

Marketing and advertising

Разработка исследования для проекта

Audience quality

- 12.21%
- 8.1%
- 0.11%
- 14.52%
- 6.78%
- 65.96%

Business type

- Interact with the real (live) accounts
- Influencers are accounts with more than 1 million followers
- Empty accounts are accounts that are likely to be bots, without an avatar, followers or posts
- Suspicious accounts are inactive accounts that can potentially be profile bots, they don't have an avatar, posts or followers
- Commercial audience is users with account
- Mass followers are accounts with more than 1500 subscriptions



OMNIKI.SOCIAL

A WORLDWIDE PLATFORM FOR ANALYZING BLOGGERS AND ADVERTISING PLACEMENTS.

WHAT WE CAN

- ANALYZE DATA**
Analyze posts, comments, videos, profiles.
- AUDIT OF BLOGGERS**
Check the bloggers and their audience according to key metrics: the active audience core, the level of engagement, the growth of followers, and others.
- SEARCH COMPETITORS ADS ACTIVITY**
Analyze the advertising activity of your competitors in social media.
- SELECTION OF BLOGGERS**
Find the best blogger in terms of quality and price to increase the advertising performance of your product.
- OPTIMAL MIX OF BLOGGERS**
Minimize audience overlap for maximum reach.

SOLVE YOUR TASKS

OVER 50 unique metrics

- = 500 000 influencers
- = 2 000 000 influencers
- = 1 500 000 influencers

- Find your target audience on social media
- Protect your advertising campaign from bloggers with a cheating audience
- Get analytics on the advertising activity of your competitors

HOW WE DO THIS

- Audience**
We form an analysis of more than 50 metrics of a blogger and his audience
- Neural network**
The neural network developed by us analyzes all types of user activity
- Platform**
Advanced analytics of bloggers and their audience
- Database**
The process of data collection from the database with

Analytics bloggers in 2 clicks
Loading data takes a couple of seconds thanks to a pre-built and regularly updated database

TREND ANALYSIS

- Analysis #hashtags, topics and categories.
- Generates reports to be in vibrate with most important trends.

MOST POPULAR #HASHTAGS RELATING TO GERMANY

- #germany

