

# SOMONITOR

## Rapid insights, clearer goals

Bid farewell to countless hours spent deciphering your competitors' moves. In just seconds, gain valuable insights that empower you to stay one step ahead and achieve your goals.

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LAST UPDATED: OCT 26, 2023

# Collect, track and analyze your industry's content-verse with ease.

The Content Library interface displays a grid of social media posts. At the top, there are filters for Source (Pages), Platform (2 platforms selected), Brands (5 brands selected), and Date Range (Apr 01, 2023 - Apr 30, 2023). The main area shows several posts with engagement metrics (Engagement Rate: 0.00) and post dates. A 'Search by Content' sidebar on the right offers filters for Visual Objects, Phrases, Hashtags, and Media types. The posts include images of cars and text-based content, such as 'NAME THE FILM' and 'COMFY'.

Content Library

The Brand Tracker interface provides a comprehensive overview of advertising performance. It features three main sections:
 

- Ad Activity Overview:** A donut chart showing the distribution of ads across brands: Carrow (177, 47%), Select Car Leasing (50, 13%), Vonaroma (37, 9%), Cinch (24, 6%), ZenAuto (4, 1%), and Others (88, 22%).
- Clickability Overview:** A horizontal bar chart comparing clickability across brands: ZenAuto (High), Cinch (Normal), Carrow (Normal), and Vanaroma (Low).
- Historical Ad Activity:** A line chart showing ad publishing behavior from May 2022 to June 2023 for ZenAuto, Cinch, Carrow, Vanaroma, and Select Car Leasing.

 Content highlights for selected ads are also shown, including details on credibility and confidence scores.

Brand Tracker

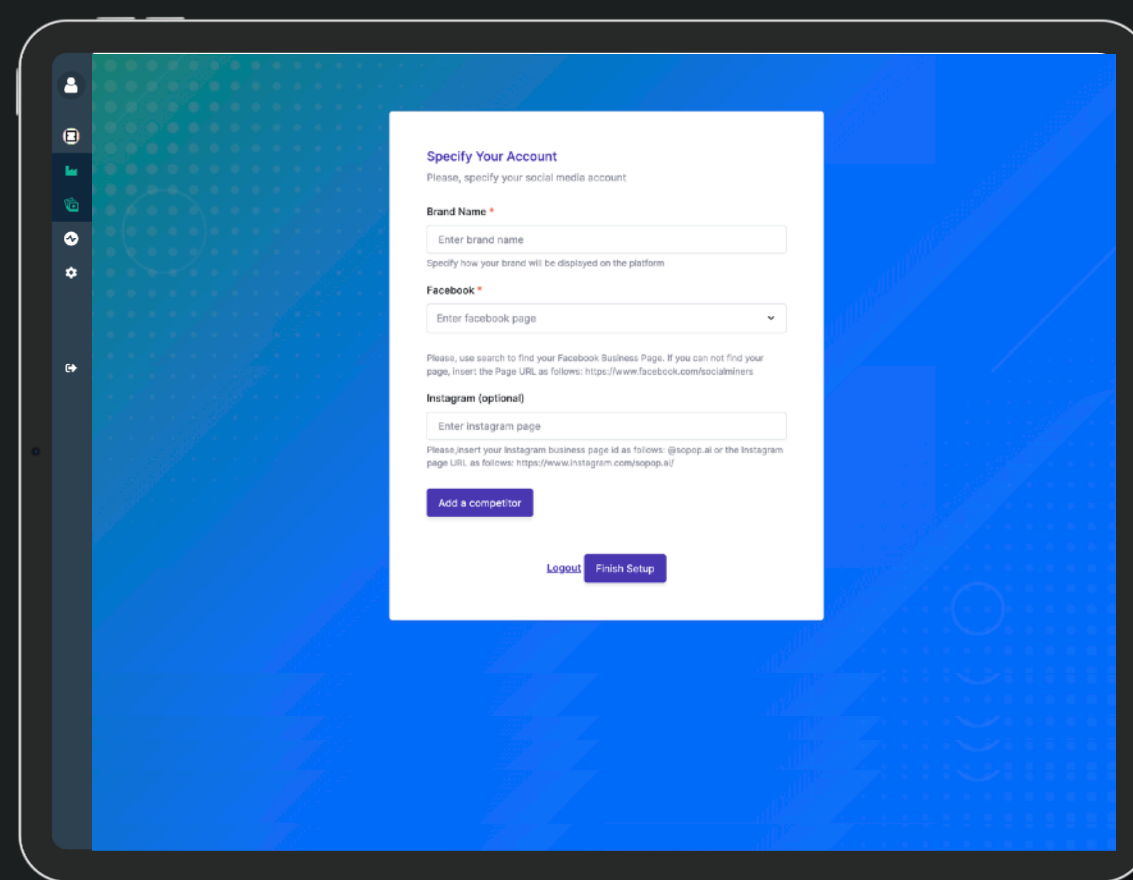
The Automated Data Analyst interface offers a detailed analysis of content performance. It includes:
 

- Threads:** A list of social media threads with a 'New thread' button.
- Content Type Analysis:** A horizontal bar chart showing the frequency of different content types: product offering (highest), topical, educational, and testimonial & reviews.
- Textual Analysis:** A detailed paragraph explaining Carrow's communication strategy, highlighting their focus on 'product offering', 'topical', and 'educational' content to engage their target audience.
- Key Insights:** A section titled 'HOW CARROW TALKED ABOUT PRODUCT OFFERING' and 'Carrow: Your Trusted Source for Expert Car Advice and Easy Car Shopping'.

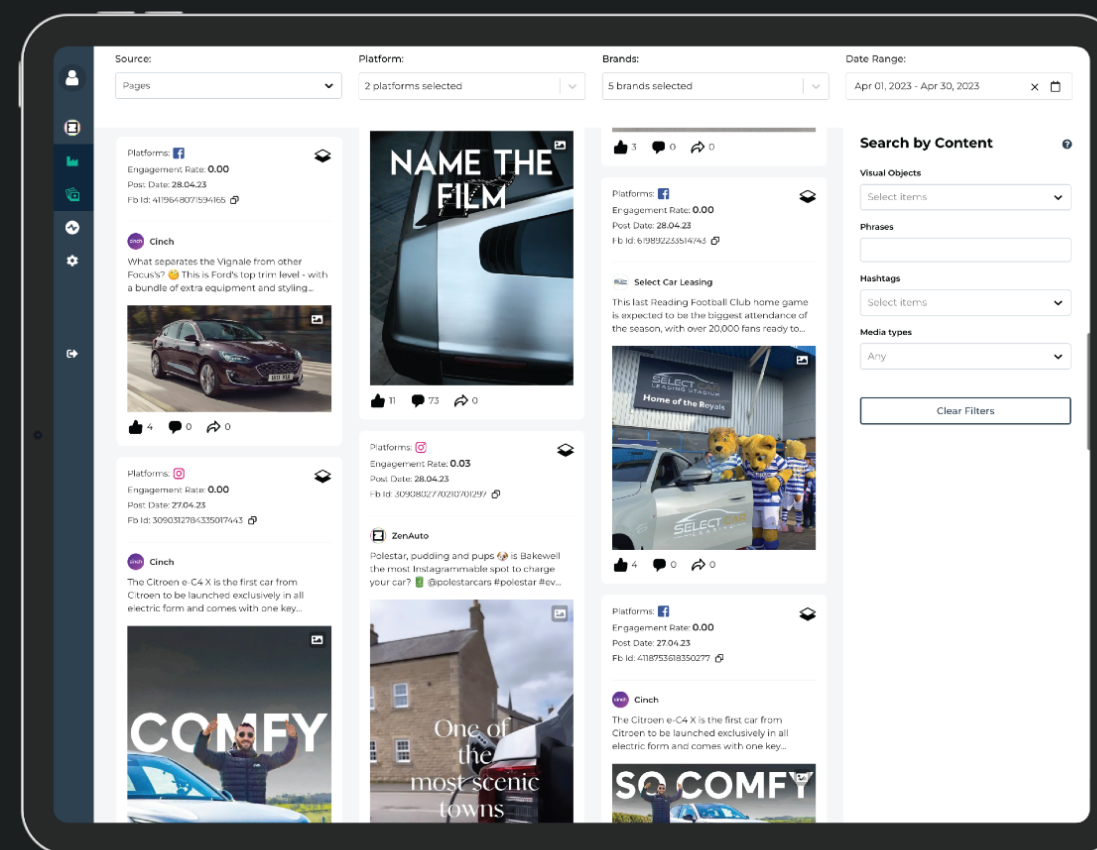
Automated Data Analyst

# How does **SOMONITOR** operate

3 Days to Set Up

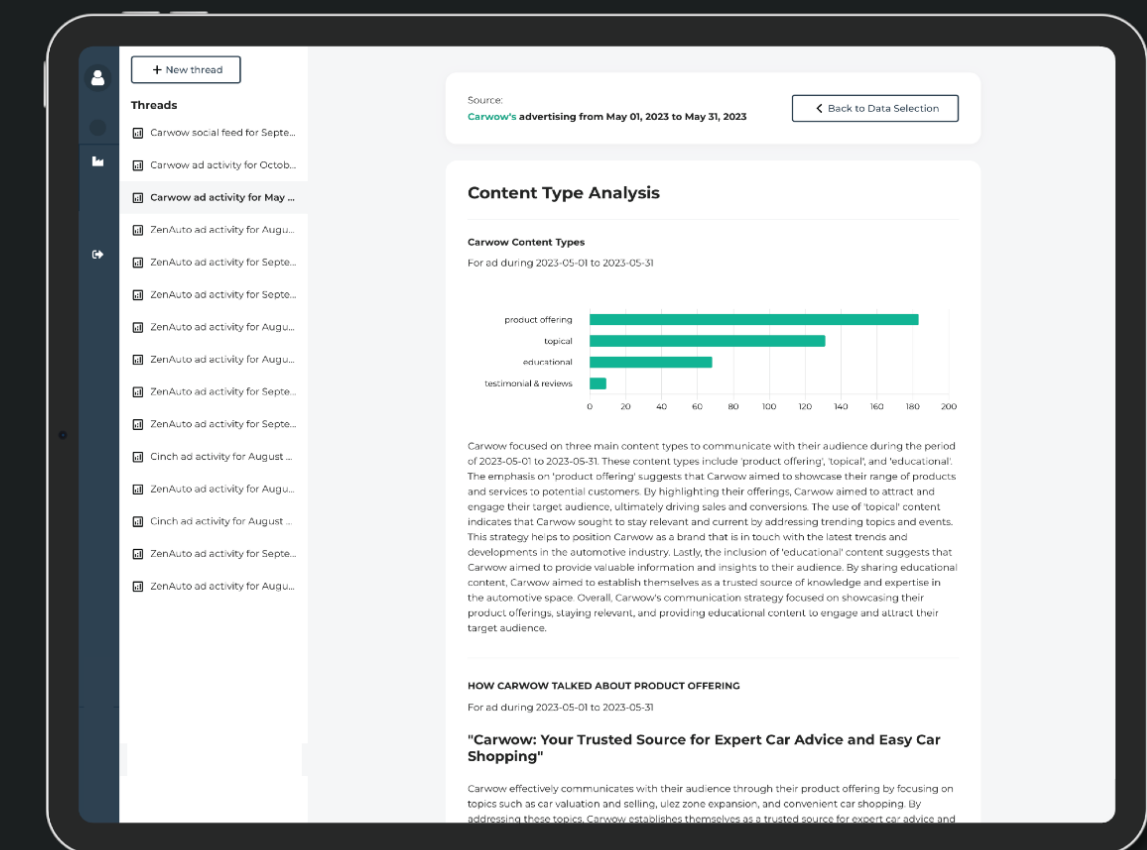


Safely **Collects data** from multiple public sources



**In-House Content Scoring AI**

**Content Scoring** gathers thousands of content data points and profiles it via our in-house AI



**Open AI's Customised Generative AI**

**Generates Competitor Activities** reports by combining Large Language Models and in-house AI

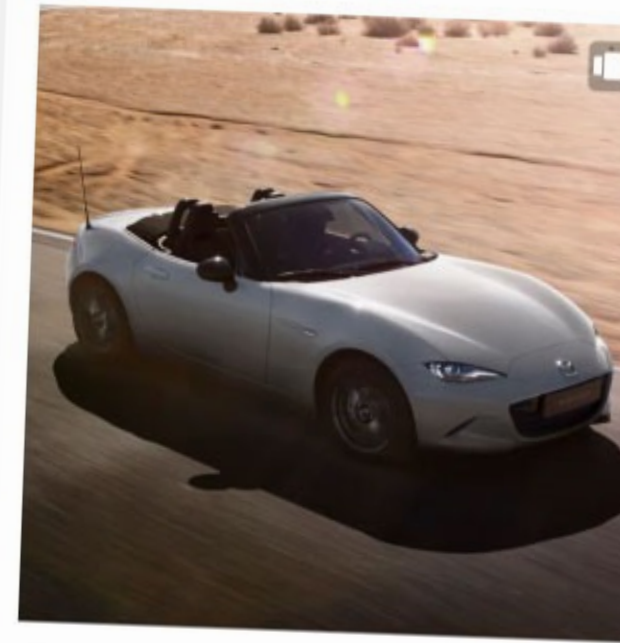
**Omni-Sourced Competitor Ads and Organic Profiling** maps and scores your competitors' data



## Creates a historical account of both social content and ads within your industry.

SoMin automatically finds and saves the content of your competitors so that you can always stay on top of what's going on in your industry.

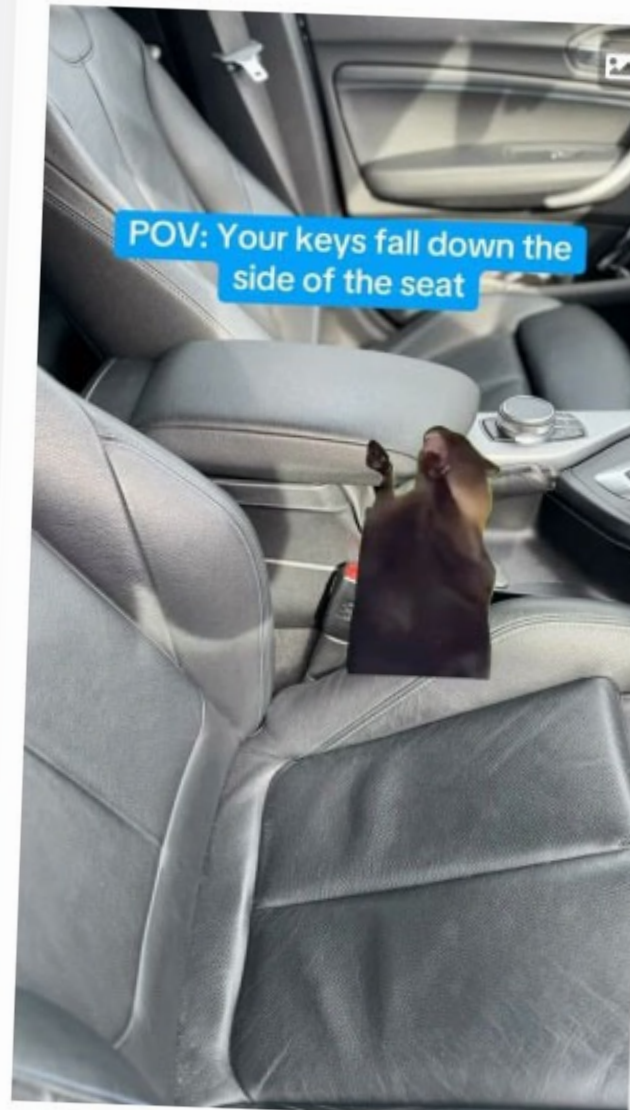
Carwow  
HERE IT IS: The new Mazda MX-5! ❤️ The MX-5 is getting refreshed for 2024! ❤️ Minor exterior styling updates! ❤️ New...



87 6 5

Platforms: Instagram  
Engagement Rate: 0.05  
Post Date: 25.10.23  
Fb Id: 3221534432555097561

Carwow  
The sheer rage i feel 🤯



2,211 5 0

Platforms: Instagram  
Engagement Rate: 0.00  
Post Date: 25.10.23  
Fb Id: 3221405894669624811

Select Car Leasing  
REVIEW: Ford Puma 2023 Select's Rating Score: 4.3 out of 5 ⭐ The plucky Ford Puma is on course to be THE most popular vehicle...



0 0 0

Platforms: Facebook  
Engagement Rate: 0.46  
Post Date: 25.10.23  
Fb Id: 465156660264611\_624035269916104

Carwow  
Drag race: BMW M8 v BMW iX M60 🚗🚗



738 20 15

Platforms: Instagram  
Engagement Rate: 0.61  
Post Date: 25.10.23  
Fb Id: 3221422676685024047

Carwow  
INCOMING: New Mazda RX-7 successor?! ⚡ meet the Mazda iconic sports car with a rotary engine! ⚡ But the...



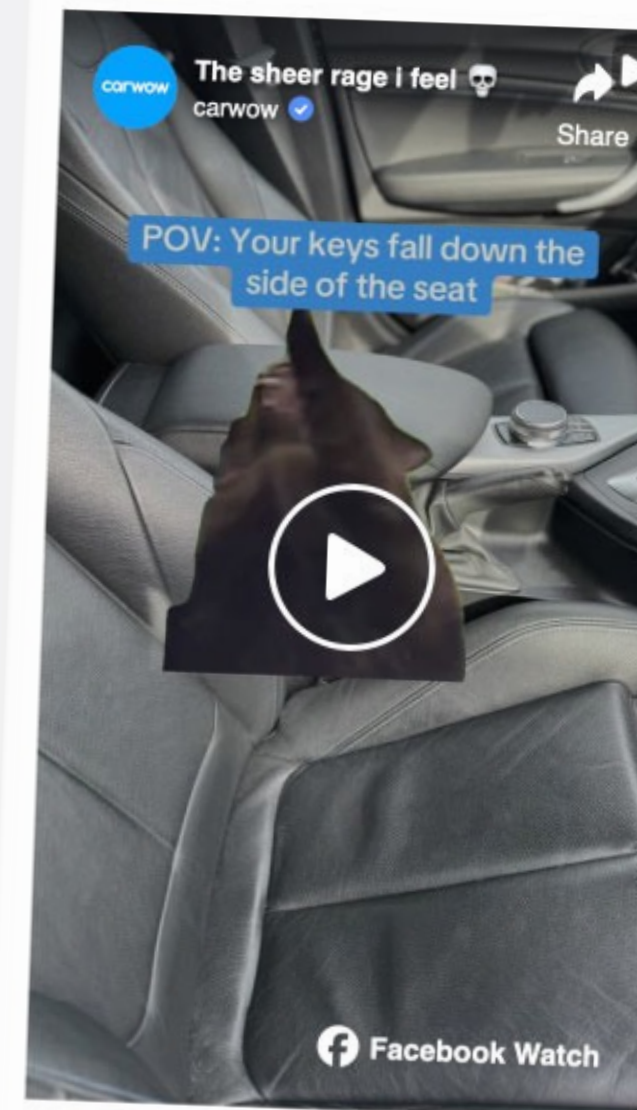
Select Car Leasing  
REVIEW: Ford Puma 2023 Select's Rating Score: 4.3 out of 5 ⭐ The plucky Ford Puma is on course to be THE most popular vehicle...



3 1 0

Platforms: Facebook  
Engagement Rate: 0.03  
Post Date: 25.10.23  
Fb Id: 465156660264611\_630777795908518

Carwow  
The sheer rage i feel 🤯



43 2 6

Platforms: Facebook



547 223 54

Platforms: Instagram  
Engagement Rate: 0.17  
Post Date: 25.10.23  
Fb Id: 3221230890388704928

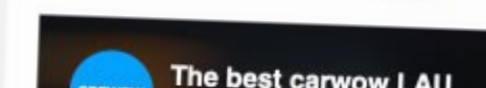
Cinch  
Who in the squad would make the driving instructor? 🤔 Conversa...  
The Cup Holder Edition Ep. 3



2,881 11 0

Platforms: Facebook  
Engagement Rate: 0.53  
Post Date: 24.10.23  
Fb Id: 465156660264611\_624035239916104

Carwow  
The best carwow LAUNCHES! Bugatt...  
Lambo v Ferrari v Lucid 🚗🚗





## More than just keywords, find content through high level advertising concepts.

We enable you to search with the concepts surrounding your content. With SoMin concept search you can find content based on audiences, insights, customer needs and more.

### Search by Content ?

Visual Objects

Select items

Phrases

Hashtags

Select items

Media types

Any

Topic Category

Select items

Content Type

Select items

Persona aka Archetypes

Select items

Any

Topic Category

Select items

Content Type

Select items

Persona aka Archetypes

Select items

Customer Need

Select items

Audiences

Select items

Work Incentive

Product

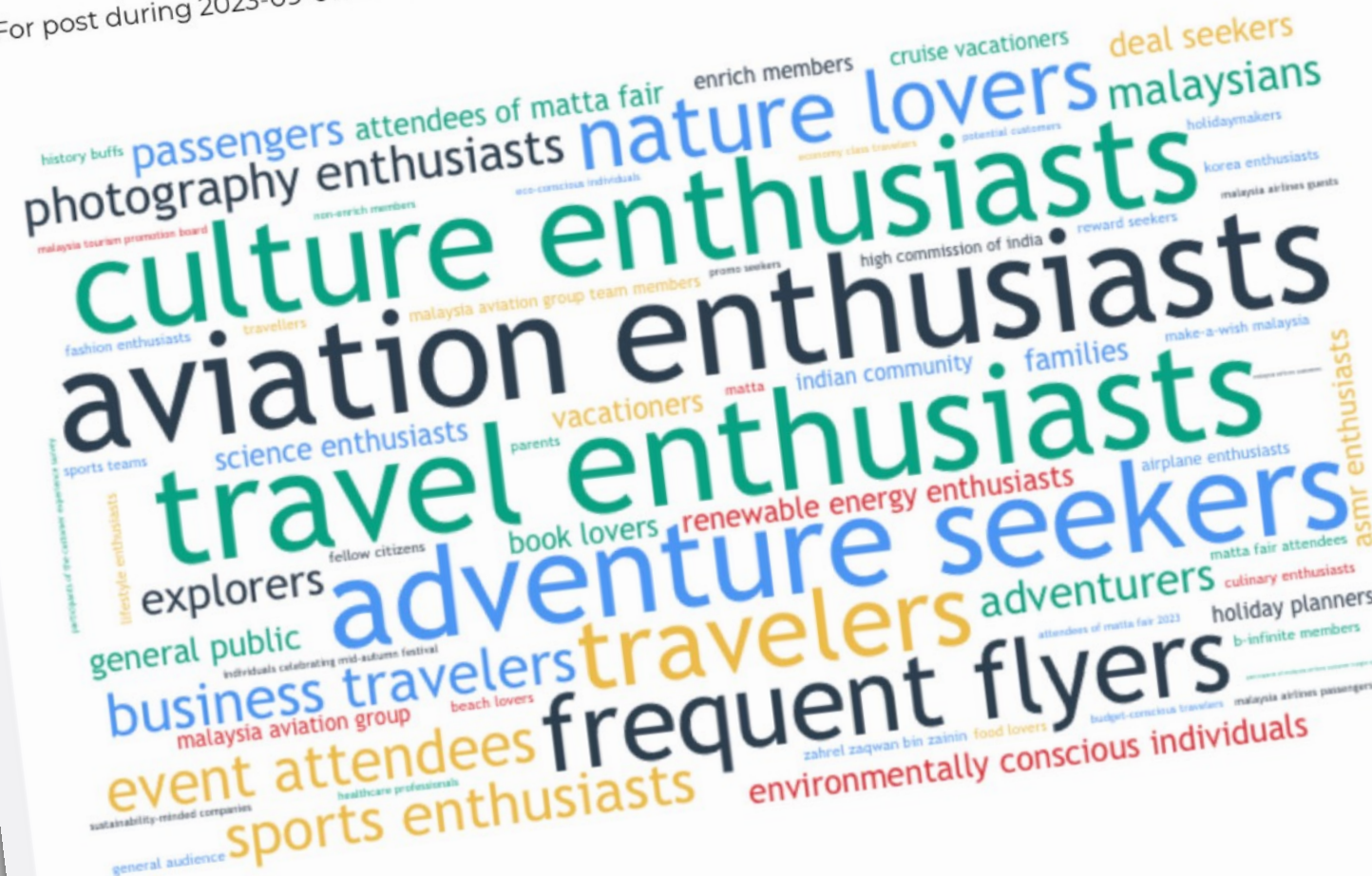


## Analyze thousands of content within seconds.

SoMin does the heavy lifting by generating quick read reports within seconds, so you can go straight to the work that will make your business succeed.

### Audience Analysis

Malaysian Airlines Audience Centricity  
For post during 2023-09-01 to 2023-09-30



#### AUDIENCE CATEGORIES:

- travel enthusiasts
- adventure seekers
- aviation enthusiasts

Malaysian Airlines focused on targeting travel enthusiasts, adventure seekers, and aviation enthusiasts. By addressing these categories, the brand aimed to attract individuals who are passionate about travel, seeking new experiences, and interested in aviation. This aligns with the brand's strategy of positioning itself as a preferred choice for travelers who value exploration, adventure, and a unique flying experience.

#### HOW MALAYSIAN AIRLINES CONNECTED WITH TRAVEL ENTHUSIASTS

For post during 2023-09-01 to 2023-09-30

#### "Unleash Your Wanderlust with Malaysian Airlines: Exclusive Deals, Majestic Fleet, and Cultural Adventures Await!"

Malaysian Airlines approached travel enthusiasts by capitalizing on insights that make the brand more relatable to the audience. They focused on offering exclusive deals and experiences through their Malaysia Airlines app, such as exploring the cultural kaleidoscope of Trivandrum and discovering the magic of Amritsar. They also engaged with the audience by setting up booths at Matta Fair, where travel enthusiasts could learn about exciting travel opportunities and discover hidden wonders in destinations like Doha and Yangon. Malaysian Airlines introduced their majestic fleet and new direct flights to India, making it easier and more affordable for people to book flights and accommodations. They also tapped into people's desire for unique experiences by promoting trips to explore Kurkku fields in Japan and Korea's Starfield Library. Overall, Malaysian Airlines aimed to provide immersive and culturally enriching experiences that connect with the audience's love for adventure, exploration, and discovering new places.

#### ASSOCIATED TOPICS:

- Exclusive offer on malaysia airlines app
- Explore the cultural kaleidoscope of trivandrum
- Visit our booths at matta fair

### Majestic Fleet, and Cultural Adventures

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#### ASSOCIATED TOPICS:

- Exclusive offer on malaysia airlines app
  - Explore the cultural kaleidoscope of trivandrum
  - Visit our booths at matta fair
  - Discover the magic of amritsar
  - Exploring kurkku fields in japan
- Show more ▾

#### ASSOCIATED INSIGHTS:

- People are drawn to experiences that offer a glimpse into different cultures
  - People want to feel connected and engaged with brands
  - People seek immersive experiences that bring their favorite stories to life
  - People are looking for easy and affordable ways to book flights and accommodations
  - People are drawn to new and unique experiences
- Show more ▾

#### ASSOCIATED PRODUCTS:

- Malaysia airlines app
  - Malaysia airlines
  - Flight to seoul
  - Vacation packages to doha
  - Trip to yangon
- Show more ▾

#### ANALYZE AUDIENCES FOR MALAYSIAN AIRLINES:

Post from 2023-09-01 to 2023-09-30:

- travel enthusiasts +
- adventure seekers +
- aviation enthusiasts +



# New Developments: LLMs + SoMin's AI for Image Content Description and Recommendation



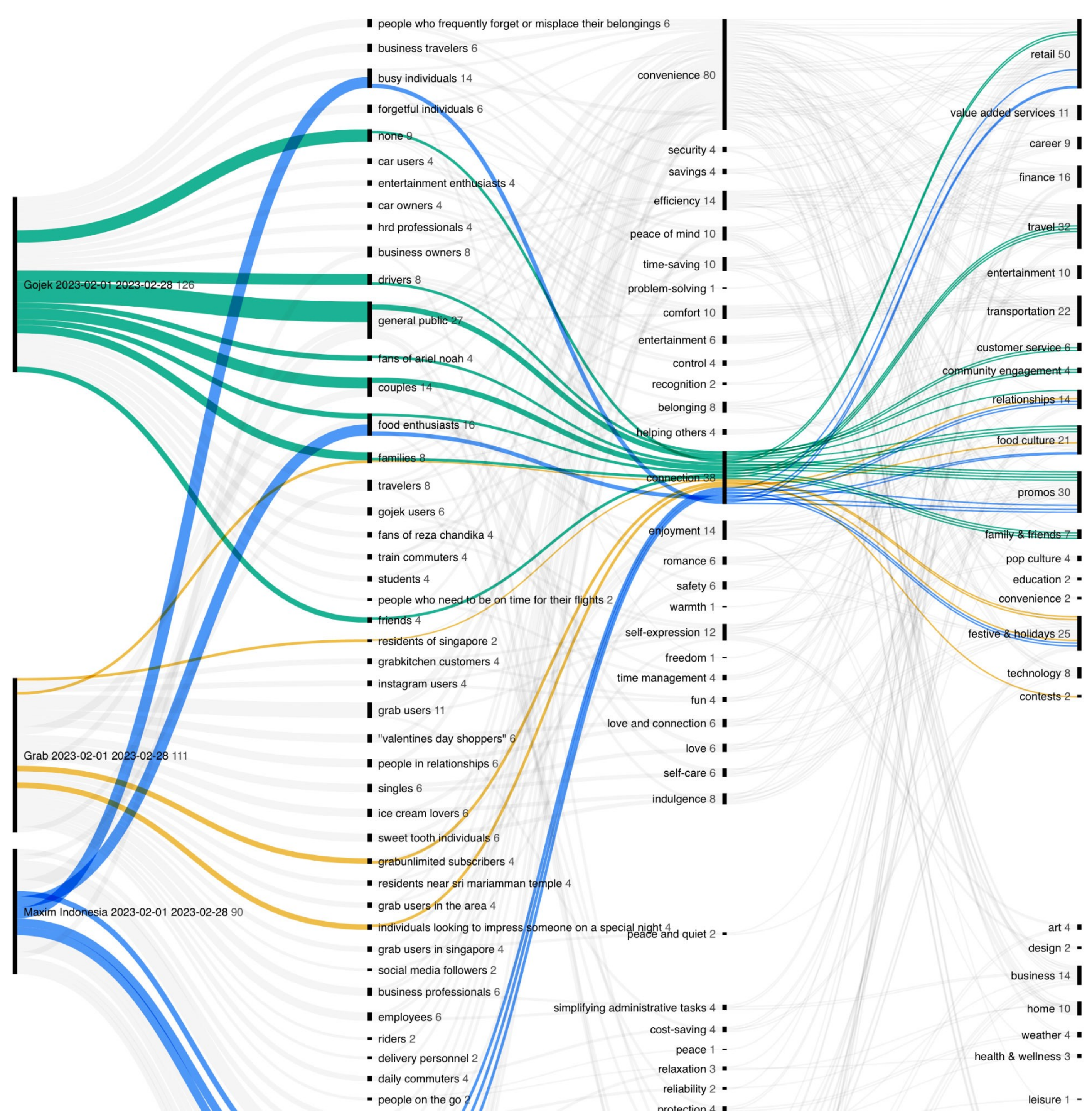
The marketing banner you've shared for a multi-vitamin product targeted at active men appears to be designed to attract attention and engage potential customers on platforms like Meta. Here are a few reasons why this banner might receive a high Click Through Rate (CTR):

1. **Targeted Messaging:** The banner is clearly targeting active men, which is a specific audience. By addressing the needs of this demographic directly ("All-in-one multi for active men"), the ad can resonate more with viewers who identify with this group.
2. **Health-Oriented Benefits:** The emphasis on health benefits such as immune support, digestive enzymes, antioxidant blend, and an energizing wellness blend is compelling. These are key concerns for active individuals who are looking to maintain or improve their health.
3. **Visual Appeal:** The use of bright, engaging colors and the image of the product itself can draw the eye. This visual appeal is crucial in a fast-scrolling environment like social media.
4. **Clarity and Simplicity:** The design is not overcrowded with text or images, which makes it easy to understand the main message quickly. This clarity is essential for ads on social media where users tend to skim through content rapidly.
5. **Branding:** The prominent display of the brand name 'M drive' ensures that even with a quick glance, viewers will register the brand, which can improve brand recall.
6. **Trust and Quality Indicators:** If there are any hidden elements that suggest third-party endorsements, quality certifications, or user testimonials, these could also contribute to a higher CTR as they add to the credibility of the product.
7. **Design Elements:** Specific design elements like the use of icons, capitalized fonts for key benefits, and the strategic placement of the product in the hands of a consumer can convey the product's ease of use and essential features effectively.



# Gain insight into your industry by understanding how every piece of content fits into the puzzle.

SoMin understands and finds connections between advertising concepts so you can easily see the bigger picture.





Source:

Ads Library

Platform:

4 platforms selected

Brands:

5 brands selected

Date Range:

Aug 27, 2023 - Sep 26, 2023



Platforms:

Clickability **High**

Confidence: **93%**

Start Date: 18.08.23

Fb Id: 2594133310724612



Platforms:

Clickability **High**

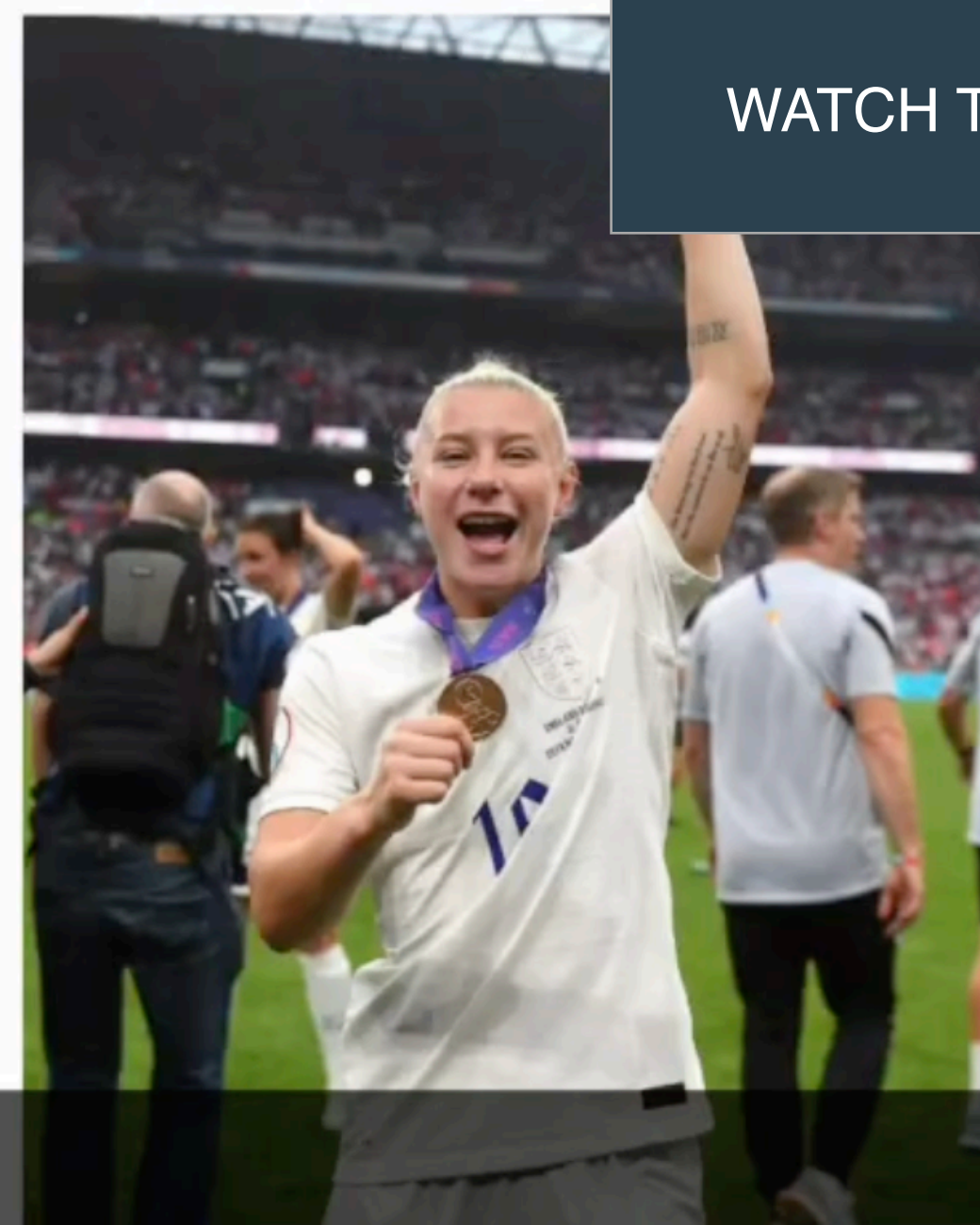
Confidence: **47%**

Start Date: 18.08.23

Fb Id: 165530525

ZenAuto

Three lions on a shirt Jules Rimet still gleaming  
No more years of hurt No more need for dreaming  
Come on England! Show your support for our...



ZenAuto

While the weather has been a little more March than marvelous, some might say this is the perfect weather for a UK camping trip. Because what's a...



### Search by Content

Clickability

High X

Visual Objects

Select items

Phrases

Hashtags

Select items

Media types

Any

Clear Filters

WATCH THE DEMO

the creative side as well.



Interested in trying out

**SOMONITOR?**

We'd be glad to see how SoMonitor can help you create better work.