAGES

Full scale tracking system

Open users profiles, publications, every interaction, all is tracked what lets create the full picture of your strategy performance and see insights for optimization

Advanced intelligence systems for building difficult reports and understanding your audience better

Automated report and alerts

Clustering analysis, enhanced analysis of your audience

Using machine learning algorithms for text mining, we can cluster the audience into different **groups like**

Full access to your **account with analytics and reports**

Personal customer support in 4 languages:
English, French, Russian, Spanish