FAST   DETAIL

SELECTION

BUY

Yoloco

Search and **Analysis** of Bloggers on Instagram using **AI**

$1.3 BN out of $8,5 BN

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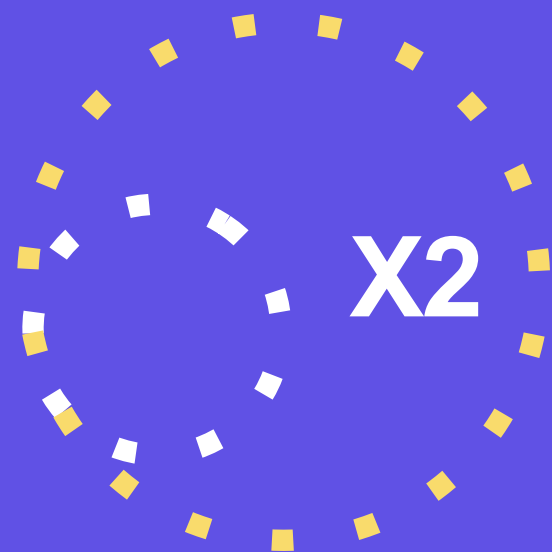spent on bots, rather than on real followers

15%

Search: Roberto Cavazos. The Economic cost of bad
actors on the internet. cheq.ai/adfraudcost
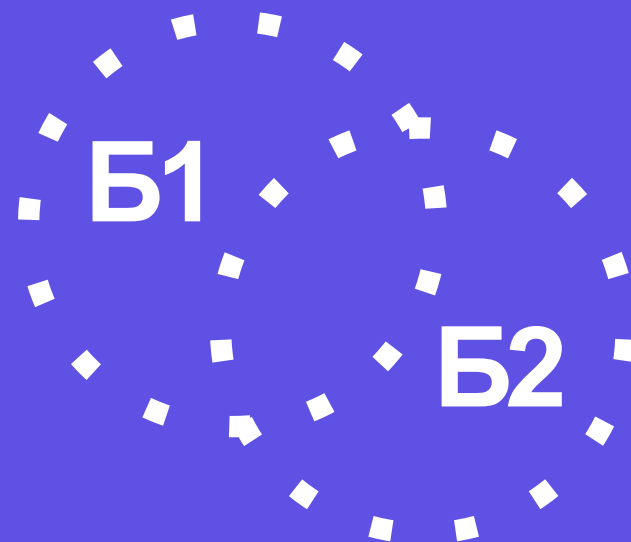
We improve company sales through Bloggers

TWICE

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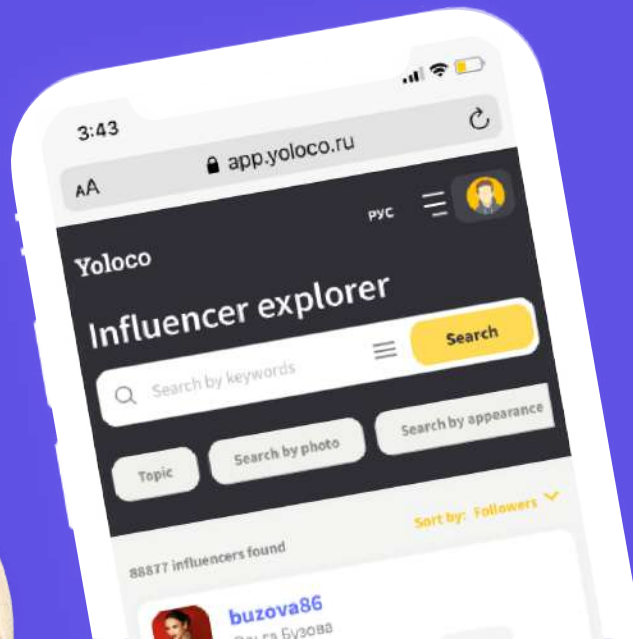
AGENCIES

We help to track advertising of

BRANDS

X2

Б1

Б2

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

Cross analysis of followers

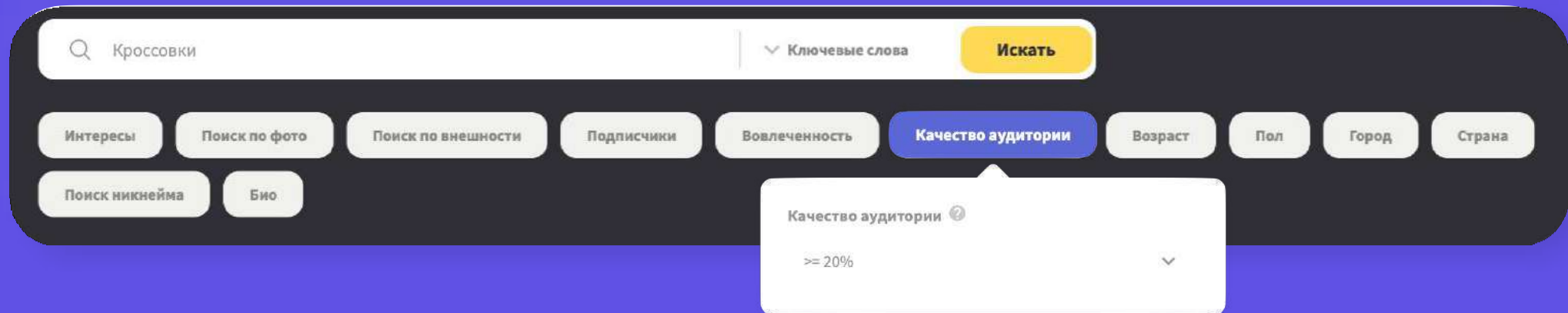**Blogger Search**

A unique filter for searching
Bloggers by 20 criteria!

Search for competitor publications
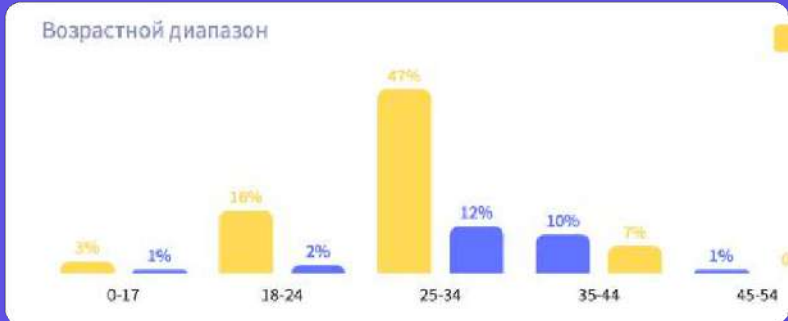by tags and brands

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
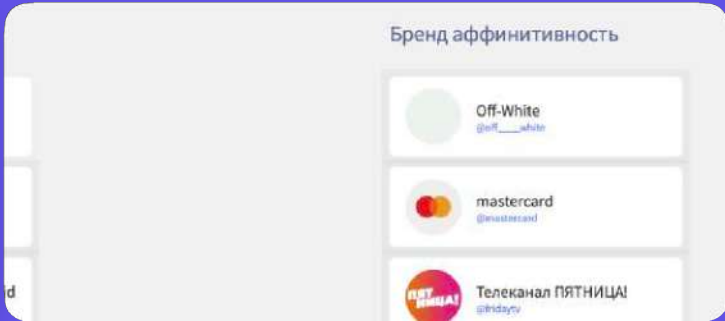
by active and available TA

by post involvement
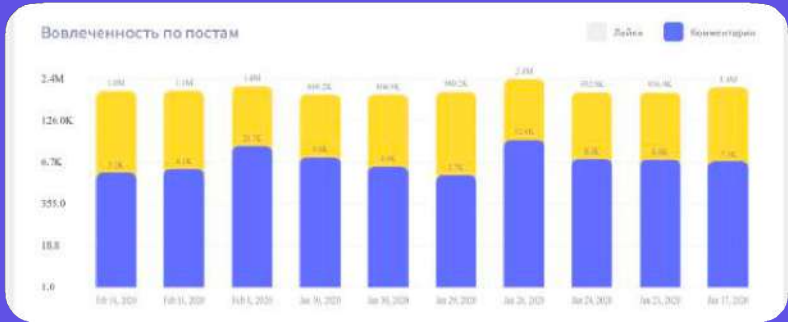
by countries and cities
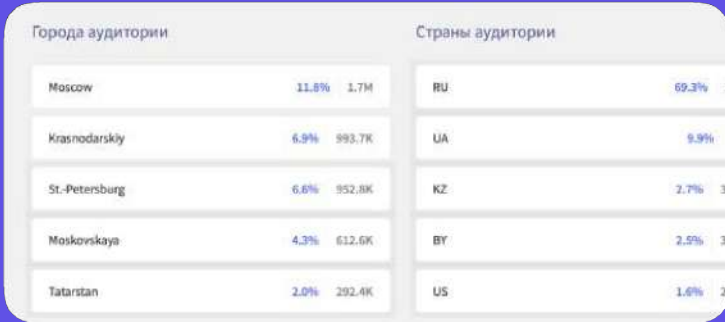
by quality of followers

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

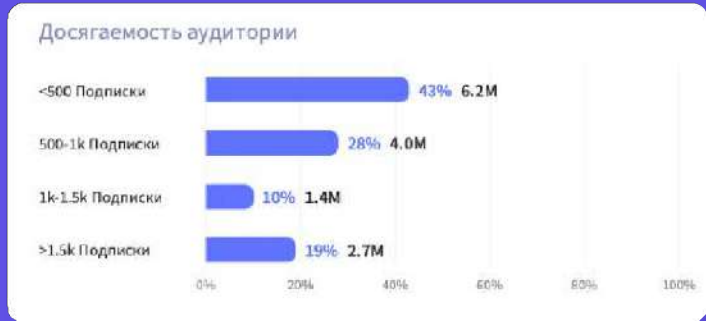We help companies to increase customer traffic by 22%
by quickly disclosing and processing of negative comments!

Authenticity of comments

Sentiment of comments

Insights of followers

1

Blogger's search by criteria:

- audience quality
- blogger's interests
- look
- objects in the photo
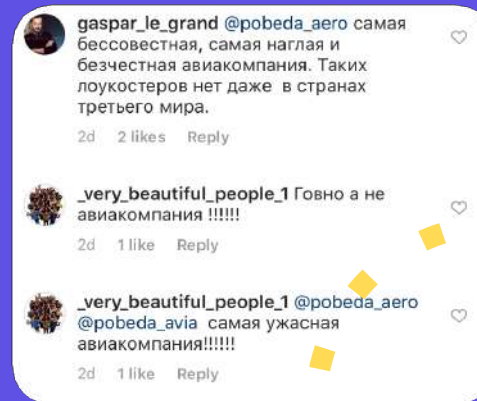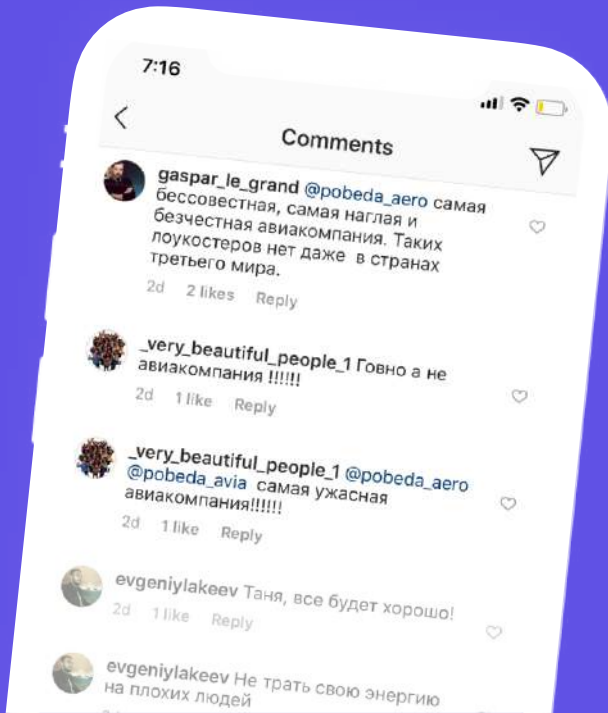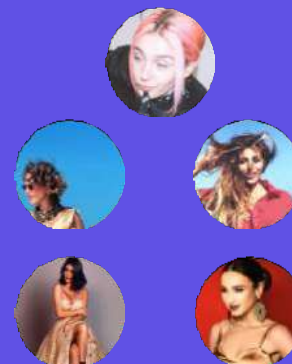- ER
- keywords in posts and bio
- number of followers
- blogger's social demography
- social demography of blogger's audience
- age of blogger's children
- look-a-like
- affinity with brands
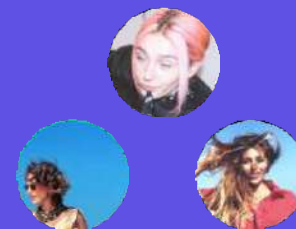
2

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.

Yoloco

Поиск и анализ блогеров в Инстаграме

Выбирай только лучших блогеров с качественной аудиторией для проведения успешных рекламных кампаний

Попробовать бесплатно

12:51

yoloco.ru

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**

Advertising **agencies**

Brands
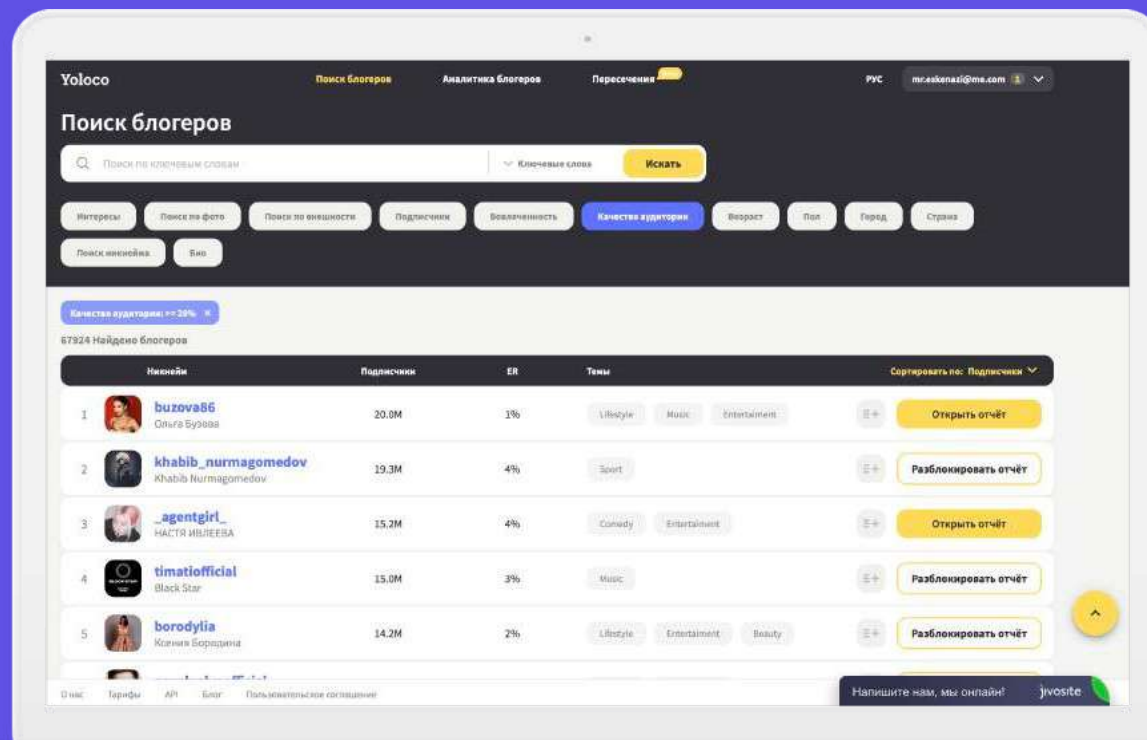

Partners

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

FROM

₽16 000

**Blogger's
Search** by more
than **20 filters**

Blogger
**Account
Analysis**

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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