



FAST

DETAIL

SELECTION

BUY

Yolococo

Search and
Analysis of
Bloggers on
Instagram
using AI



Problem

\$1.3 BN out of **\$8,5 BN**

Spent on sales through Bloggers in 2019,
spent on bots, rather than on real followers

15%

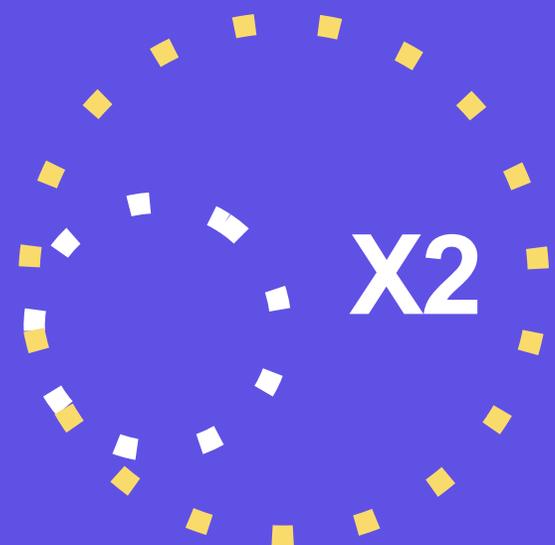


Search: Roberto Cavazos. The Economic cost of bad actors on the internet. cheq.ai/adfraudcost

Solutions for brands and SMB

We improve company sales through Bloggers

TWICE



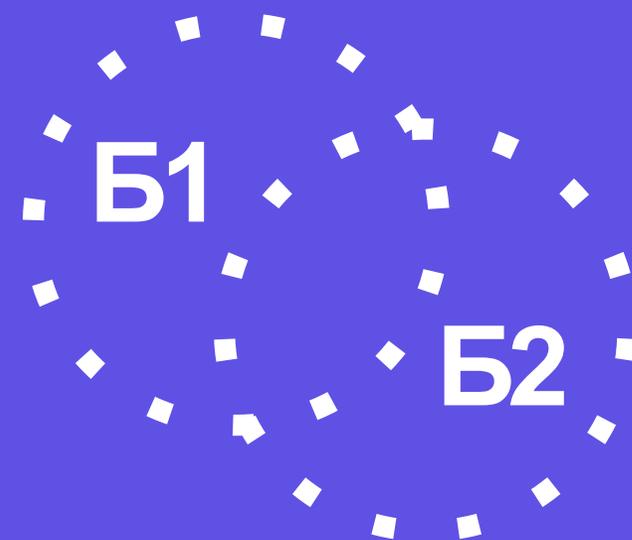
We help to analyze selections of bloggers and to audit work of

AGENCIES



We help to track advertising of

BRANDS



Product

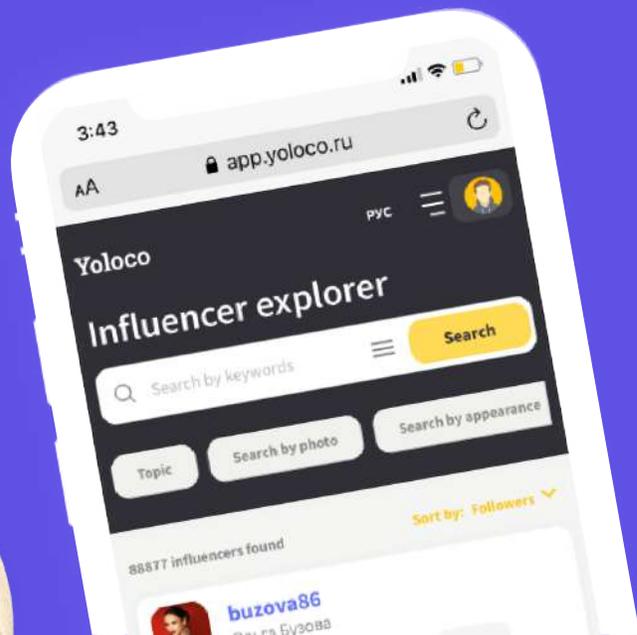
We help to make a fast selection of quality Bloggers

We save > 40% of the budget for advertisers through Bloggers with a unique audience!

88 877

of Bloggers

Quality analysis of followers



| Количество подписчиков | Процент пересечения | Уникальные подписчики | Качественная аудитория | Возраст аудитории |
|------------------------|---------------------|-----------------------|------------------------|-------------------|
| 1 367K | 91.0% | 1236584 | 57% | 25-34 |
| 91K | 40.6% | 26416 | 44% | 25-34 |
| 280K | 60.3% | 165853 | 70% | 25-34 |

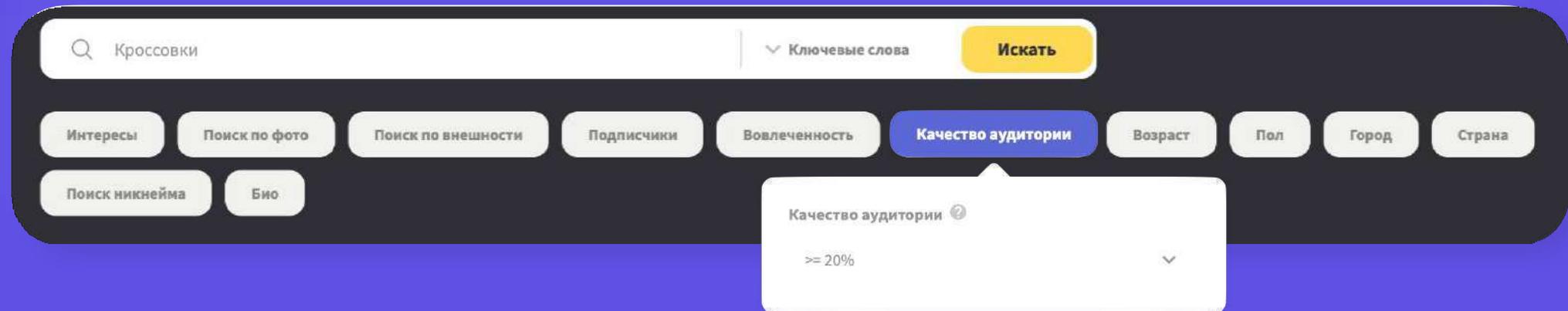
Cross analysis of followers

Blogger Search

1

A unique filter for searching Bloggers by 20 criteria!

Search for competitor publications
by tags and brands



The image shows a search interface for finding bloggers. At the top, there is a search bar containing the text "Кроссовки" (Sneakers) and a yellow "Искать" (Search) button. Below the search bar, there are several filter buttons: "Интересы" (Interests), "Поиск по фото" (Search by photo), "Поиск по внешности" (Search by appearance), "Подписчики" (Subscribers), "Вовлеченность" (Engagement), "Качество аудитории" (Quality of audience), "Возраст" (Age), "Пол" (Gender), "Город" (City), and "Страна" (Country). Below these, there are two more buttons: "Поиск никнейма" (Search by nickname) and "Био" (Bio). A dropdown menu is open for the "Качество аудитории" filter, showing the text "Качество аудитории" with a question mark icon and a value of "≥ 20%".

Search for
real followers
by %

Blogger's account Analysis

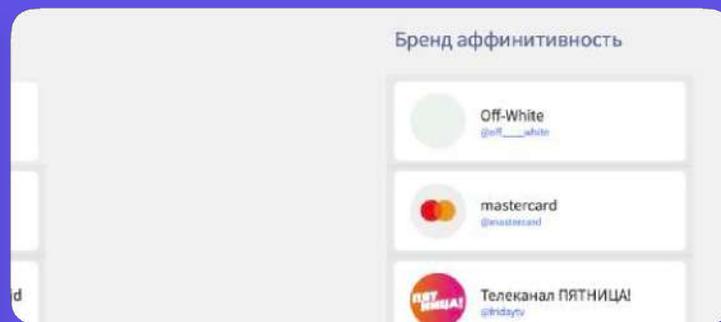
Data update on followers every 7 days!

Report download in PDF

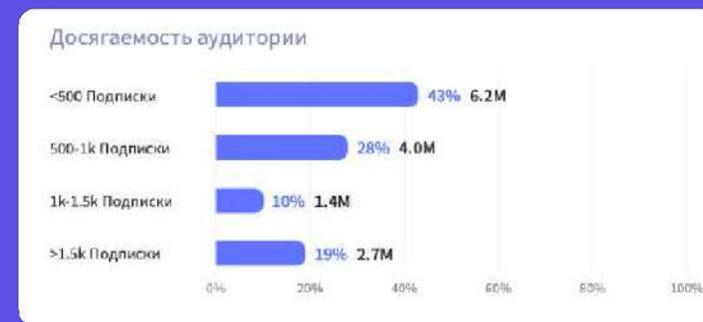
by sex and age



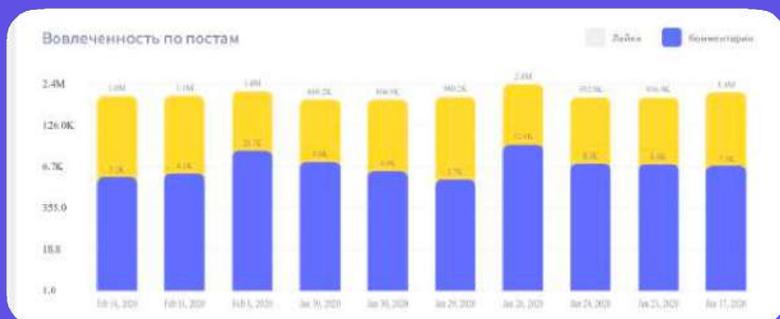
by affinity for Brands



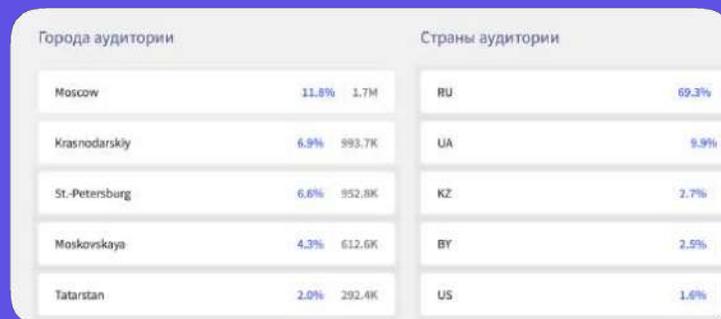
by active and available TA



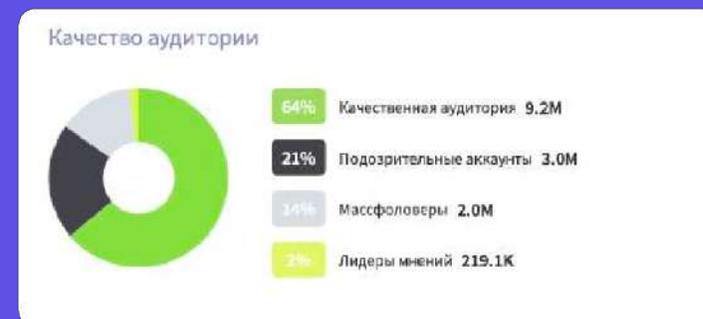
by post involvement



by countries and cities



by quality of followers



Cross Audience Analysis

Advertisers lose more than 40% of the budget during campaigns through Bloggers with the same Target Audience!

Cross Audience Analysis

Unique coverage optimization



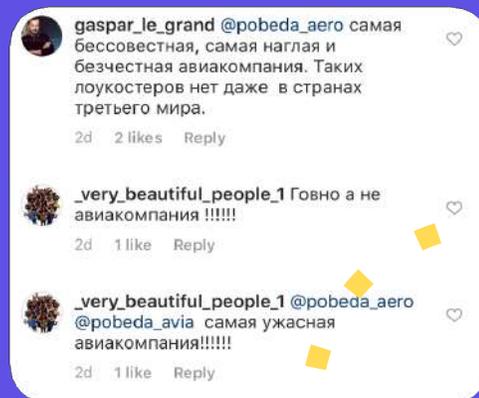
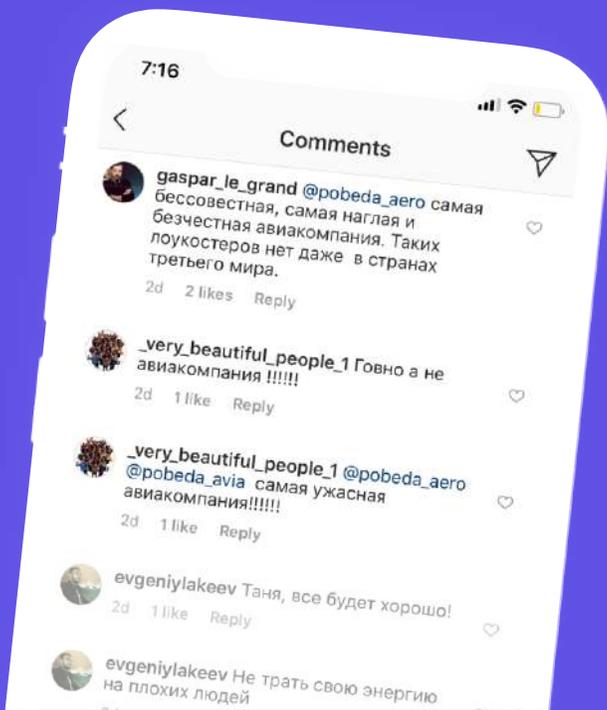
Comment Analysis

We help companies to increase customer traffic by 22% by quickly disclosing and processing of negative comments!

Authenticity of comments

Sentiment of comments

Insights of followers

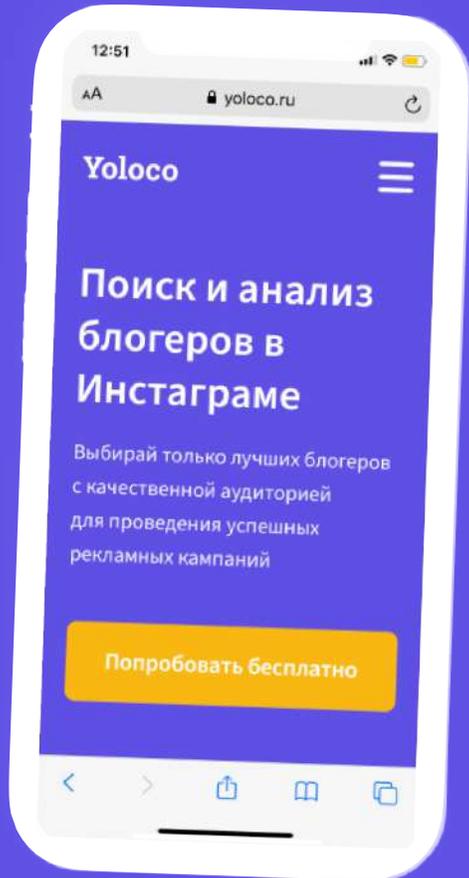


бессовестная, самая наглая и безчестная авиакомпания. Таких лоукостеров нет даже в странах третьего мира.

ужасная



User Steps



1



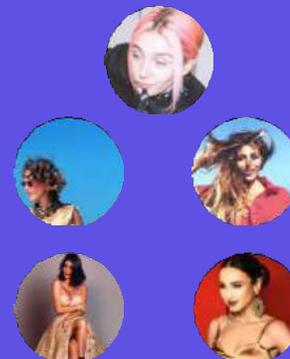
Blogger's search by criteria:

- audience quality
- blogger's interests
- look
- objects in the photo
- ER
- keywords in posts and bio
- number of followers
- blogger's social demography
- social demography of blogger's audience
- age of blogger's children
- look-a-like
- affinity with brands

2

Analysis of Blogger's Target Audience

Bloggers' selection with a quality audience



3

Optimisation of Blogger's Reach

Reduction of Bloggers, saving only the ones with a unique reach.



Segments

E-COMMERCE

20
campaigns

Clothes

10 campaigns



Fashion
Travel
Events
FinTech



We have already saved over \$ 8,000,000
for our customers!

ELECTRONICS

12 campaigns



Partners and Customers

Large advertising groups



Partners



Microsoft
For Startups

Advertising agencies



Brands

DIVAGE



Service Plans

Blogger's
Search by more
than 20 filters

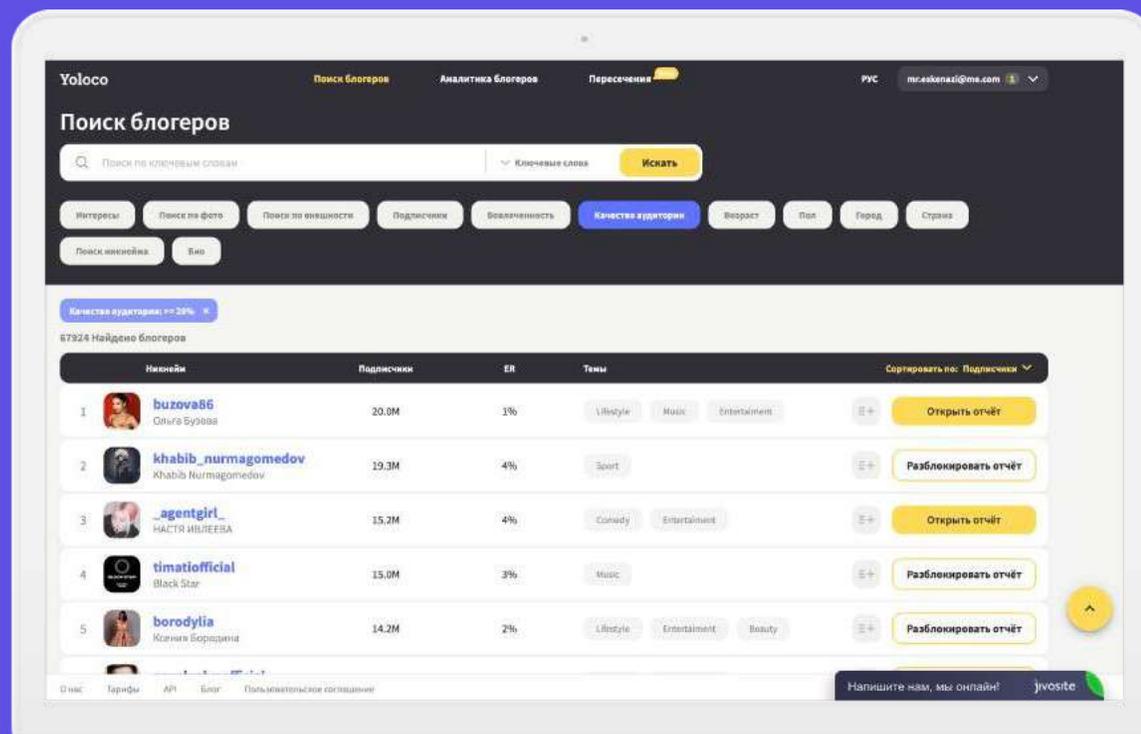
Blogger
Account
Analysis

The most advanced Analytical Services
and individual approach
for business and agencies

FROM
₽16 000

Cross Audience
Analysis

Sentiment Analysis
of comments



Campaign Launch

We can **conduct** and analyze campaign **instead of you**

FROM ₱100 000

Strategy
development

Blogger's
Search

Blogger's
Analysis

Campaign
Running

Report
Preparation

1-5

days

> 14

days

1

day



BUY

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