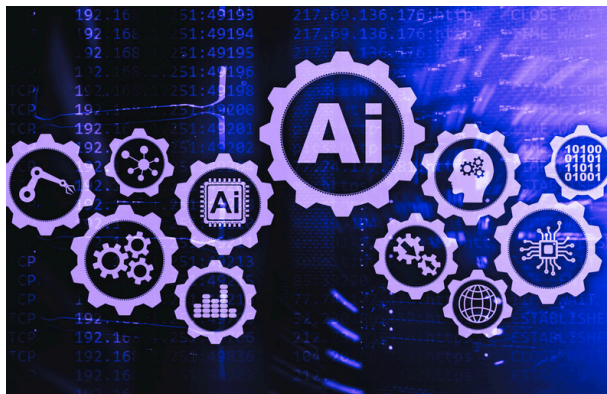


# ADDLLY

Making Responsible AI Possible



## Custom AI Playground for Enterprises

- Social Listening
- Zero Prompt
- Multiple LLMs
- Seven Asian Languages

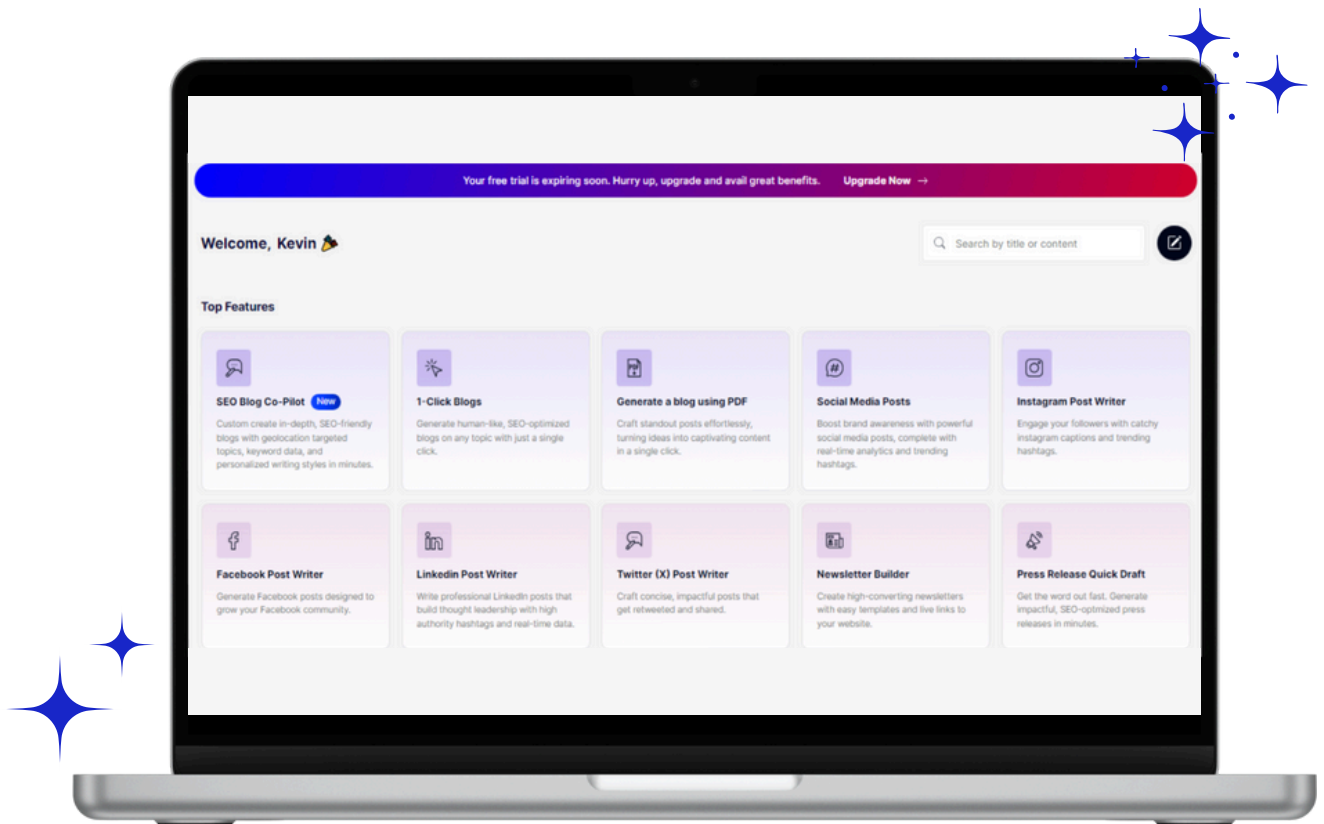


# Addlly AI: Who We Are

Addlly AI is a Singapore-based Generative AI company transforming **enterprise content creation** with cutting-edge tools.

<b>March 2023</b> Incorporation	<b>Jun 2023</b> Alpha testing	<b>Sep 2023</b> 50 beta testers	<b>Oct 2023</b> Commercial launch	<b>Jan 2024</b> Seed funding	<b>Feb 2024</b> Qualified for IMDA Sandbox	<b>March 2024</b> Joined Microsoft-NUS Accelerator	<b>May 2024</b> AWS Nvidia Buildpad 2024	<b>Current</b>

Addlly AI creates custom AI playgrounds for enterprise customers to create brand-centric content in a zero-prompt workflow.



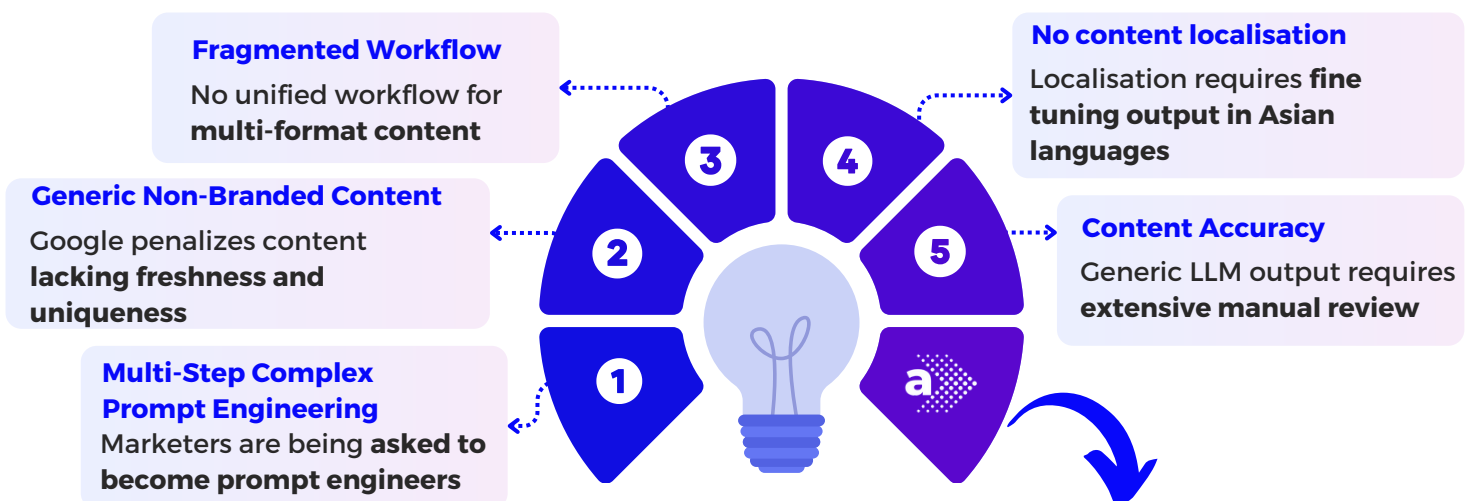
# The Content Creation Challenge

## Traditional Content Creation Flow



- ✔ Long winded multi-step process
- ✔ Impossible to maintain consistent quality and brand tone
- ✔ Time consuming and expensive

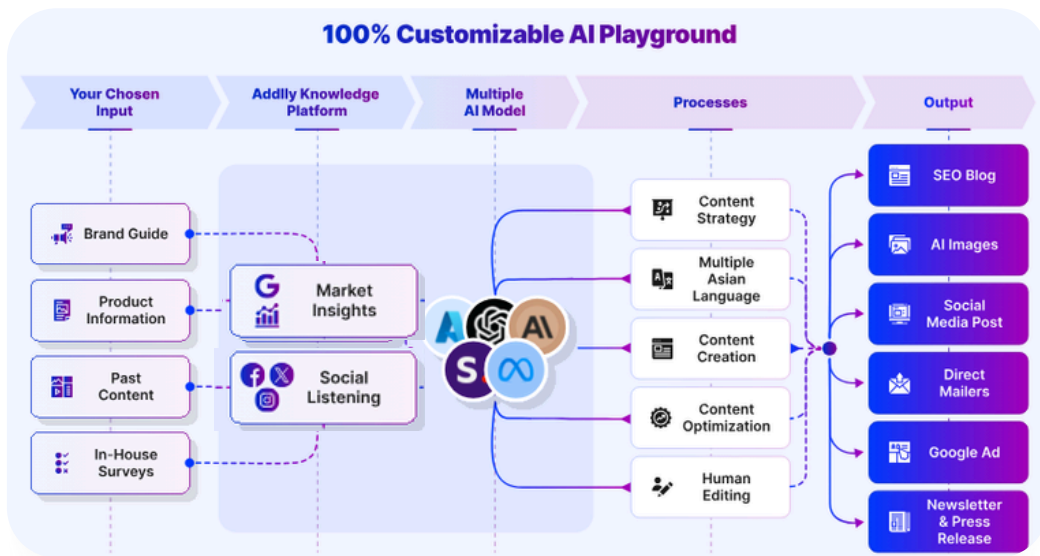
## Limitations of Other Gen AI Tools



**Addlly** effectively resolves the challenges marketers encounter when using first-generation tools or ChatGPT.



# How Addlly is Different



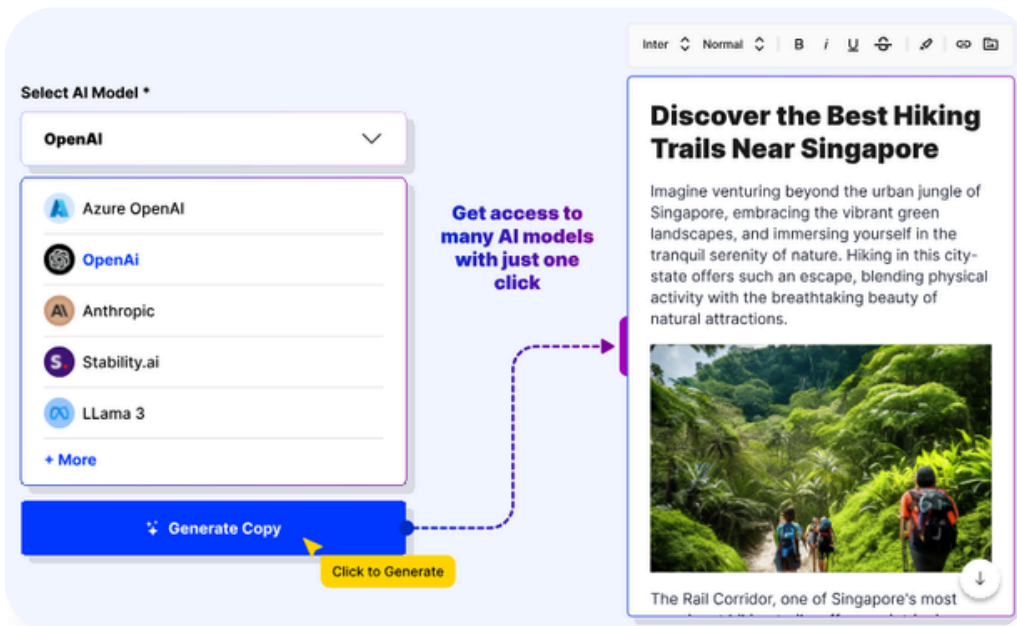
**Zero-Prompt Engine**



**Single Workflow**



**Unique and Fresh Output**



**Multiple LLMs**

**Advanced Gen AI**

**Social Listening**

**Google Trends**

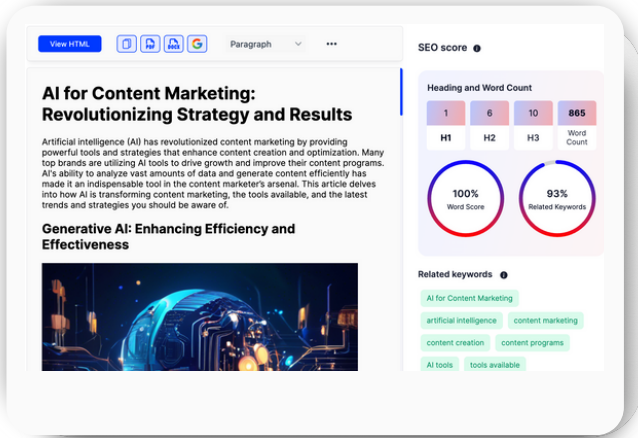
**Brand Guidelines**

Our **AI Playground** combines multiple LLMs, advanced gen AI techniques, social listening, Google trends, and your brand guidelines to create a custom environment based on your unique needs, and first party data.

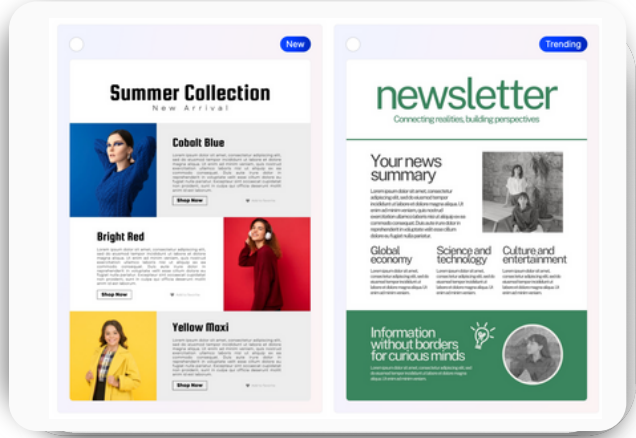


# Addlly AI Playground: Multiple Content Output

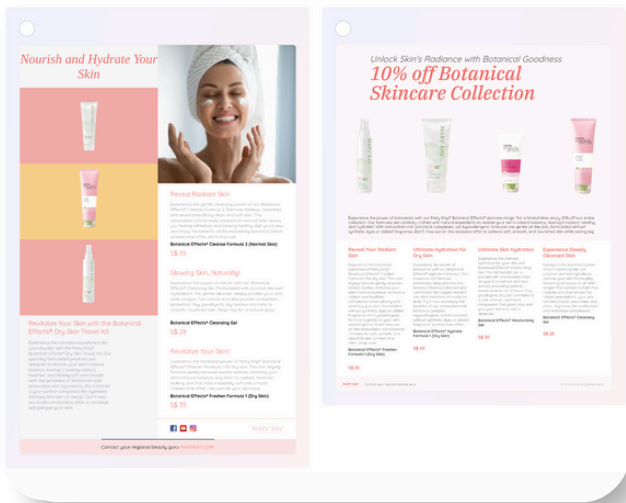
## SEO Blogs



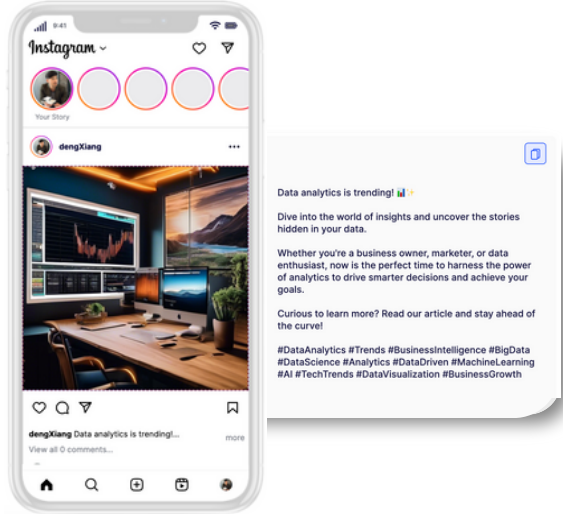
## Newsletters



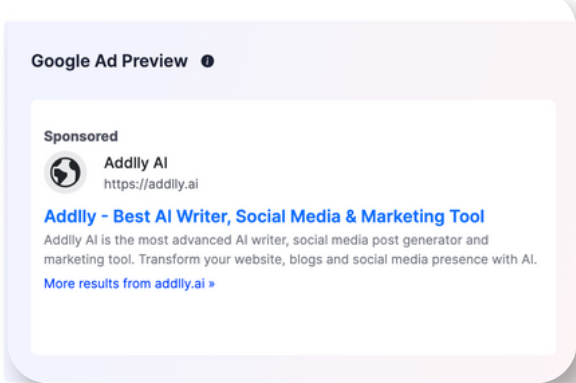
## E-Commerce EDMs



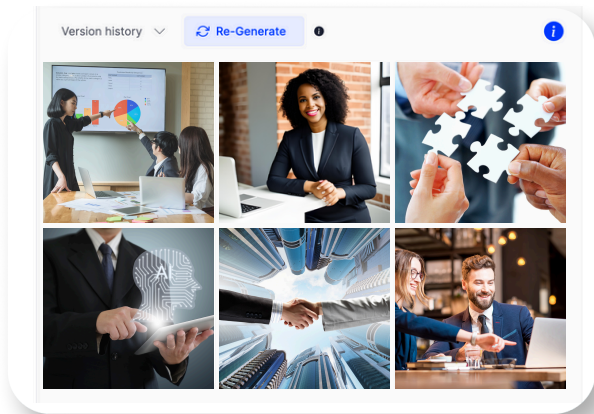
## Social Media Posts



## Google Ads



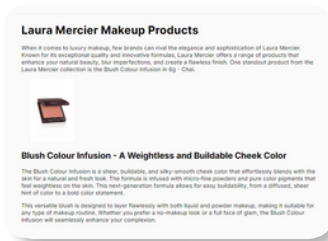
## AI Images



# Addlly AI Playground Highlights

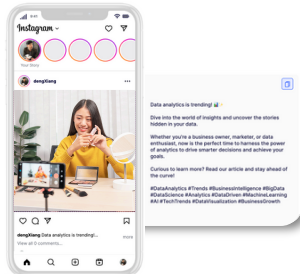


## AI Playground Use Cases



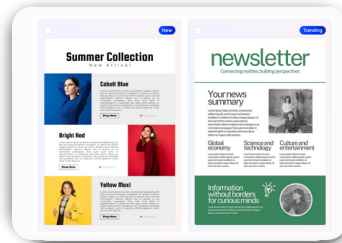
**E-Commerce Blog Writer**

Original and unique blogs combining product data and market insights, **complete with internal linking.**



**Influencer Marketing**

Create influencer marketing campaigns adhering to brand guidelines for **multiple customer segments.**



**Market Insight Newsletter**

Combine **intelligent search**, automated web data extraction, and **market insights** in a custom newsletter.



**Feedback based Content Pillar**

Analyse **thousands of customer feedback** to guide your content pillar strategy.

# Case Study 1

Addlly AI helped increase Kino's organic traffic to **41,81% in just one month**



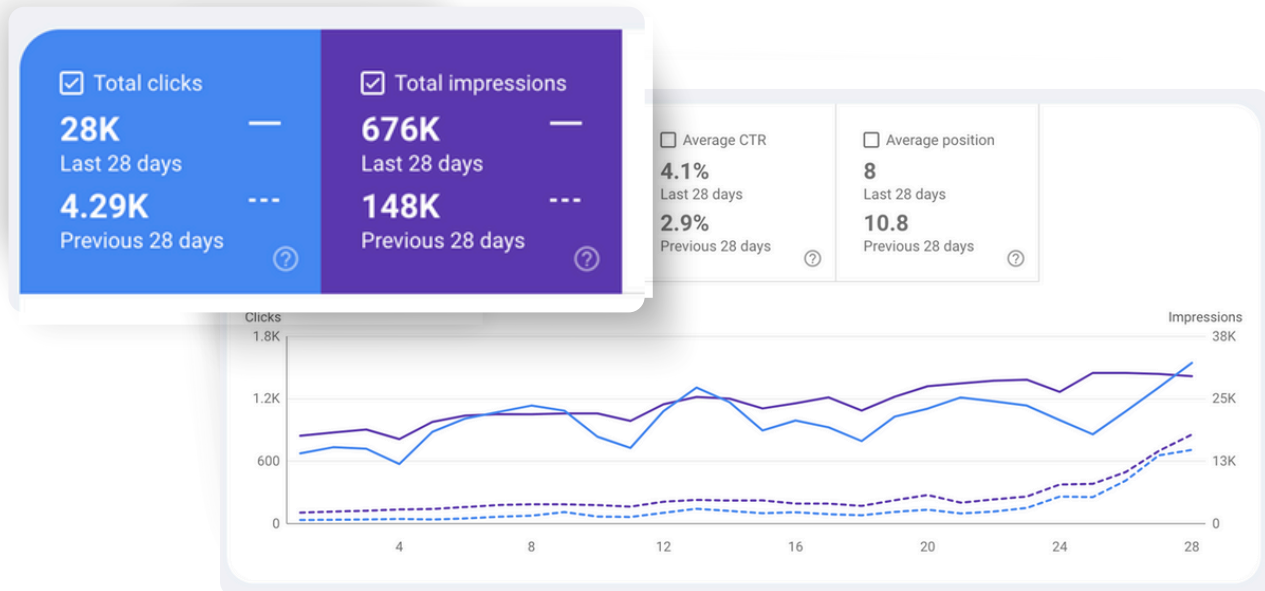
## Challenge

Kino, a leading multi-brand conglomerate in Indonesia, aimed to increase its organic traffic by 10% each month. To achieve this, the team needed a solution that could deliver high-quality, SEO-optimized content quickly and efficiently. With Addlly AI, they found the perfect partner to meet their goals.

## Solution with Addlly

With our zero prompt and easy to use interface, high quality content that ranks was created in half the time it takes traditional agencies and at almost half the cost.

- Used our SEO Blog Co-Pilot to produce blogs with SEO best practices built-in - Meta titles and meta description, proper formatting of H1 and H2, and internal linking.
- Built content marketing cadence - nine blogs were created and optimized by a single writer in just a week.



## Result

- Helped increase Kino's organic traffic by **41.81% in just one month**
- **Achieved Page 1 Ranking** of Google SERP within **a day**.
- Increased clicks by **552.92%**, and impressions by **356.76%**.



# Addlly AI's Affiliations & Awards



Bronze medal winner in the **ASEAN Digital Awards 2024**



Member of **SGTech**, a leading trade association. Qualified for SGTech StarFund 2.0



Member of the **Amazon NVIDIA Gen AI program** and part of the **Buildpad ecosystem**.



Part of **NUS Talent Connect Program**



Part of **Microsoft NUS Enterprise Gen AI Accelerator**

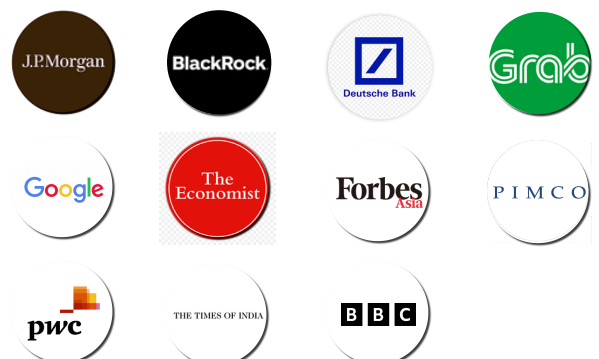


Gen AI Solution provider in **Sandbox** created by **Enterprise SG and IMDA**

## Our Portfolio



## Team Experience



**Addlly AI** is a Gen AI company with a roster of international clients who are using the products commercially. These include financial institutions, media houses, an agency, multiple SMEs and startups around the world. We have paying customers in Singapore, USA, Indonesia and the Philippines.

# Customer Success Stories



**MADELEINE  
BECK**  
PARTNER & CHIEF  
OF STAFF AT  
CREDILINQ



"I can confidently say that the Addlly.AI has been an absolute game-changer for me! It has saved me countless hours of researching topics and gathering information from various sources. With this tool, I can easily consolidate all my ideas and thoughts into one well-written and relevant SEO-optimized article that is up-to-date with the latest insights.



**ABHIJEET  
KULKARNI**  
CEO & FOUNDER  
OF APPISTOKI  
GROUP



"Boutique technology firms like ours have a limited bandwidth to create content, but Addlly AI Smart Writer fully satisfies our requirements. It's the perfect platform to craft a personalized, search engine optimized outreach campaign. We can reach a much wider audience for the perfect price point."



**BOGDAN M**  
FOUNDER & COO  
OF SENDHELPER



"Addlly AI has been a good resource for my marketing team at Sendhelper. The writing tool is very easy to use with enormous cost saving potential. We use it to produce content for growing our marketing outreach without compromising quality."



**BENLY LEE**  
SALON DIRECTOR  
OF ZONA FELICE  
HAIR BOUTIQUE



"The free, hands-on training programs from Addlly AI under the Gen AI Sandbox have significantly enhanced our team's understanding of SEO and social media best practices. We specifically like the feature that suggests trending hashtags on different social media platforms, which will help us boost our overall digital marketing."





# Frequently Asked Questions

## How is **Addlly** Different from ChatGPT?

Addlly AI is not a generic AI assistant. **Addlly does not require prompt engineering.**

It is specifically designed to help marketers create SEO blogs and targeted social media posts utilizing clients' brand guidelines and past data to tailor the tone and the output.

Our writing tool goes the extra mile to optimize every piece of content you create for improved search engine rankings and maximum SEO friendliness.

It also generates increasingly human-like results, ensuring a seamless blend of AI assistance and an authentic writing style.

## How is **Addlly** Different from Other Tools like Jasper?

Addlly AI is a **powerful second-generation AI writing tool** that uses multiple AI models to create only SEO blogs and related targeted social media posts in a single flow.

As our algorithm uses real-time data points as it writes, you can use it to write on recent topics and trends. So every article you generate is current and recent.

Each time you use it, our system works in the background to gather multiple real-time data points to help you improve the performance and reach of your content.

## CONTACT US



[www.addlly.ai](http://www.addlly.ai)



[hello@addlly.ai](mailto:hello@addlly.ai)