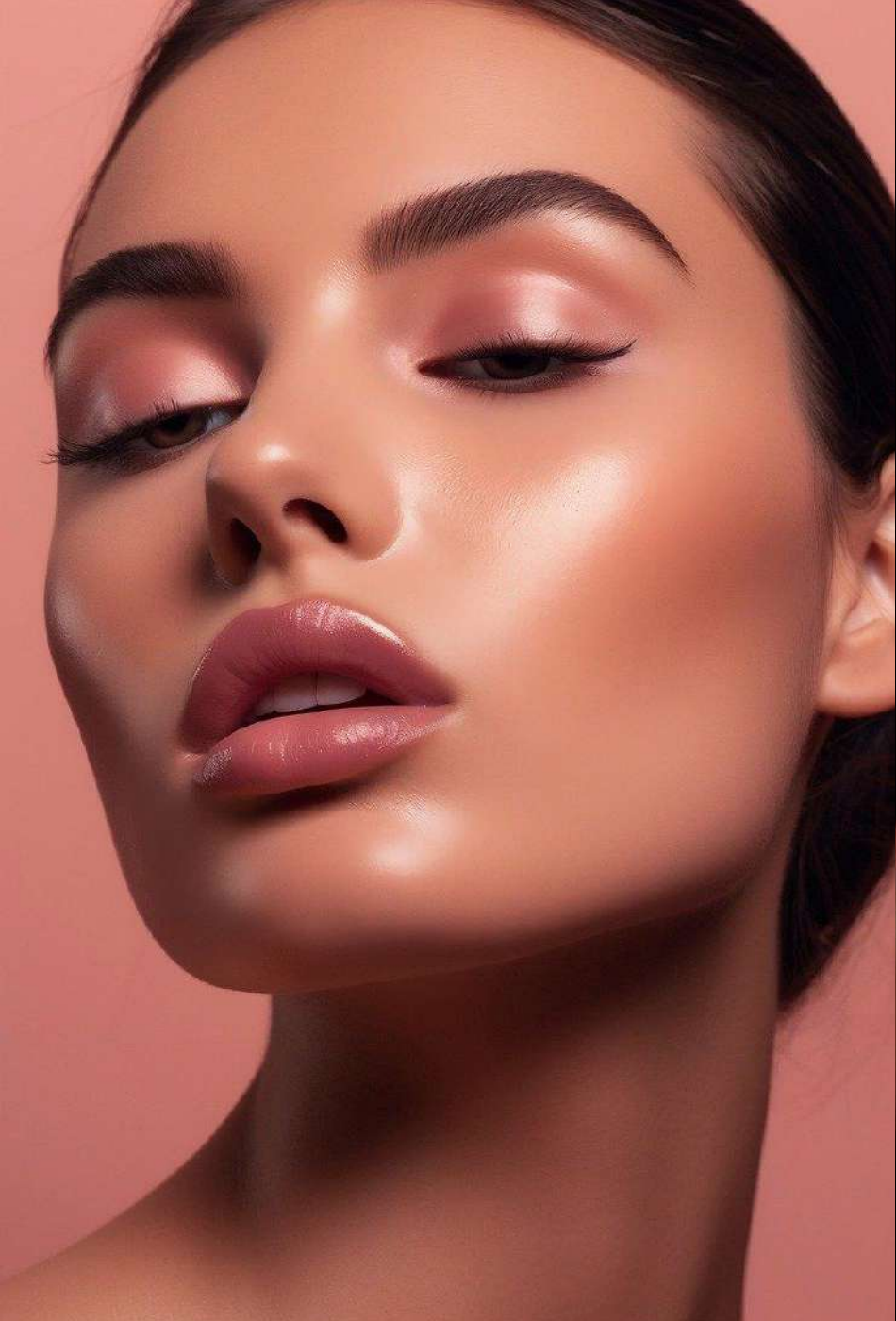




## COMPETITOR MONITORING AI

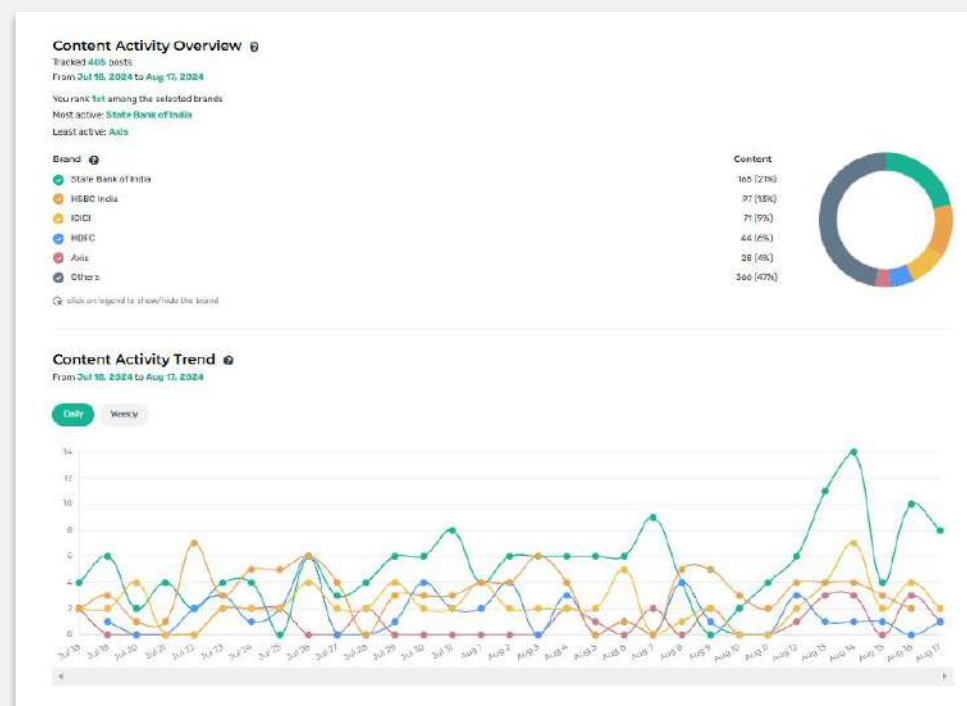
**Rapid insights,  
clearer goals &  
sure success**

Personal Care Industry



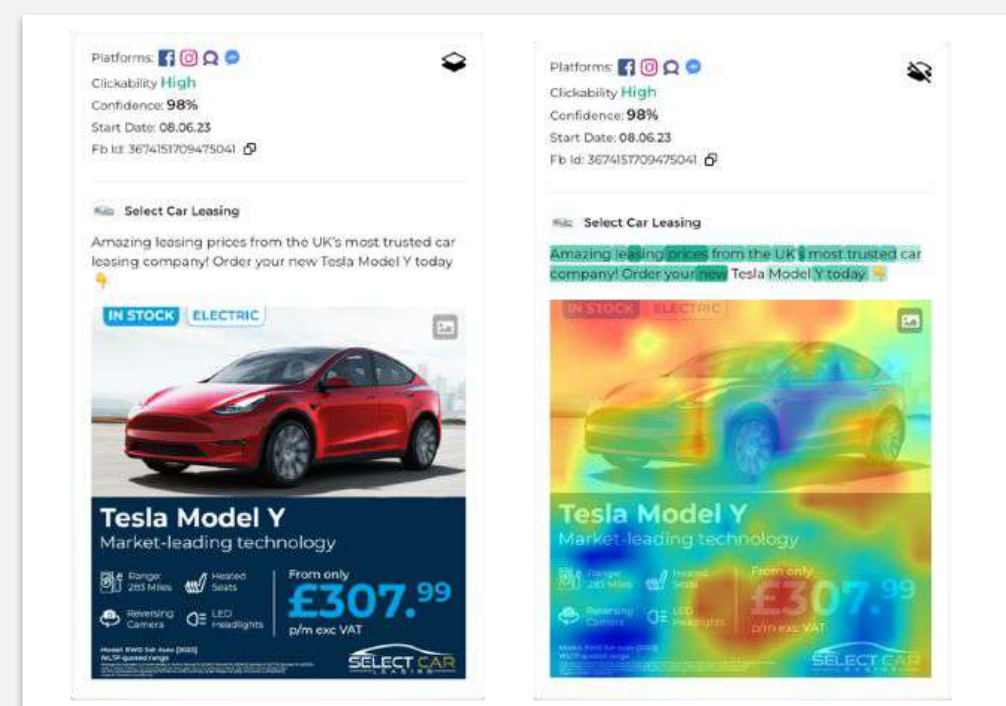
# Reimagine Advertising: Smart, Strategic, Successful.

**SoMonitor** provides deep insights that help you understand your audiences and competitors.



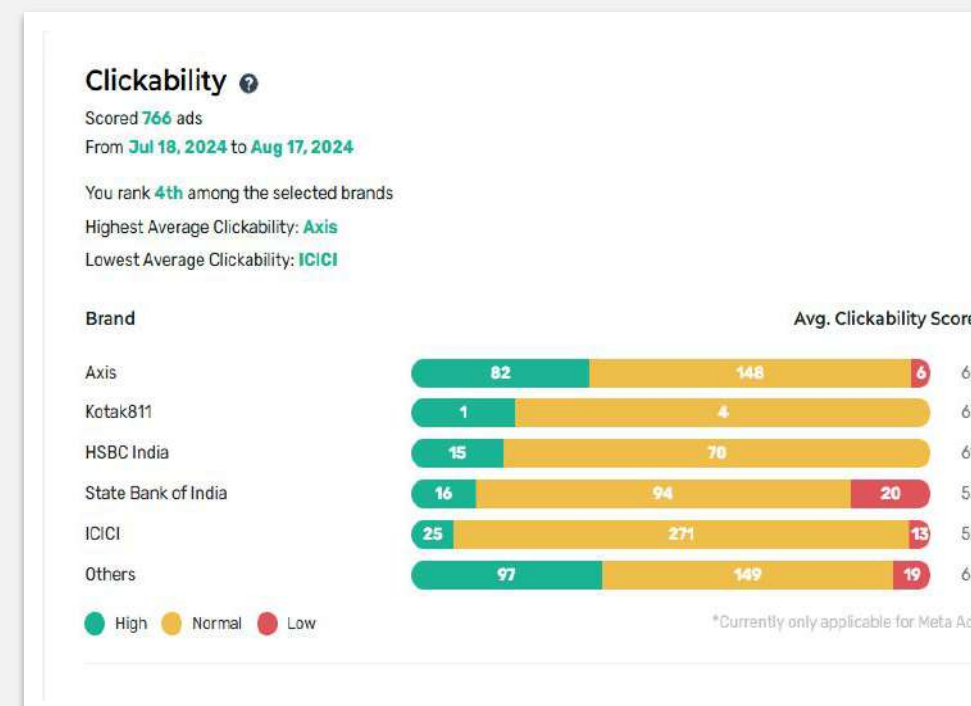
## Understanding the Market and Competition

Automatically monitor **both paid and organic** content, gaining holistic understand that can empower better decisions.



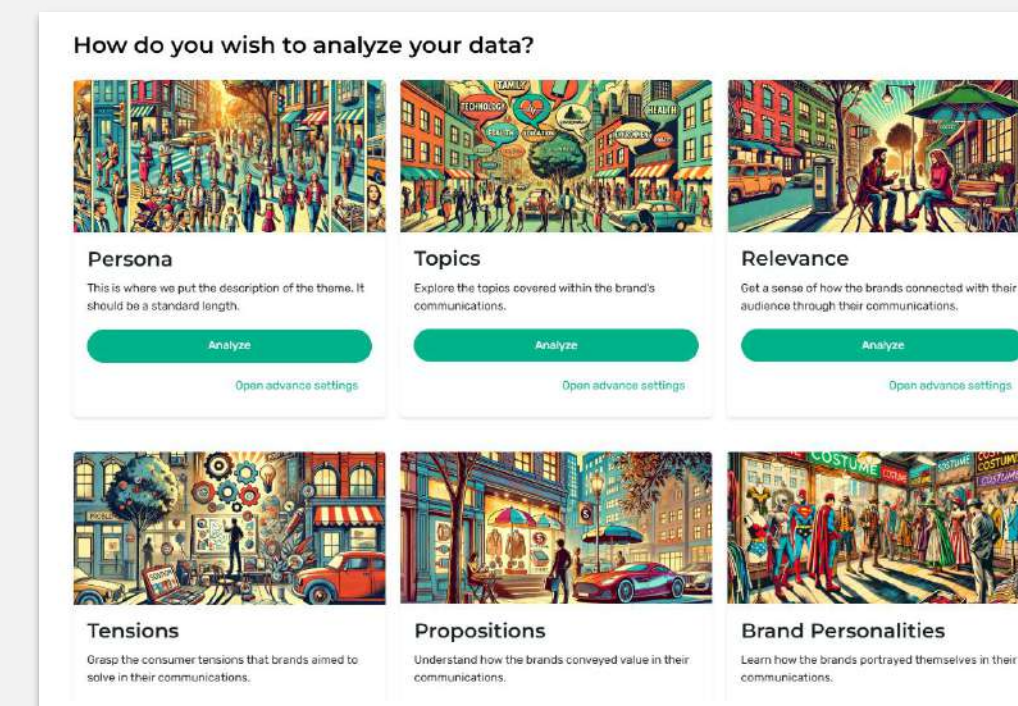
## Data-Driven Decision Making

Easily identify what is driving success within your content through SoMin's **Importance Heatmap**.



## Creative Scoring & Performance Insights

With SoMin's **Advanced Prediction** Intelligence, our platform is able to evaluate ad performance letting you easily know what is working within your industry.



## Brand Personality and Audience Insights

Analyze any brand's **communication strategy** - **Product or audience focus**, and **incentive/Value** offered by a competitive product to stay ahead of the game.

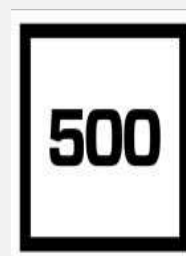
**In-House AI Models + GPT 4.0**

# SOMIN OVERVIEW

**14** markets

**SOMIN** (Singapore HQ) is an Ai powered platform that combines advanced data analytics and behavioural science to study data available on social media for helping customers to reduce cost and increase sales by conducting best-performing social media and influencer marketing campaigns

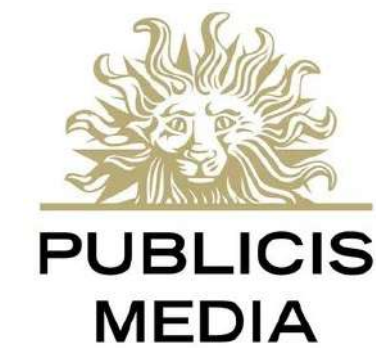
## AWARDS



**100+** brands



## Top Customers



# Ferrari

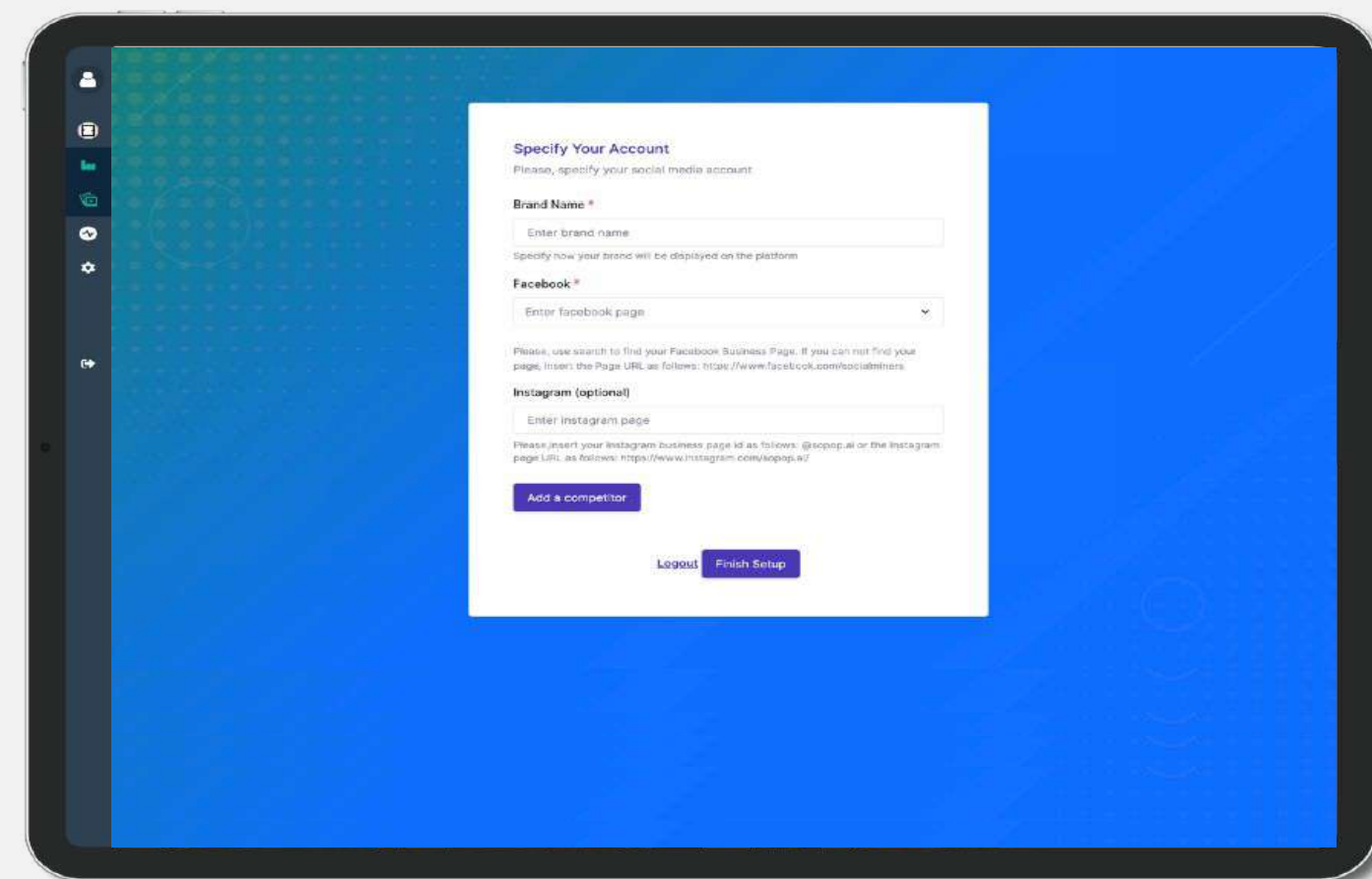


## REASSURED



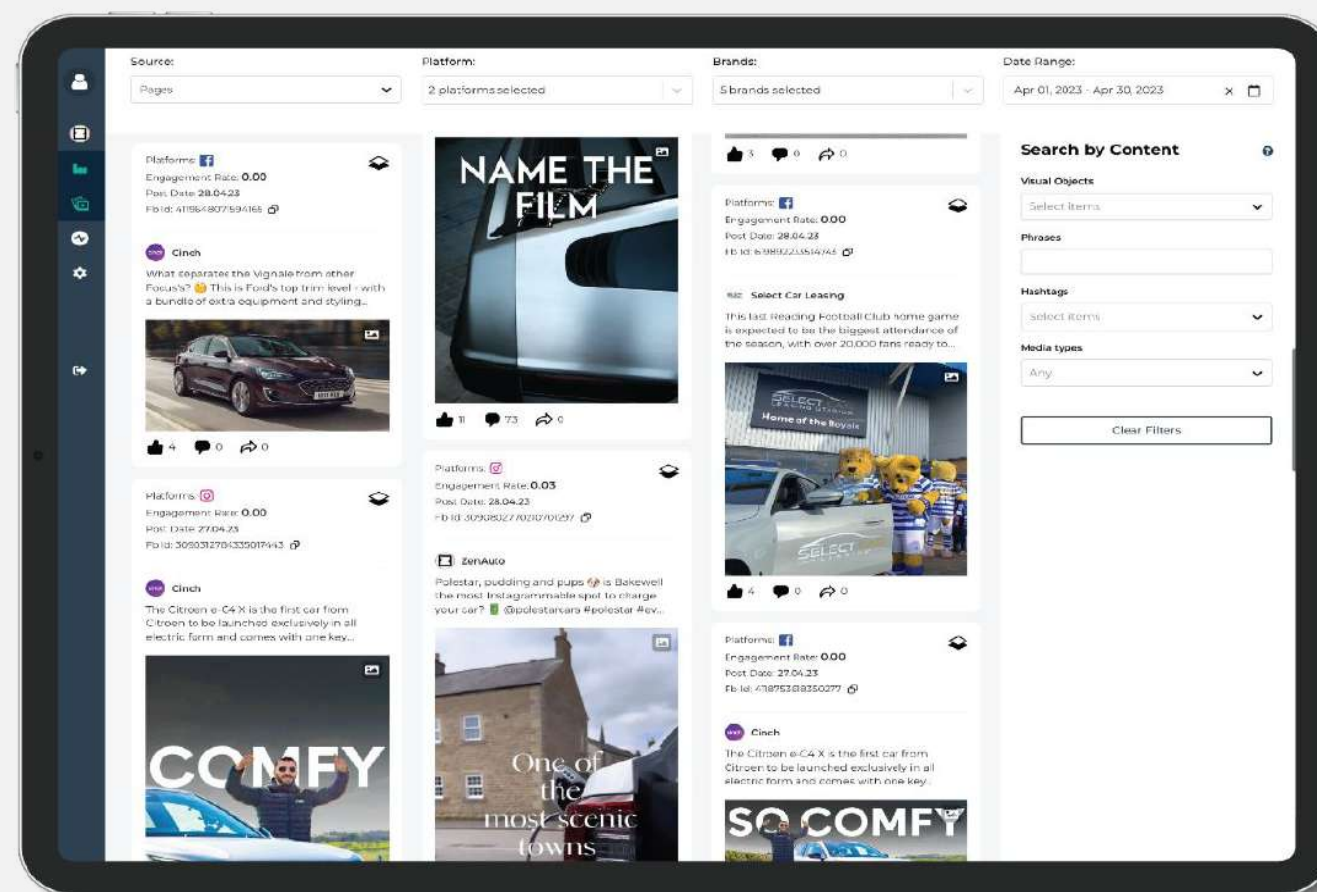


# How does SOMONITOR operate?



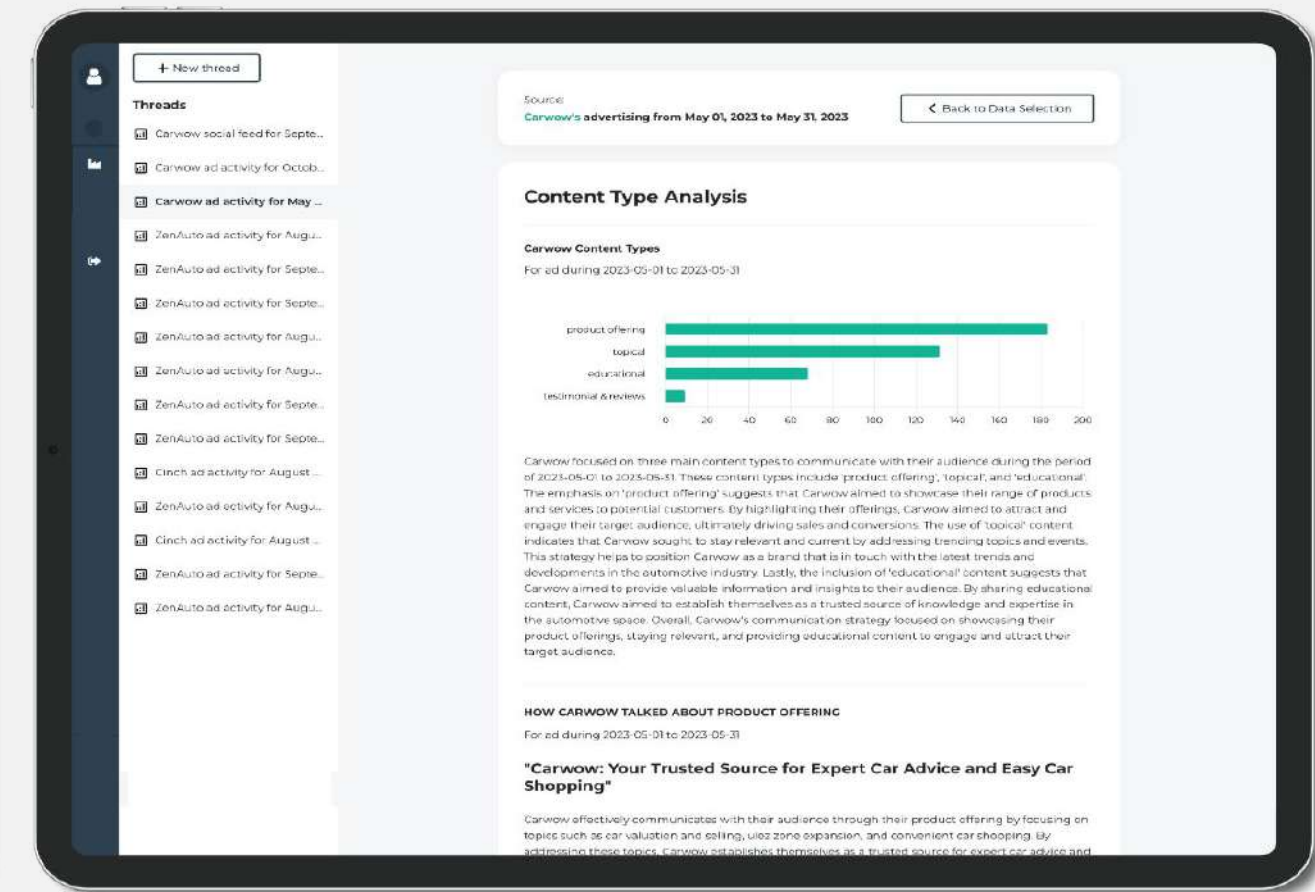
**Safely Collects data  
from multiple public sources**

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



**In-House Content Scoring AI**

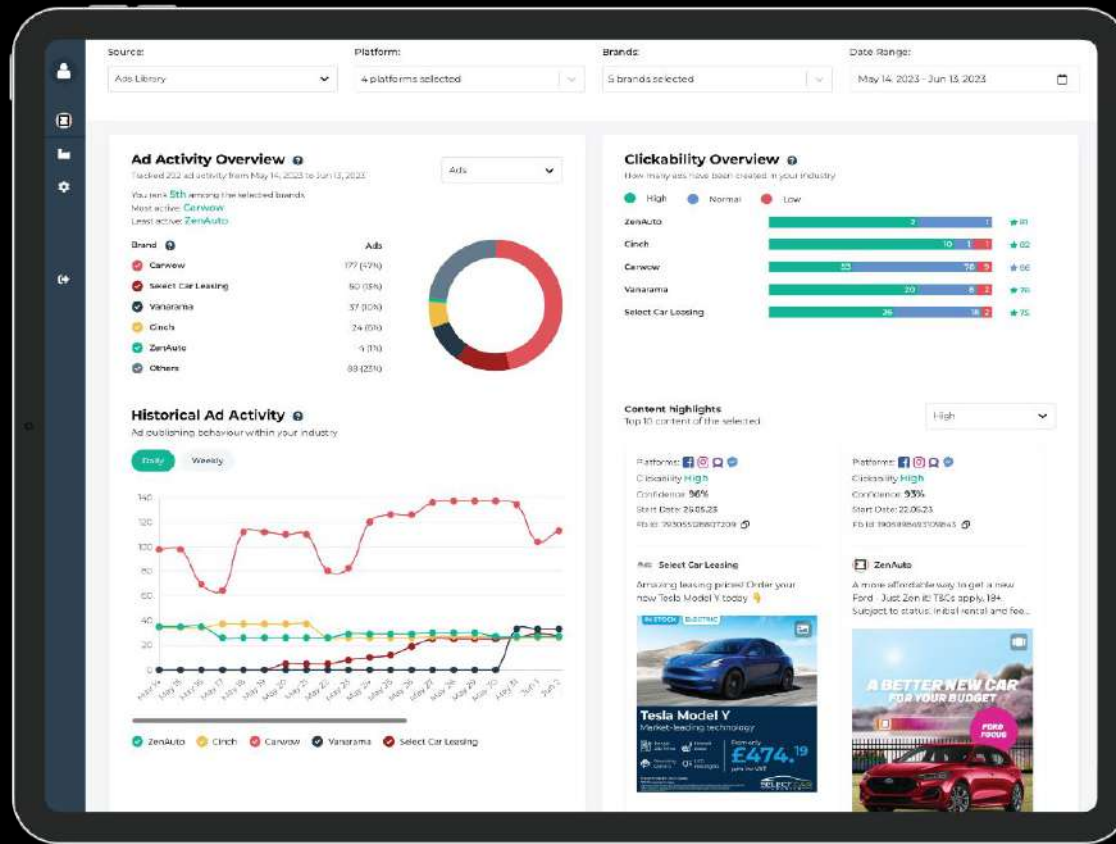
Content Scoring gathers thousands of content data points and profiles it via our in-house AI



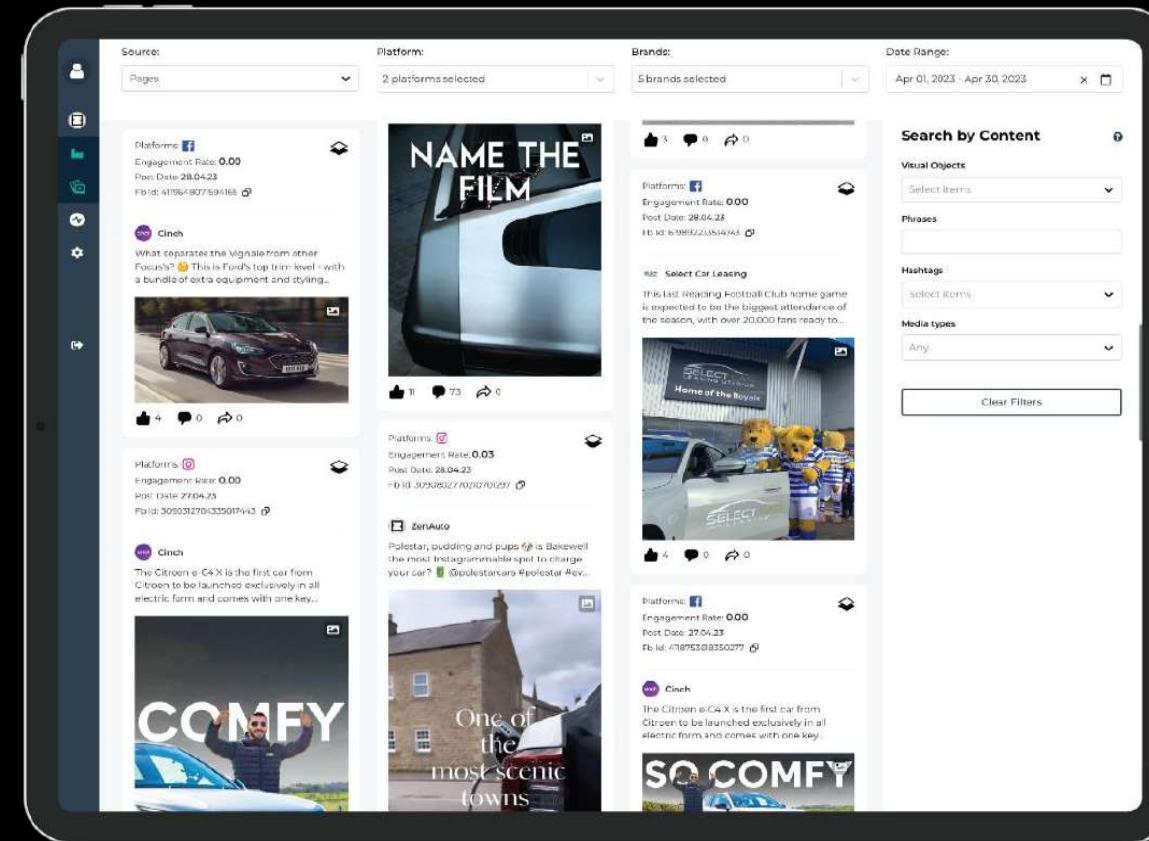
**Open AI's Customized Generative AI**

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

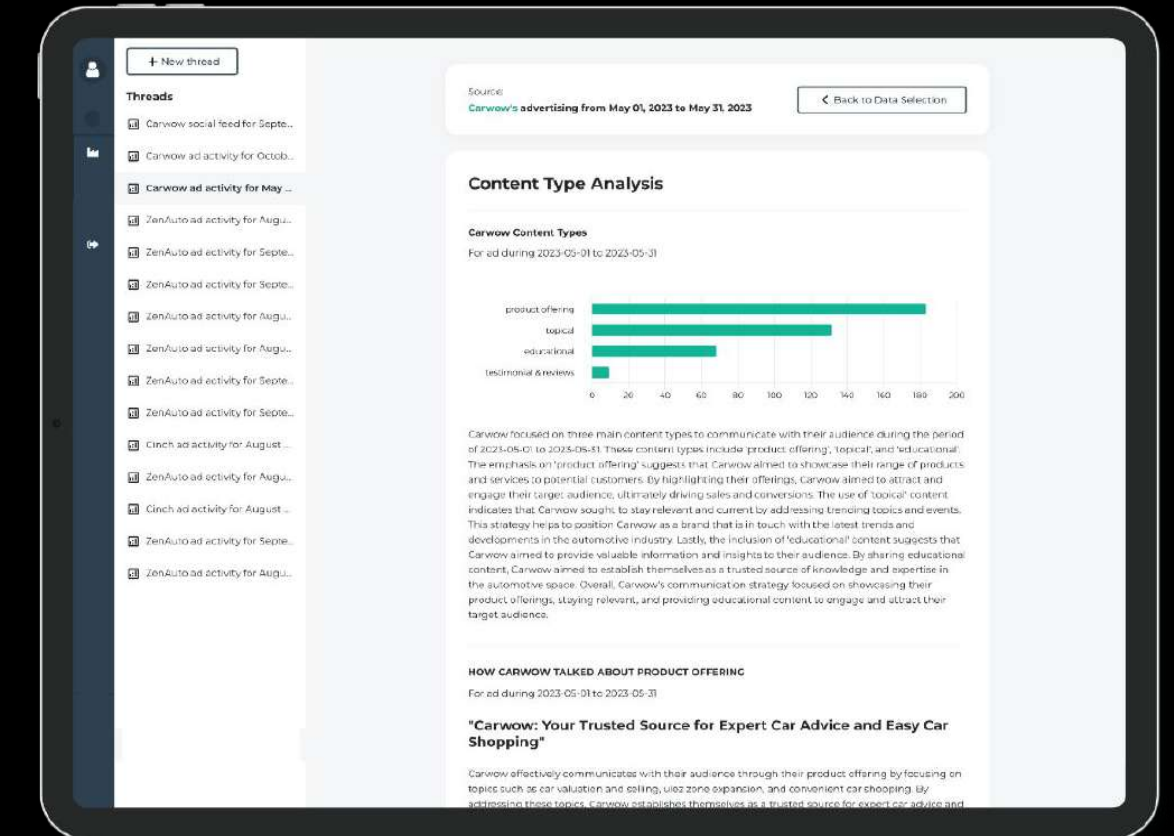
# SOMONITOR: Key features



1. Competitor Tracking



2. Content Library



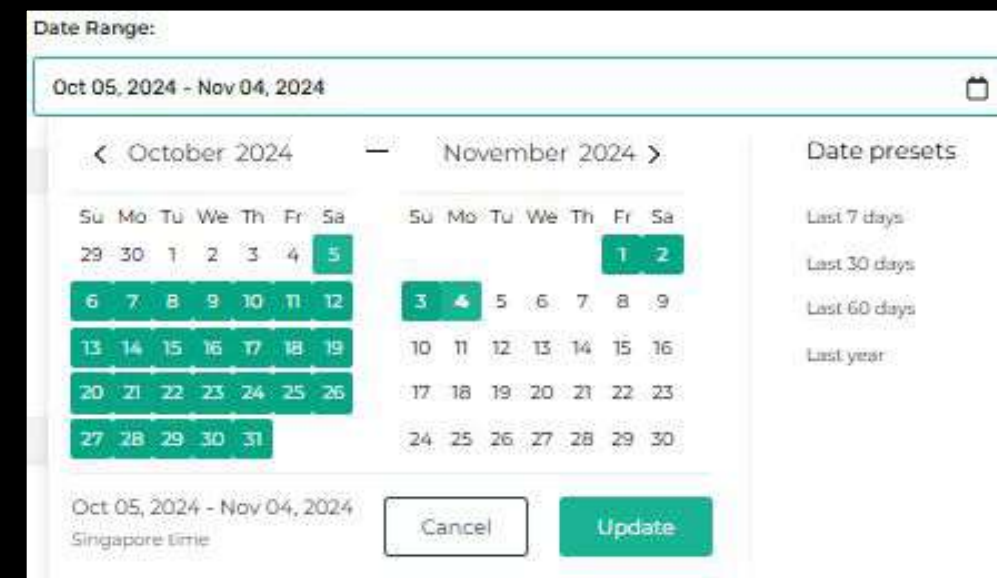
3. Strategic insights

Content scoring & recommendation to improve performance

Platform covered



Check live or date-wise

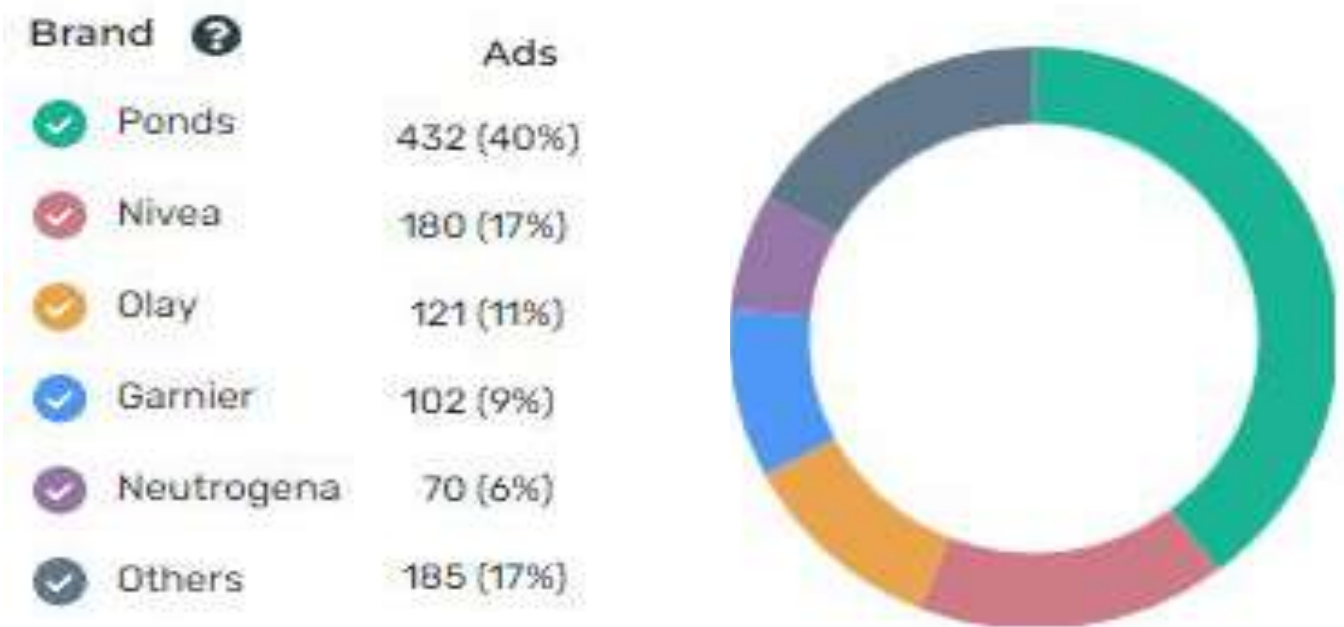




# Competitor Tracker

## Ads

### Ad Activity Comparison for a month



| ↑ Brand Name                                                                                   | No. of ads ↕ | No. of creatives ↕ | Clickability ↕ |
|------------------------------------------------------------------------------------------------|--------------|--------------------|----------------|
|  Garnier    | 117 ▲+0.36%  | 213 ▲+0.18%        | ★ 75           |
|  Nivea      | 228 ▲+1.96%  | 248 ▲+2.22%        | ★ 80           |
|  Neutrogena | 104 ▲+1.89%  | 104 ▲+1.89%        | ★ 83           |
|  Olay      | 229 ▲+1.83%  | 364 ▲+1.3%         | ★ 80           |
|  Ponds    | 617 ▲+1.12%  | 1,483 ▲+1.89%      | ★ 67           |

### Ad clickability prediction



Most active: **Ponds**

Least active: **Neutrogena**

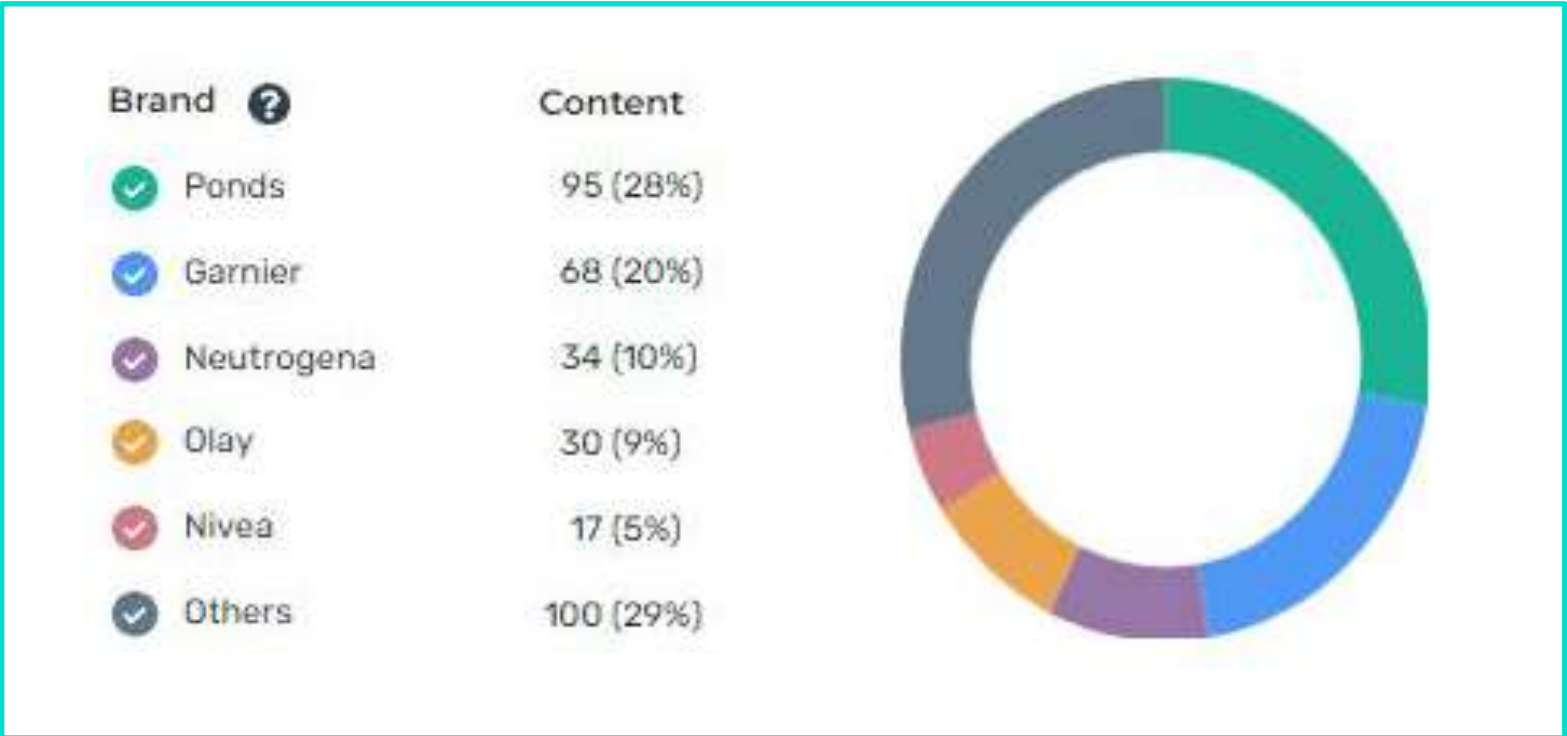
Highest Average Clickability: **Neutrogena**

Lowest Average Clickability: **Ponds**

# Competitor Tracker

## Social Pages

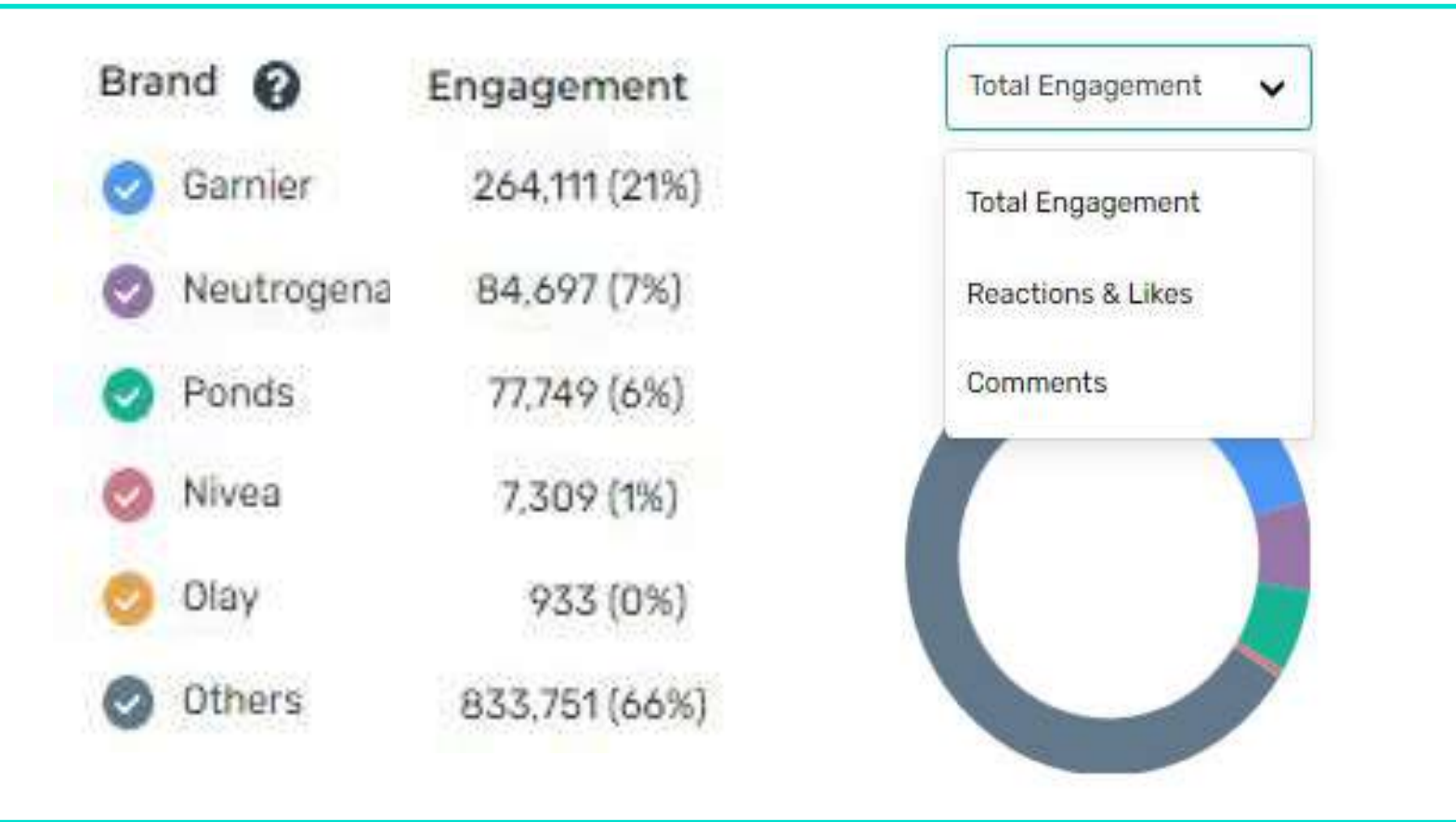
### Posts Comparison for a month



Competitor Breakdown ?  
Sep 1, 2024 to Sep 30, 2024

| Brand Name | Posts     | Activity Score | Engagement     | Engagement Rate |
|------------|-----------|----------------|----------------|-----------------|
| Garnier    | 68 ▲+162% | 0.5714 ▲+60%   | 264,111 ▲+244% | 0.0280 ▲+31%    |
| Nivea      | 17 ▲+6%   | 0.2759 ▲+14%   | 7,309 ▼-97%    | 0.0024 ▼-97%    |
| Neutrogena | 34 ▼-41%  | 0.5185 ▼-21%   | 84,697 ▼-82%   | 0.1008 ▼-69%    |
| Olay       | 30 ▲+20%  | 0.3988 ▲+11%   | 933 ▲+46%      | 0.0004 ▲+23%    |
| Ponds      | 95 ▲+3%   | 0.8457 ▲+10%   | 77,749 ▼-77%   | 0.0024 ▼-78%    |

### Engagement analysis



Most active: **Ponds**

Least active: **Nivea**

Most engaged: **Garnier**

Least engaged: **Olay**



# Competitor Tracker

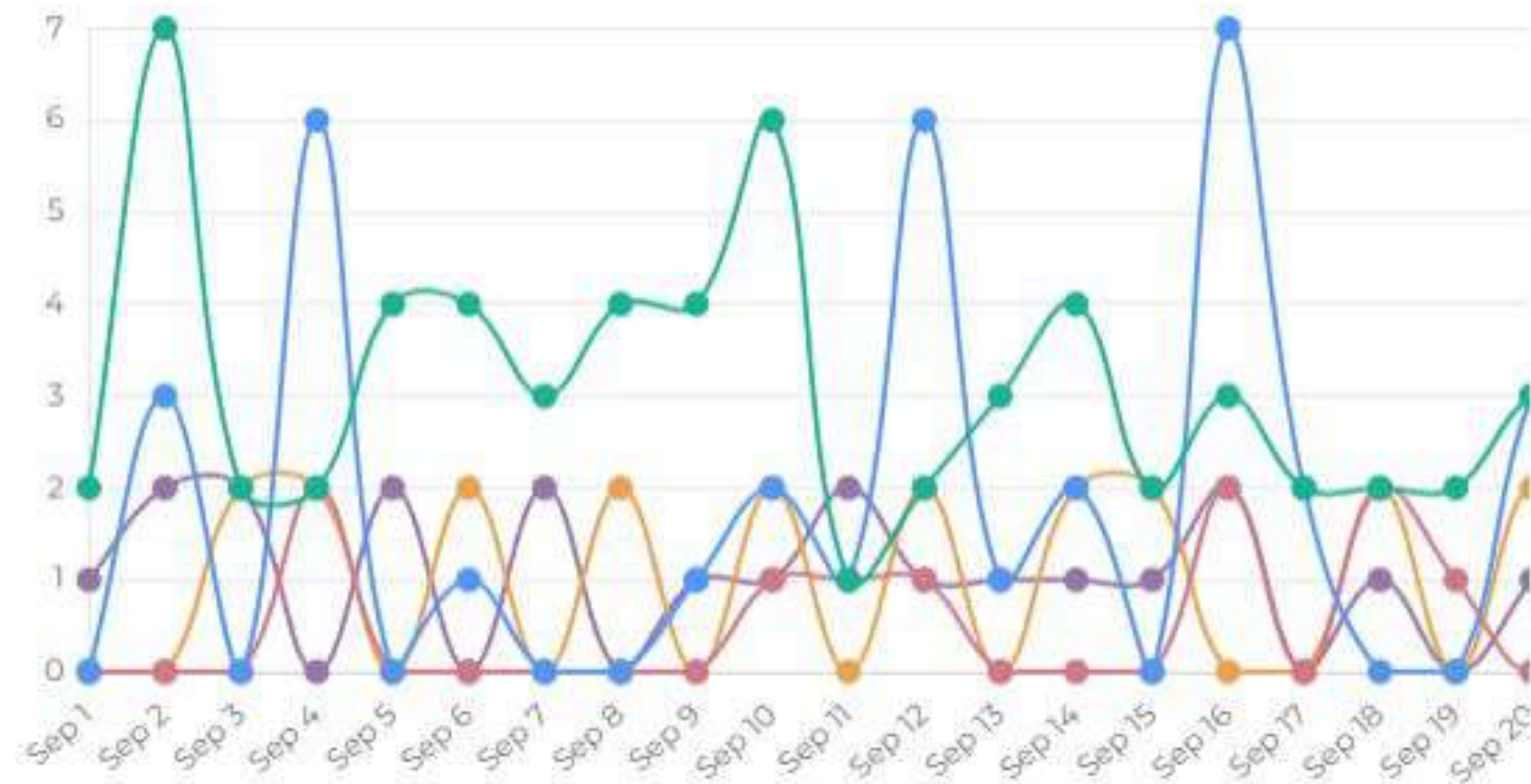
## Social Pages – Trend analysis

### Content Activity Trend ?

Sep 01, 2024 to Sep 30, 2024

Daily

Weekly



✓ Ponds ✓ Garnier ✓ Nivea ✓ Olay ✓ Neutrogena

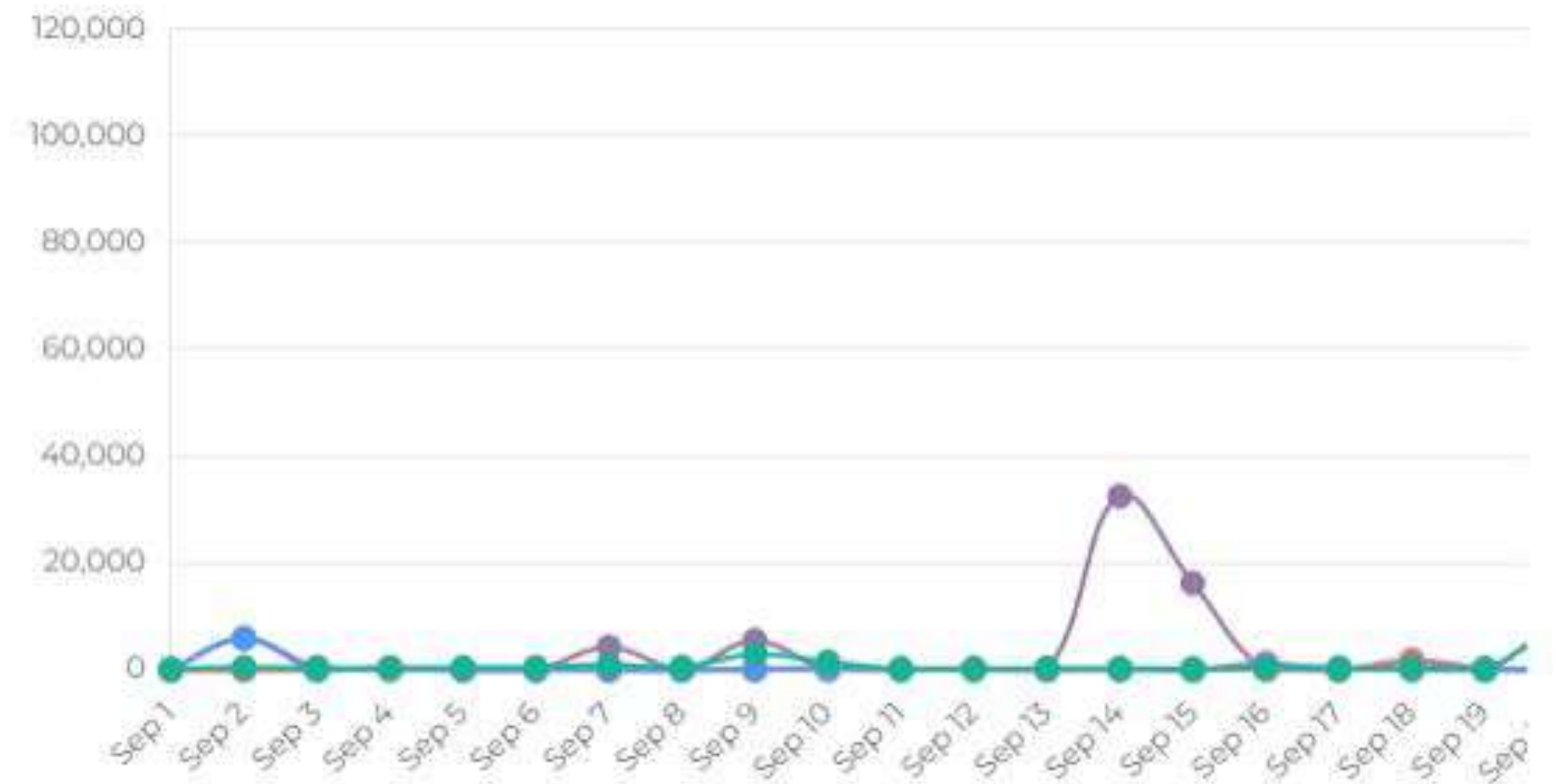
🔍 click on legend to show/hide the brand

### Engagement Trend ?

Sep 01, 2024 to Sep 30, 2024

Daily

Weekly



✓ Ponds ✓ Garnier ✓ Nivea ✓ Olay ✓ Neutrogena

🔍 click on legend to show/hide the brand



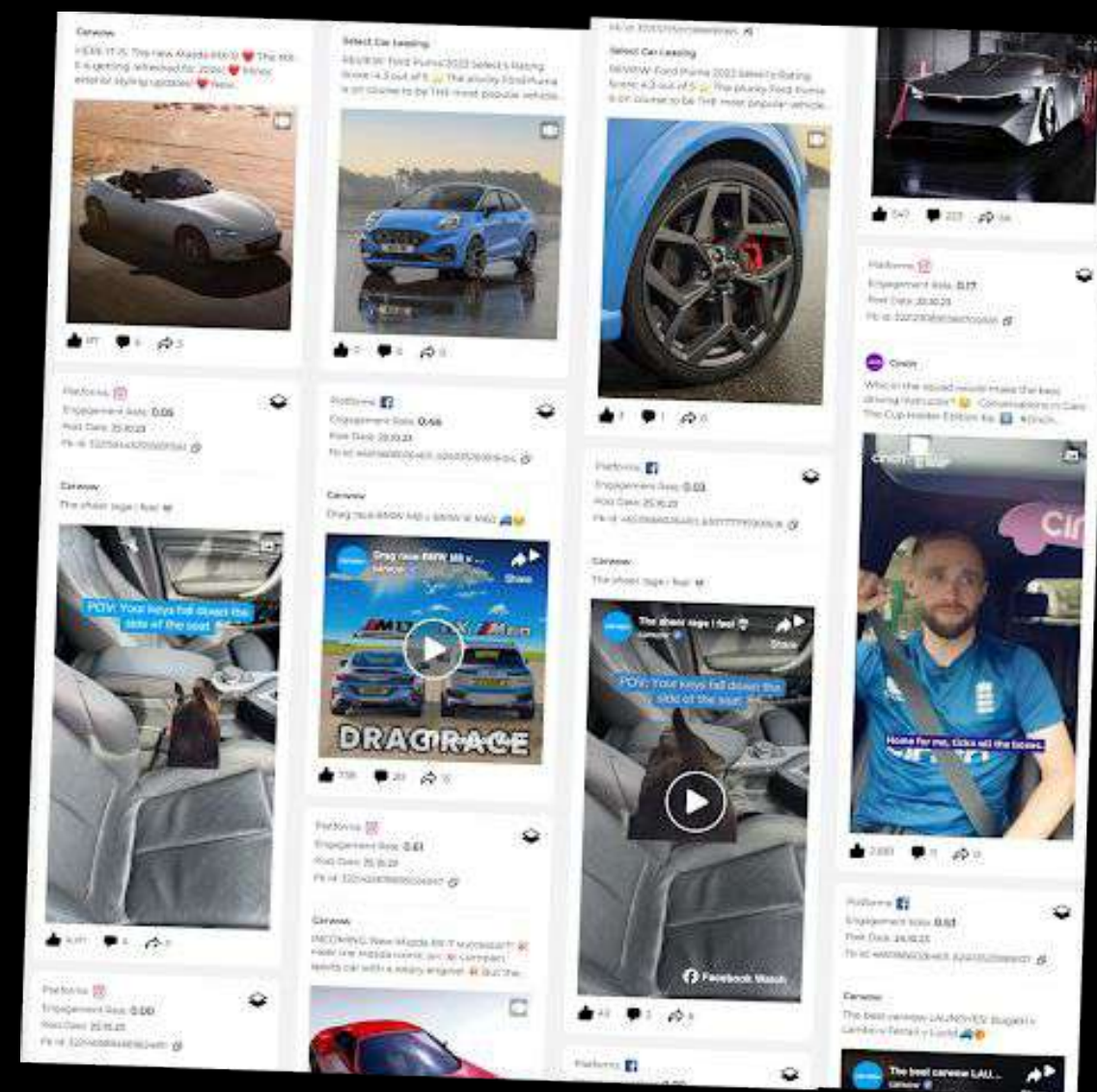


# CONTENT LIBRARY

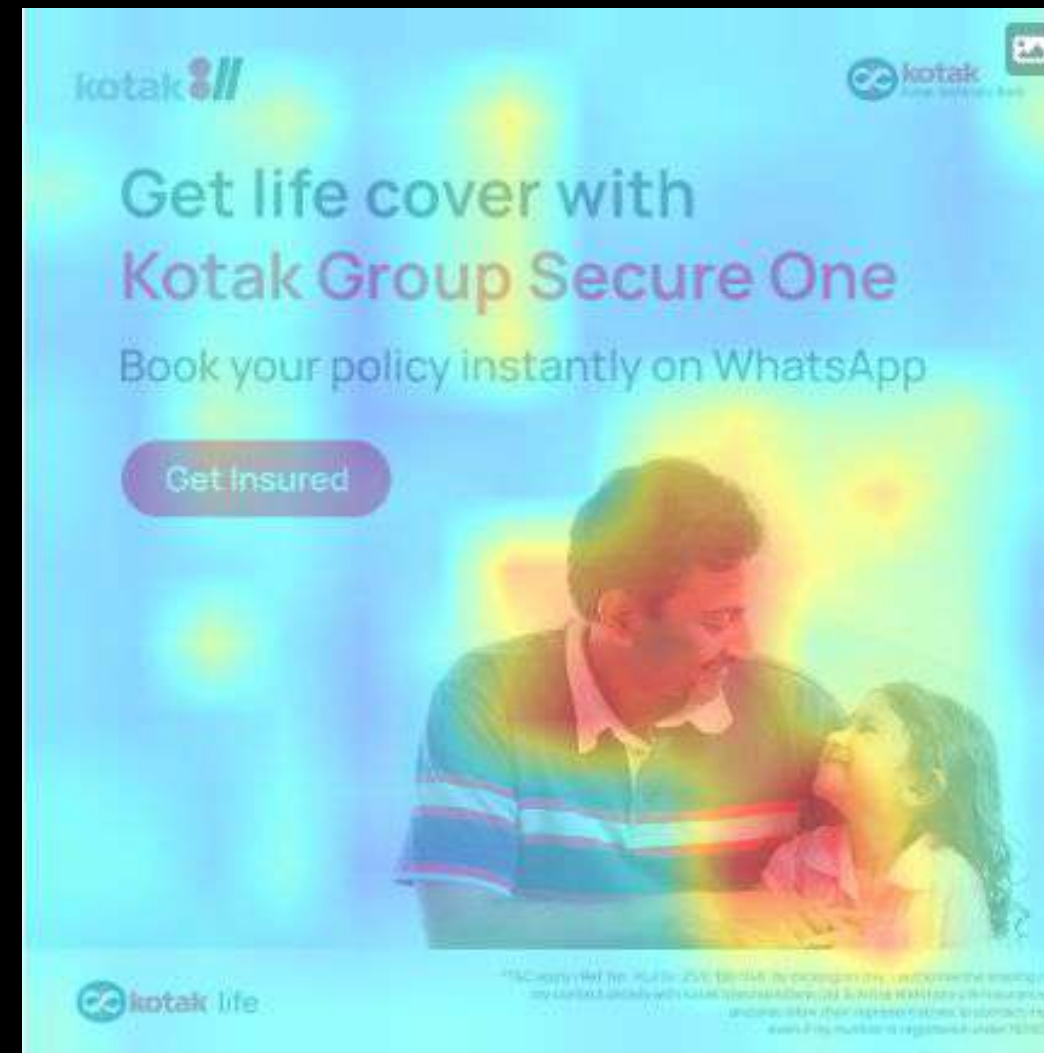
## Content History

## Heatmap & Analysis

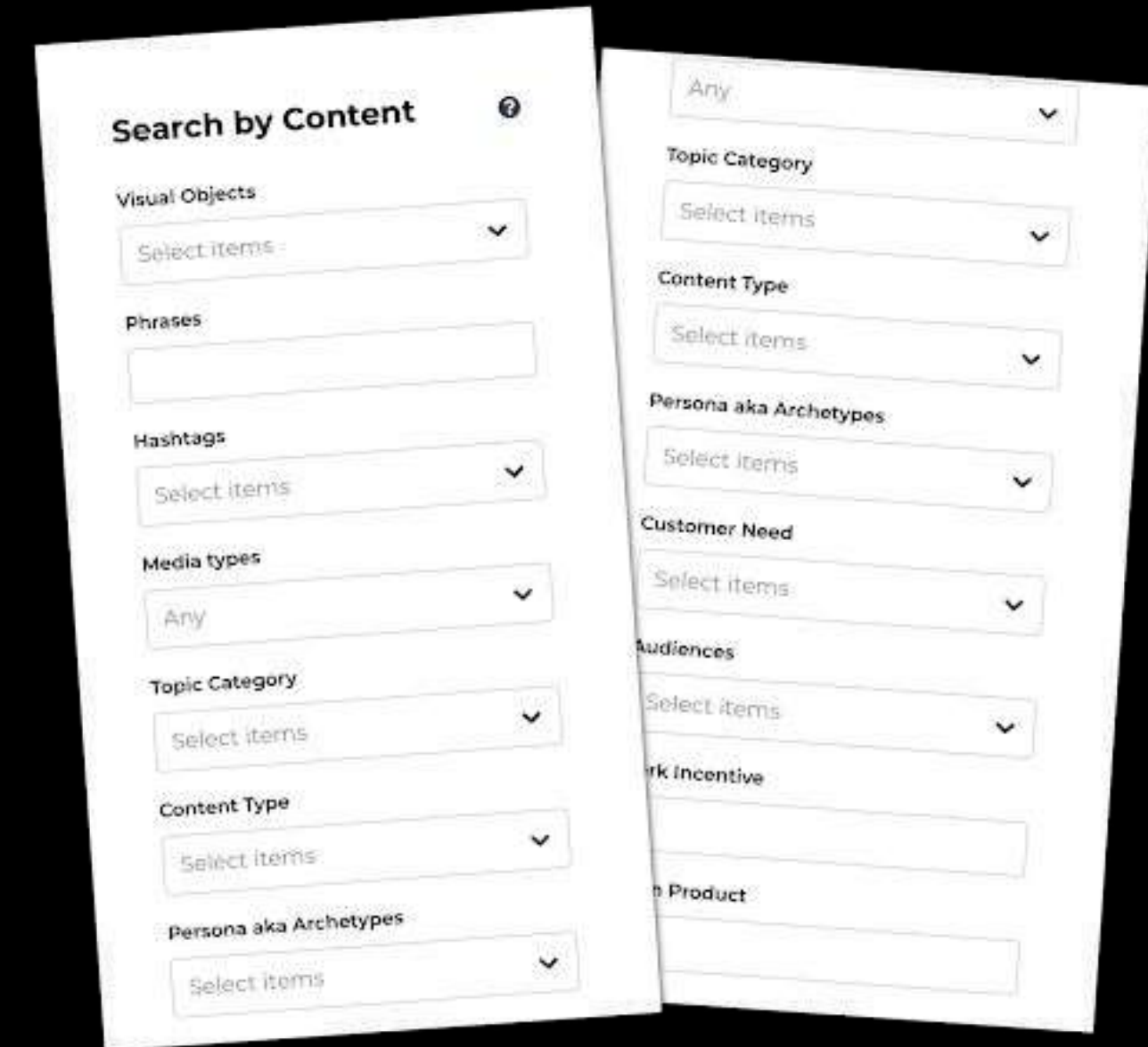
## Content Filter



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



Easily identify success drivers within your content through heatmaps



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

**AI RECOMMENDATION** to improve performance



# Content history

Track paid & organic post of competitors

Identify best/worst performing organic content based on Ai ad prediction

Platforms:   
Clickability **High**  
Confidence: **97%**  
Active Date: **20.09.24** to **27.11.24**  
[Go to source](#)

I recently started using NIVEA Pearl & Beauty Roll-On, and there's no going back! I use it twice daily, usually right after my shower, and it's ... [Show more](#)

Platforms:   
Clickability **High**  
Confidence: **96%**  
Active Date: **20.09.24** to **27.11.24**  
[Go to source](#)

The world's No.1 Skincare brand is just a few minutes away! Up your skincare routine, with Blinkit 10 minute delivery

Platforms:   
Clickability **Low**  
Confidence: **77%**  
Active Date: **09.09.24** to **27.11.24**  
[Go to source](#)

The world's No.1 Skincare brand is just a few minutes away! Up your skincare routine, with Blinkit 10 minute delivery

High  
High  
Normal  
Low

We analyzed skincare ads for September, 2024 and identified the high performing ad

Identify best/worst performing organic content based on comments and likes

Platforms:   
Engagement Rate: **644.71%**  
Post Date: **06.09.24**  
[Go to source](#)

What are your memories with your sister? . Also, the new Dove 10 in 1 Deep Repair Treatment Hair Mask has completely transformed my hair care routi... [Show more](#)

Platforms:   
Engagement Rate: **81.83%**  
Post Date: **26.09.24**  
[Go to source](#)

Sun protection that's invisible AND fights dark spots? Challenge accepted! Check out the new Garnier Super UV Invisible Serum Sunscreen & Garnier Sup... [Show more](#)

Platforms:   
Engagement Rate: **80.16%**  
Post Date: **21.09.24**  
[Go to source](#)

\*Excitement Alert\* The wait is finally over!!!! The all new Garnier Super UV Invisible Serum Sunscreen is finally here in India The best part about... [Show more](#)

Best  
Best  
Worst

We analyzed organic content by skincare brands for September, 2024 and identified the best performing content



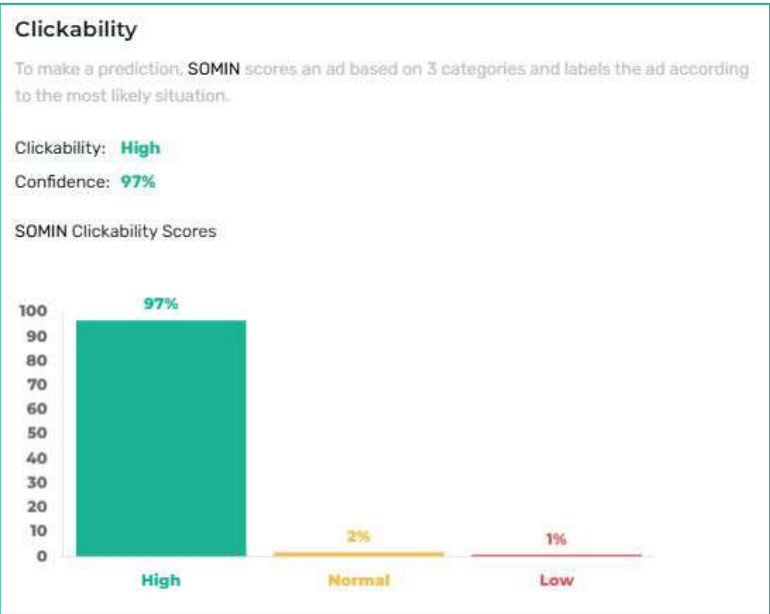
# Content analysis

## Creative scoring + Content breakdown by AI

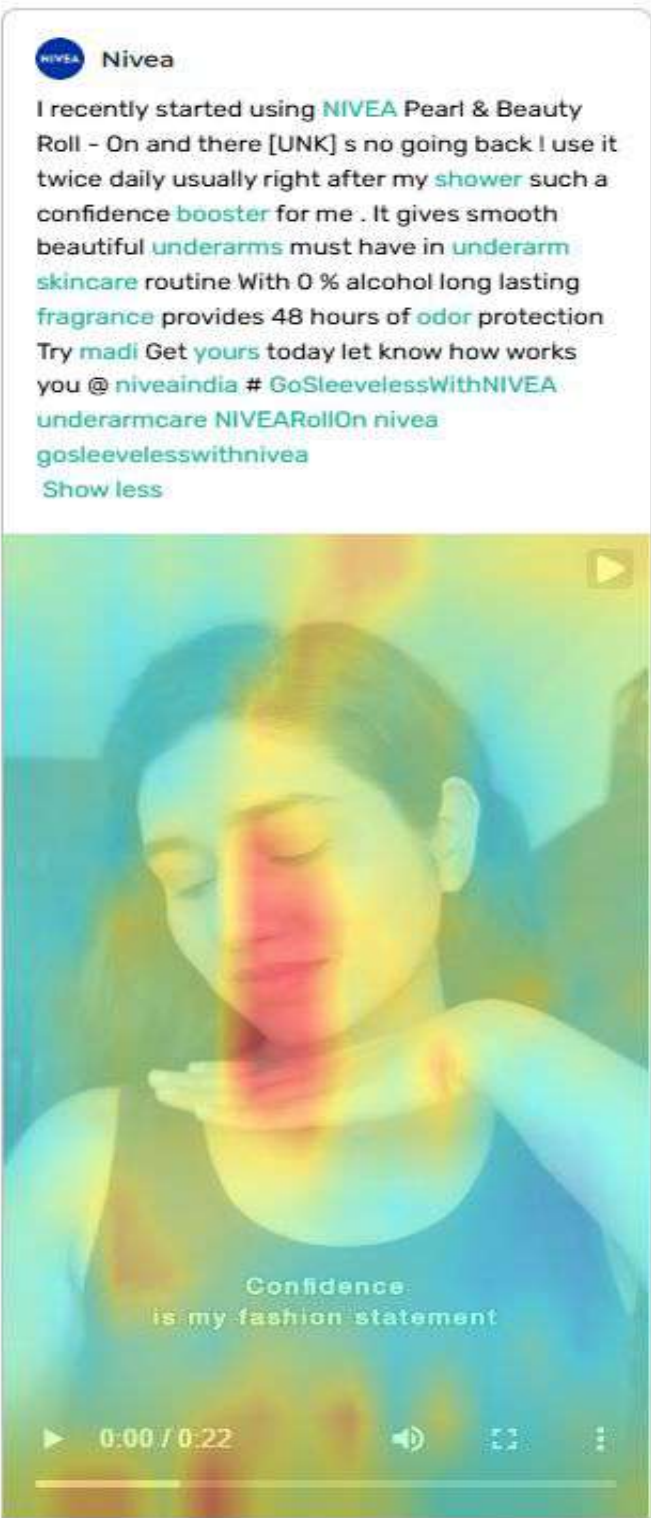
### An Ad with “High performance” prediction

Platforms:    
Clickability **High**  
Confidence: **97%**  
Active Date: **20.09.24 to 27.11.24**

### Clickability prediction



### Content heatmap



Understand what garners customer attention on creative & caption

### Observed concepts breakdown

#### Observed Concepts

|                                                                    |                                                                                                                   |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| What type of content did the brand produce?                        |                                                                                                                   |
| Content Type:                                                      | Product Offering, Social Media Promotion, Testimonial & Reviews                                                   |
| What did the brand talk about?                                     |                                                                                                                   |
| Topic:                                                             | NIVEA Pearl & Beauty Roll-On                                                                                      |
| Theme:                                                             | Beauty & Personal Care, Personal Hygiene, Skincare                                                                |
| Who was the brand talking to and how did they address them?        |                                                                                                                   |
| Audiences:                                                         | Beauty Enthusiasts, Health-Conscious Individuals, Self-Care, Skincare Enthusiasts, Women                          |
| Customer Needs:                                                    | Belonging, Comfort, Health & Wellness, Security, Self-care                                                        |
| Insight used:                                                      | People seek confidence and comfort in their daily skincare routine, especially in sensitive areas like underarms. |
| What products were being communicated and how was it incentivized? |                                                                                                                   |
| Identified Product:                                                | NIVEA Pearl & Beauty Roll-On                                                                                      |
| Perks/Incentive used:                                              | 48 hours of odor protection, Long-lasting fragrance                                                               |
| How did the brand portray itself?                                  |                                                                                                                   |
| Persona embodied:                                                  | The Caregiver, The Lover                                                                                          |
| Tone of Voice used:                                                | Confident, Informal, Supportive                                                                                   |
| Brand Traits identified:                                           | Authenticity, Comfort, Empathy, Quality, Trust                                                                    |

AI breaks down content into marketing concepts



# AI RECOMMENDATION

to drive ad performance

“Low performance”  
Prediction Ad

Clickability prediction

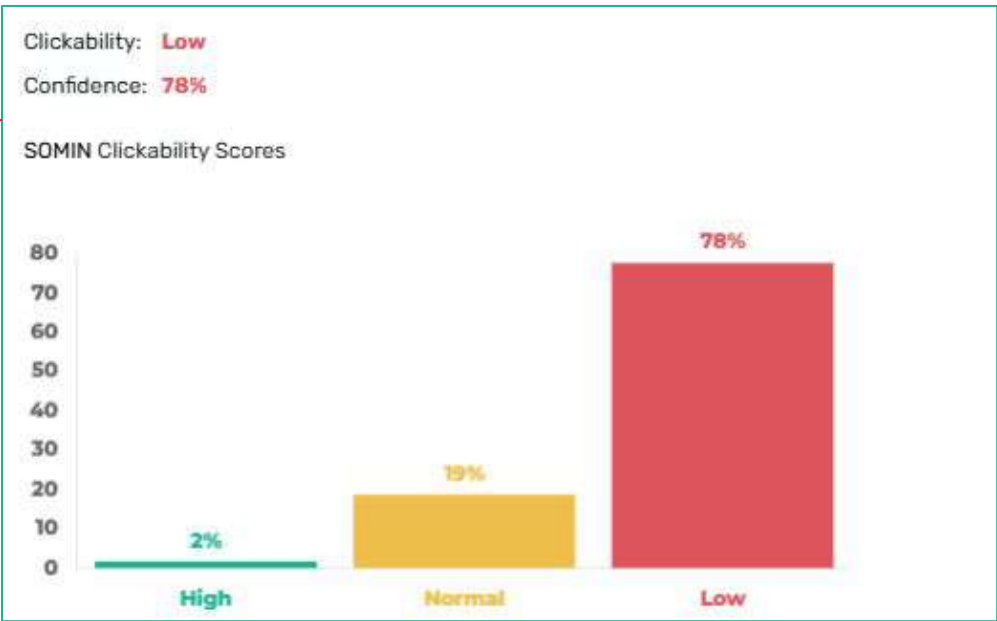
Platforms:    

Clickability **Low**

Confidence: **78%**

Active Date: **17.09.24 to 23.11.24**

[Go to source](#)



## Observed Concepts

What type of content did the brand produce?

Content Type: E-commerce, Product Offering, Promotional

What did the brand talk about?

Topic: Lakmē Multislayer Contour Stick

Theme: Beauty & Personal Care, Fashion & Style, Fashion Accessories  
Online Shopping

Who was the brand talking to and how did they address them?

Audiences: Beauty Enthusiasts, Busy Individuals, Convenience Seekers,  
Fashionistas, Makeup Lovers, Online Shoppers

Customer Needs: Beauty, Convenience, Self-care

Insight used: People seek convenient and efficient ways to enhance their  
beauty and style.

What products were being communicated and how was it incentivized?

Identified Product: Lakmē Multislayer Contour Stick

Perks/Incentive used: 10-minute doorstep delivery with Blinkit, Award-winning  
Product, Grazia Indie Beauty Superstars 2024 winner, Quick  
Delivery

How did the brand portray itself?

Persona embodied: The Creator, The Lover

Tone of Voice used: Exciting, Informal, Persuasive, Playful

Brand Traits identified: Convenience, Efficiency, Effortless, Fashion-forward,  
Innovation, Quality

## GPT analysis on why this post is low performing

- **Low Visual Focus:** Heat map shows scattered attention; key elements like the product and delivery CTA aren’t drawing viewers.
- **Cluttered Design:** Excessive text and competing elements make the creative overwhelming.
- **Generic Visual Appeal:** The product image fails to stand out or capture attention in a competitive feed.

## GPT recommendation to improve the performance

- **Highlight Key Elements:** Emphasize the product and delivery CTA with bold fonts, larger sizes, or vibrant colors.
- **Streamline Design:** Reduce text and focus on a single impactful message for clarity.
- **Boost Visual Appeal:** Use eye-catching visuals or animations to make the product pop and grab attention.



# Content filters & maps

Content Analysis ⓘ

No. of Ads

432

Nº of Creatives

990

Average Predicted Score

Normal

Ponds

Content Analysis with more than 15 parameters

Content Analysis ⓘ

No. of Ads

180

Nº of Creatives

200

Average Predicted Score

High

Nivea

Content Analysis ⓘ

No. of Ads

121

Nº of Creatives

228

Average Predicted Score

High

Olay

Content Analysis ⓘ

No. of Ads

70

Nº of Creatives

70

Average Predicted Score

High

Neutrogena

Concepts

Audiences

Audiences

Hashtags

Topic categories

Content types

Customer needs

Products

Personas

6. Trendy Shoppers

69

8. Shoppers

68

9. Promo Hunters

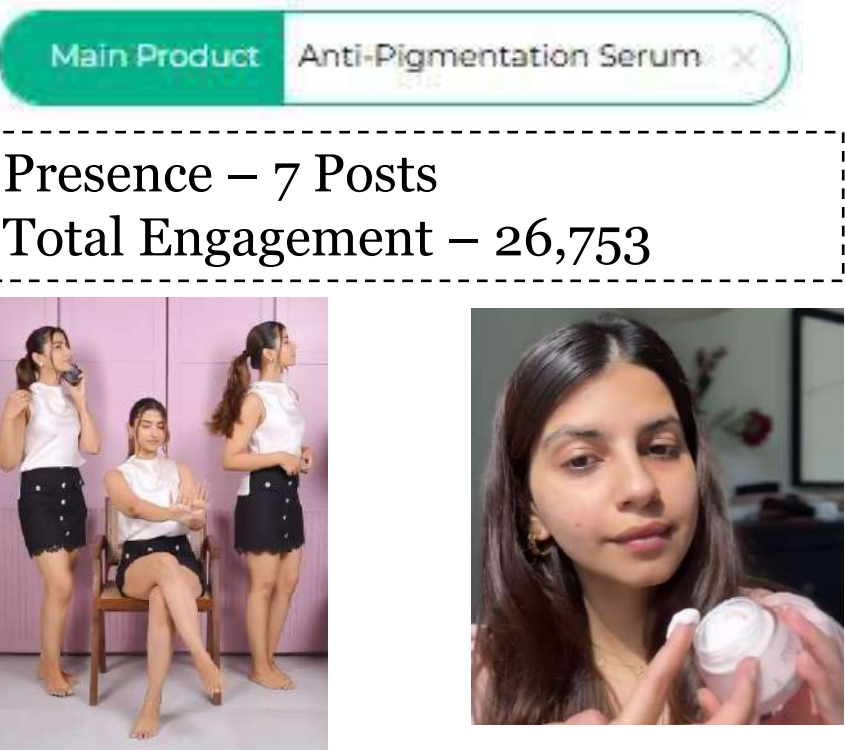
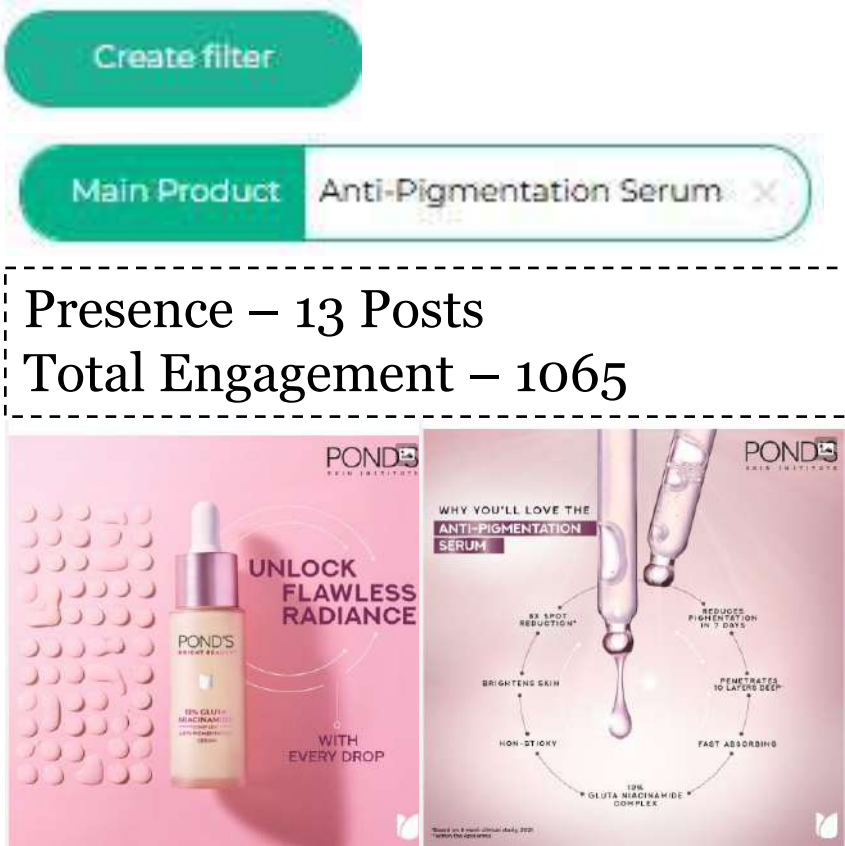
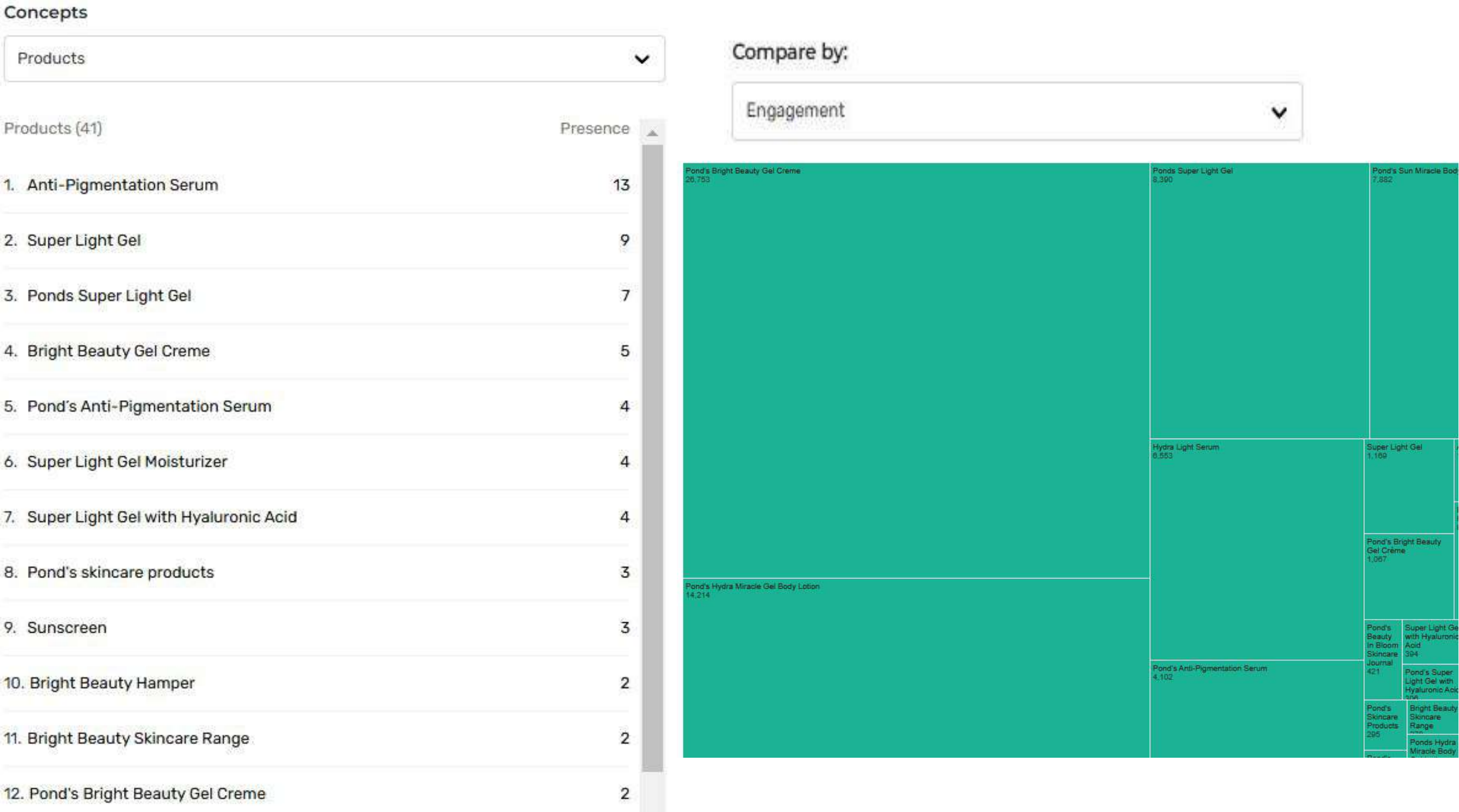
65



# Content filters & maps

Track performance at product level

## Ponds-Posts Vs engagement analysis across different products









# Instant Content Analyzer

Analyze brand's communication across different perspectives



## Persona

This is where we put the description of the theme. It should be a standard length.



## Topics

Explore the topics covered within the brand's communications.



## Relevance

Get a sense of how the brands connected with their audience through their communications.



## Product Incentives

Explore the different tactics used by brands to sell their products.



## Tensions

Grasp the consumer tensions that brands aimed to solve in their communications.



## Propositions

Understand how the brands conveyed value in their communications.



## Brand Personalities

Learn how the brands portrayed themselves in their communications.



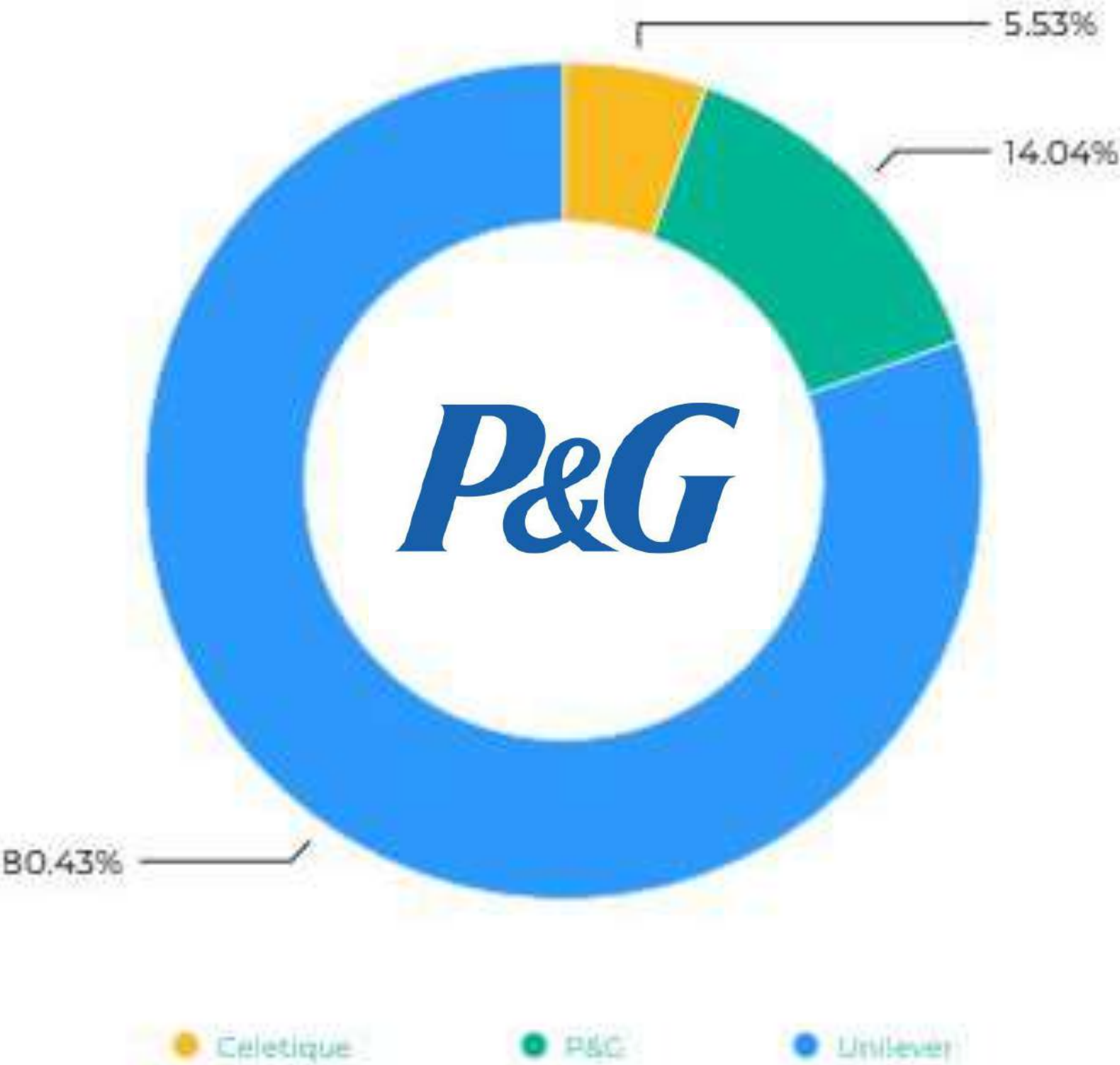
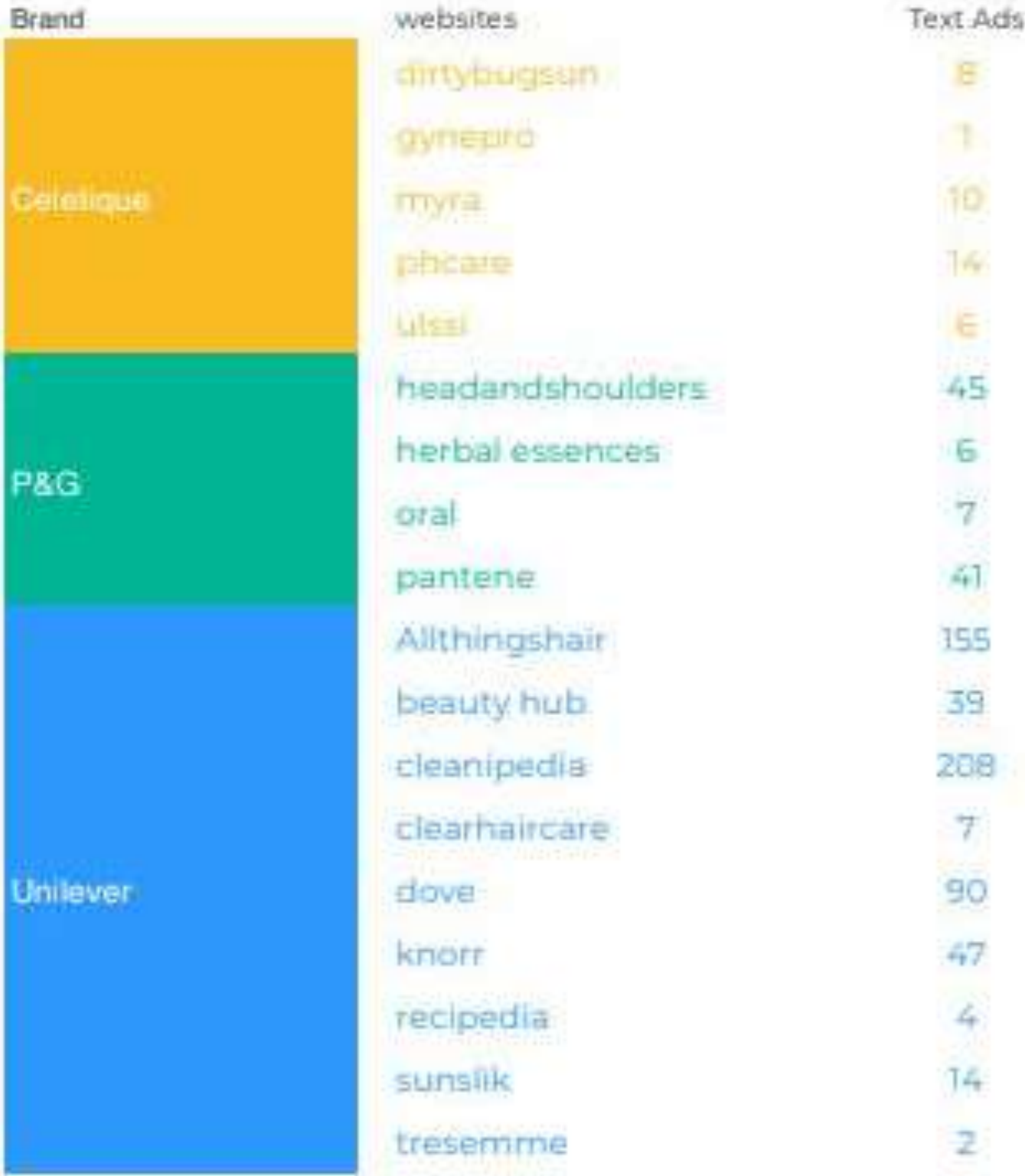
# CASE STUDY



Google search Ads promoted by P&G & competitors

Google Search Ads

Data Range: active as of 15/07/24





# CASE STUDY

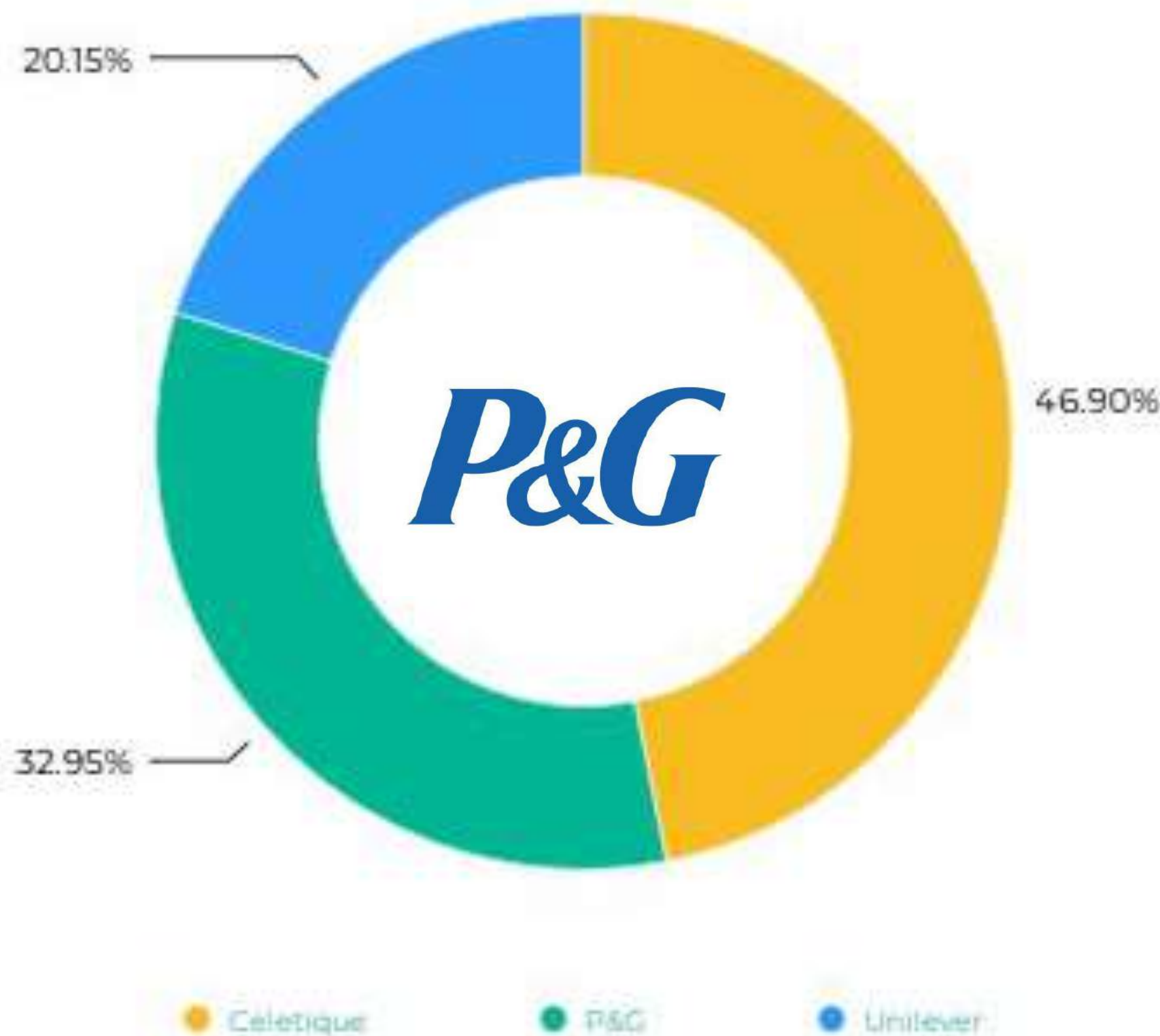
Meta Ads & posts split between P&G & competitors

Brands: 3  
Media: 4,049  
Platform: Meta

Data Range: 05/24 - 07/24

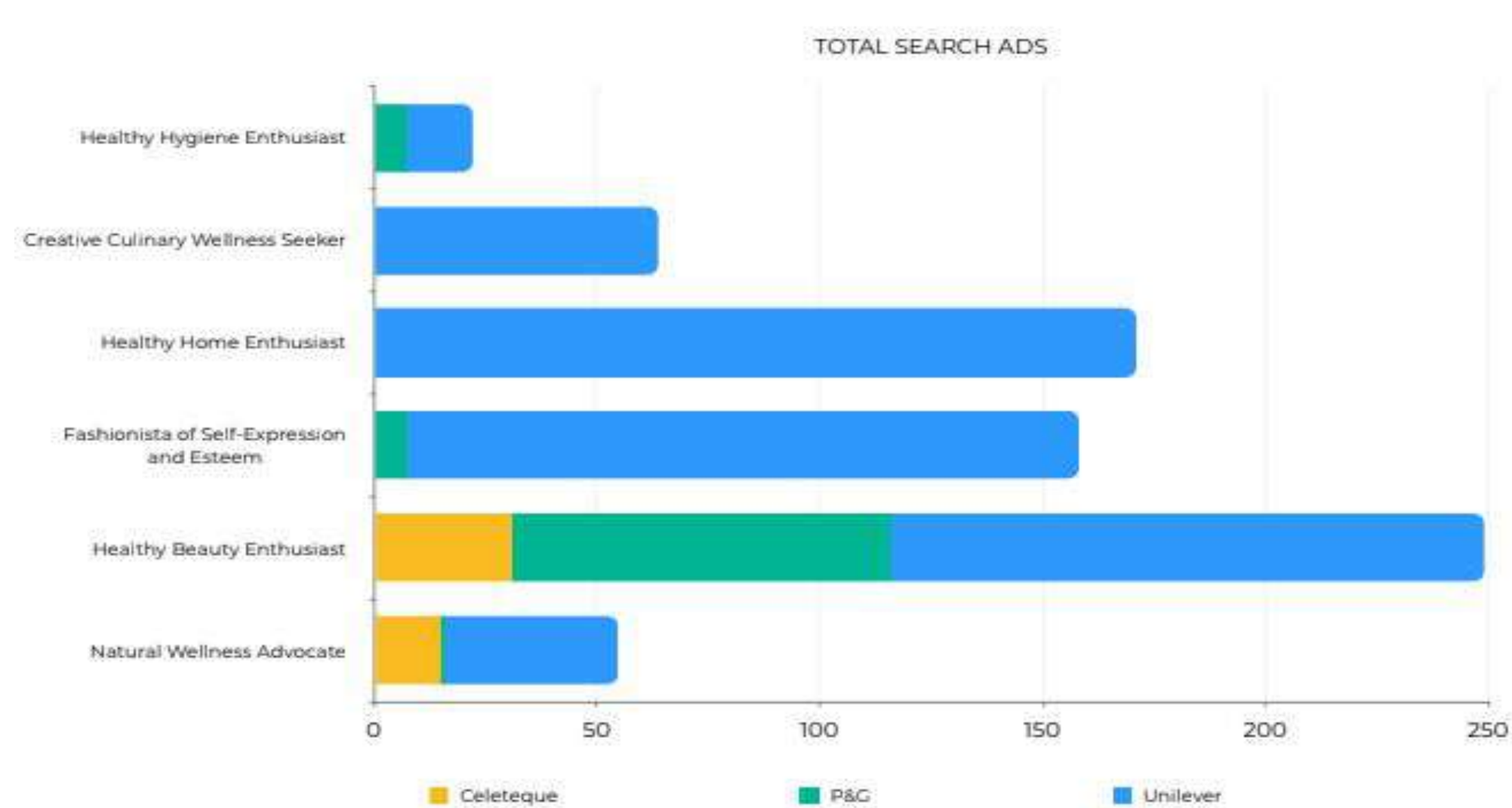
| Brand   | Posts | Ads | Total |
|---------|-------|-----|-------|
| Colgate | 1     | 415 | 447   |

|      |   |     |     |
|------|---|-----|-----|
| Olay | 1 | 313 | 314 |
|------|---|-----|-----|





## Who were the brands talking to?



PERSONA 01  
Healthy Hygiene Enthusiast

This persona is someone who is deeply interested in oral hygiene, dental care, fresh breath, and overall health. They aspire to lead a healthy lifestyle and exude confidence. Their needs revolve around health & wellness, security, and well-being.

TOTAL MEDIA 22



PERSONA 02  
Creative Culinary Wellness Seeker

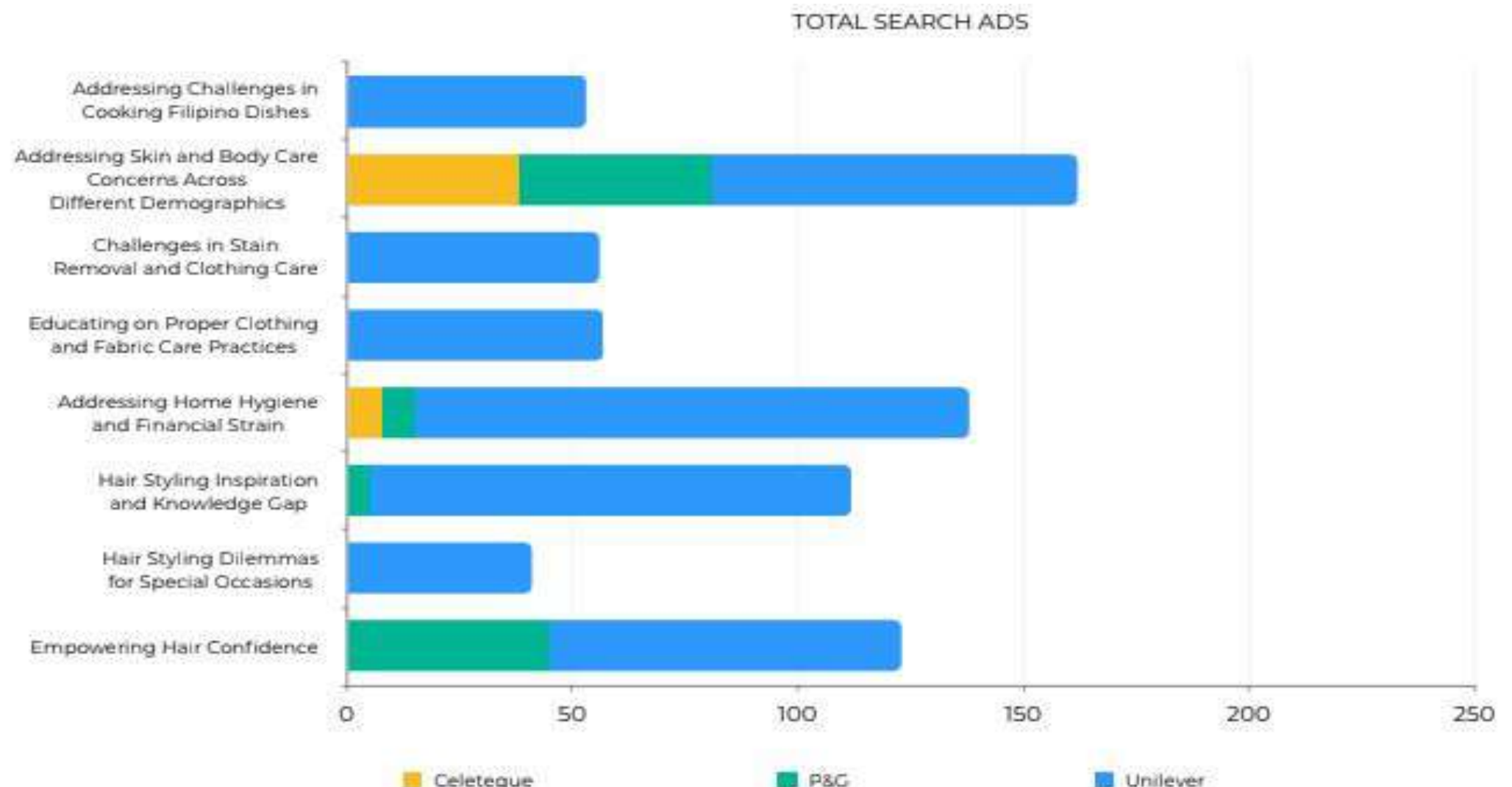
This persona is a creative individual who is passionate about cooking, flavors, and food culture. They aspire to lead a healthy lifestyle and find personal fulfillment through their culinary pursuits. Their general needs revolve around comfort, well-being, and belonging, seeking love, connection, and knowledge in their relationships and activities.



PERSONA 03  
Healthy Home Enthusiast

This persona is a health-conscious individual who is passionate about creating a healthy and sustainable home environment. They are interested in home decor, DIY projects, cleaning, healthy lifestyle, and sustainability. Their aspirations include maintaining a healthy lifestyle, personal fulfillment, and home improvement. Their needs revolve around security, well-being, comfort, and knowledge.

## What challenges did the brands address try to address through search?



TENSIONS 01  
Addressing Challenges in Cooking Filipino Dishes

The tensions revolve around difficulties in creating delicious and satisfying Filipino dishes like Chicken Adobo, Menudo, Sinigang Na Bangus, and Adobong Manok. People face challenges such as lack of time, knowledge, resources, and culinary inspiration to prepare authentic and flavorful meals. There is also a desire for easy-to-follow recipes, diverse culinary experiences, and affordable educational opportunities for upskilling in cooking.



TENSIONS 02  
Addressing Skin and Body Care Concerns Across Different Demographics

The brands are addressing a wide range of skin and body care concerns, including issues such as dandruff, dry skin, lack of confidence, hygiene, sensitivity to harsh chemicals, body image insecurities, and the need for gentle products for babies. These concerns affect individuals of all ages and backgrounds, highlighting the importance of inclusive and effective skincare solutions.



TENSIONS 03  
Challenges in Stain Removal and Clothing Care

The brands are addressing various challenges related to stain removal and clothing care, such as difficulties in removing ink, blood, turmeric, grease, ketchup, wax, and deodorant stains. These stains not only cause frustration and waste but also lead to dissatisfaction with clothing and a sense of embarrassment and discomfort.

TOTAL MEDIA 56



Identify untapped Opportunity

Customer needs addressed by Indian Skincare brands

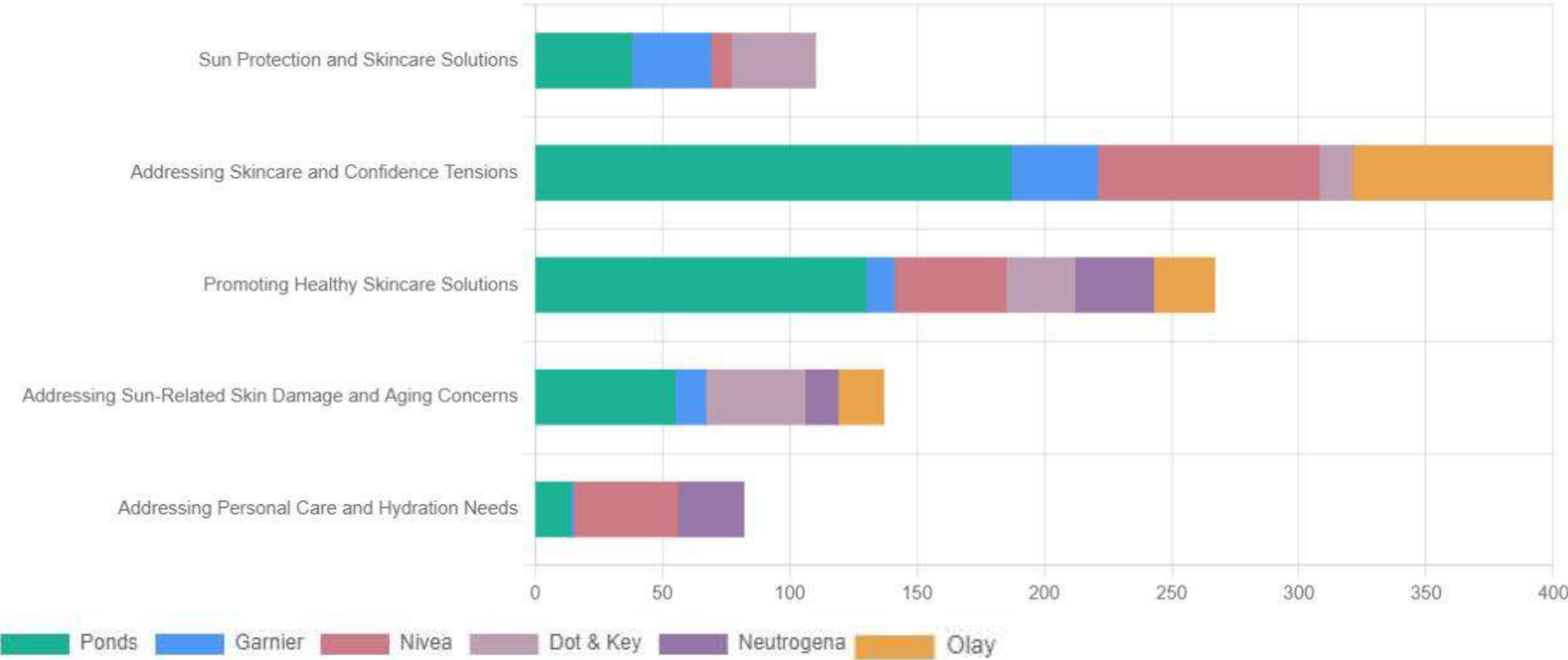
TENSIONS DETECTION

Collapse

What tensions did the brands try to solve?

Tensions Distributions

From September 01, 2024 to September 30, 2024



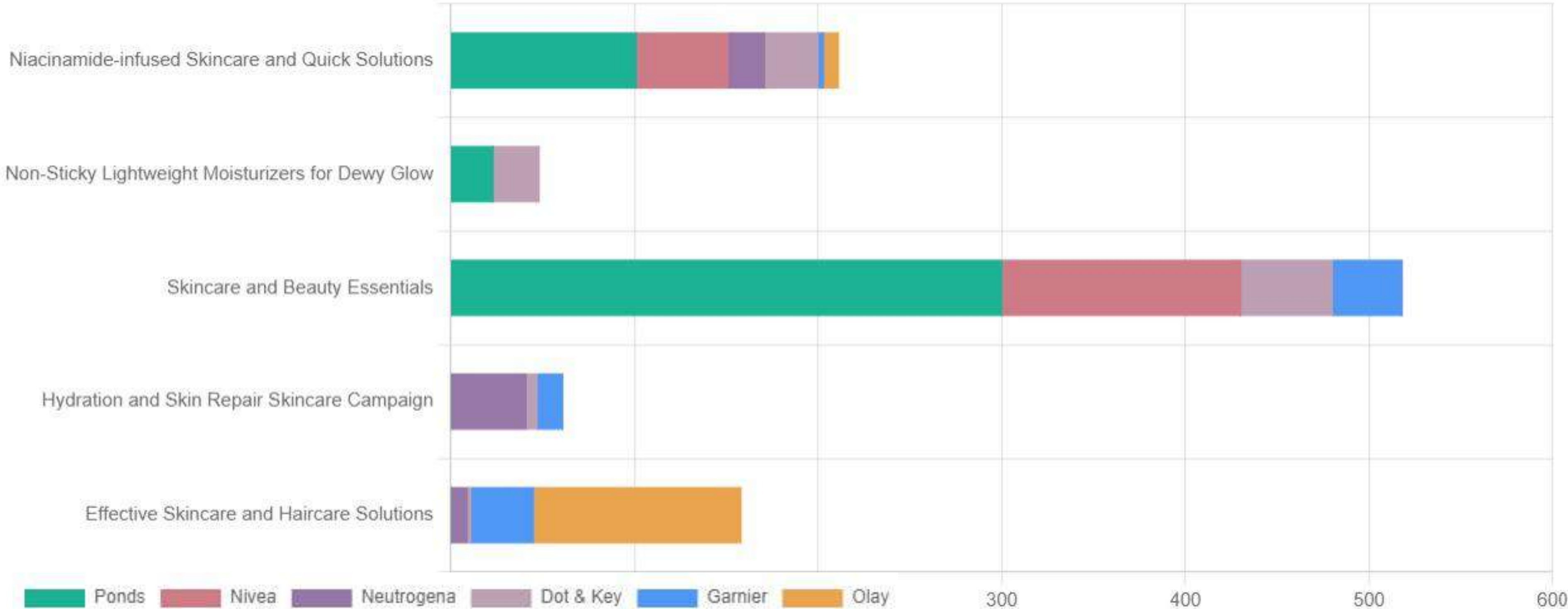
Tension Analysis



Communication Topics - Used in competitor Ads

Topics Distributions

From September 01, 2024 to September 30, 2024



Topic Analysis



# SODA

## Actionable brand insights

To get started, select the criteria for analysis:

Pages

▼

Brand

▼

Date

📅

☒ Make a comparison

Comp...

☒ Brand

☐ Date

Brand

▼

+ Add brand to compare

Ponds

Dot & Key

Neutrogena

Olay

Nivea

Garnier

Dove

Analyze

### Audience Centricity >

Identify key target audiences and the associated insights, topics, and products used to engage with them, enhancing understanding of audience-centric approaches.

### Content Type Analysis >

Identify the various types of content utilized by brands as part of their communication strategy, allowing for a comprehensive understanding of the content landscape and its impact on brand messaging and engagement.

### Desire Mapping >

Gain insights into the range of human desires that brands target to establish connections with their audiences, enabling a deeper understanding of the underlying motivations and aspirations that influence consumer behavior.

### Product Emphasis Analysis >

Discover the most promoted products and explore the associated insights, topics, and incentives, providing valuable understanding of the brand's strategic priorities and focus.

### Brand Voice Analysis >

Identify the diverse tonalities employed by brands to address their audience, enabling a deeper understanding of the unique voice and communication style that resonates with their target market.

### Topic Pulse >

Categorize the topics utilized by brands to gain insights into how they effectively engage and stay relevant to their audience, providing valuable understanding of the key themes that shape brand communication strategies.

### Persona Profiling >

Identify the distinct personas adopted by brands to establish relatability with their audience, facilitating a deeper understanding of the character traits and characteristics that shape brand messaging and engagement strategies.







Ponds Product Focus

For post during 2024-09-01 to 2024-09-30



Olay Product Focus

For post during 2024-09-01 to 2024-09-30



Nivea Product Focus

For post during 2024-09-01 to 2024-09-30



Neutrogena Product Focus

For post during 2024-09-01 to 2024-09-30

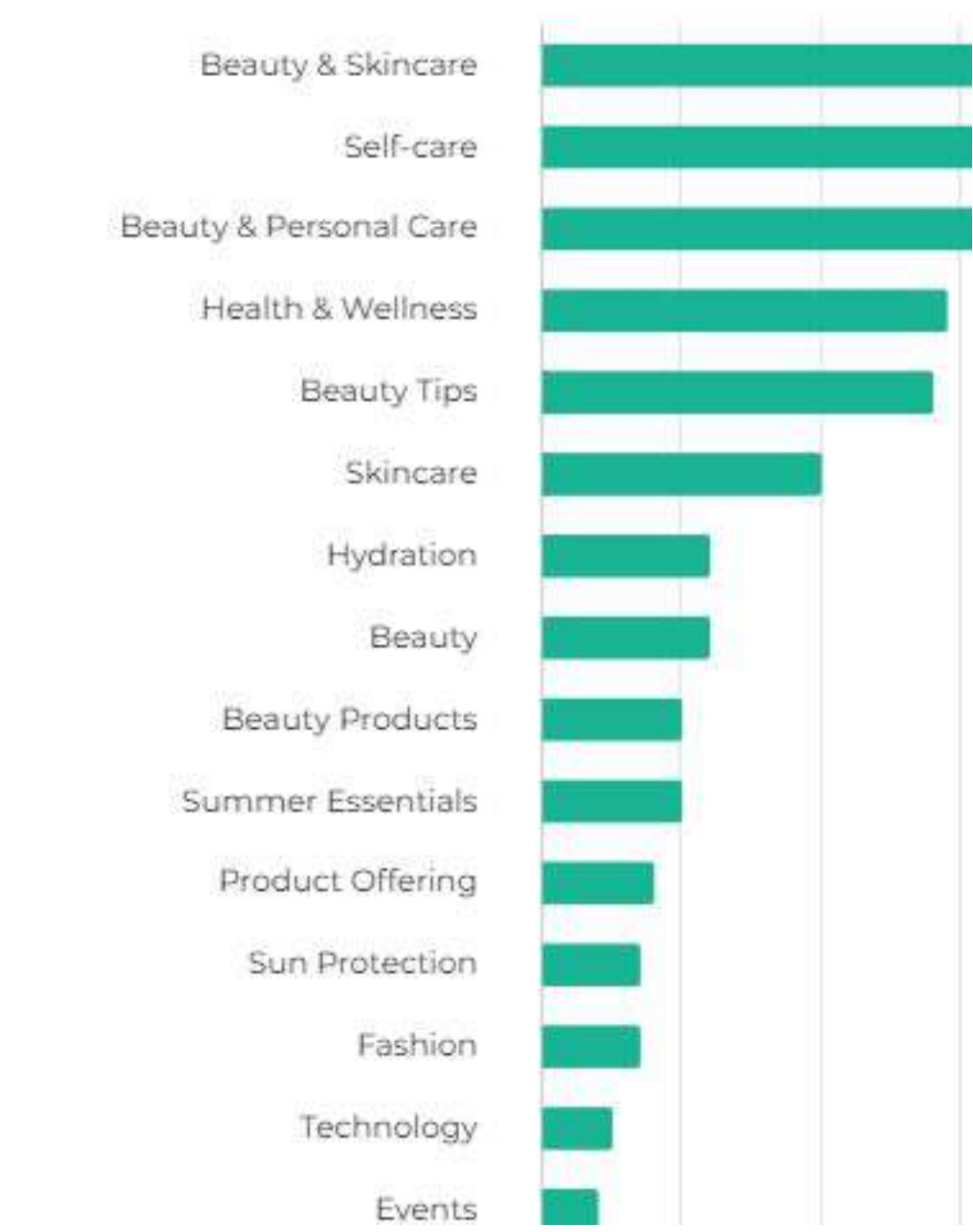




Topic pulse

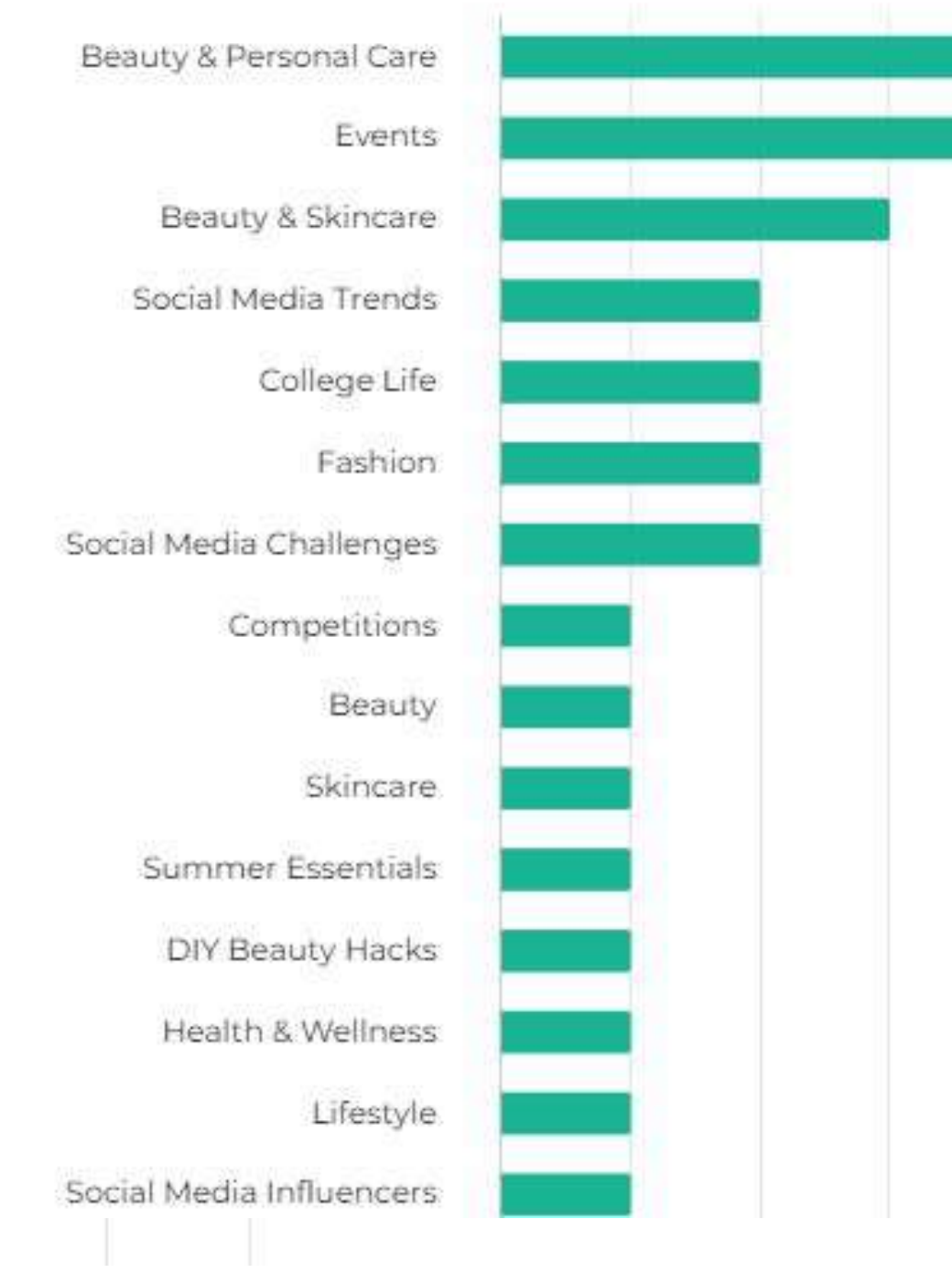
Ponds Topic Categories

For post during 2024-09-01 to 2024-09-30



Nivea Topic Categories

For post during 2024-09-01 to 2024-09-30



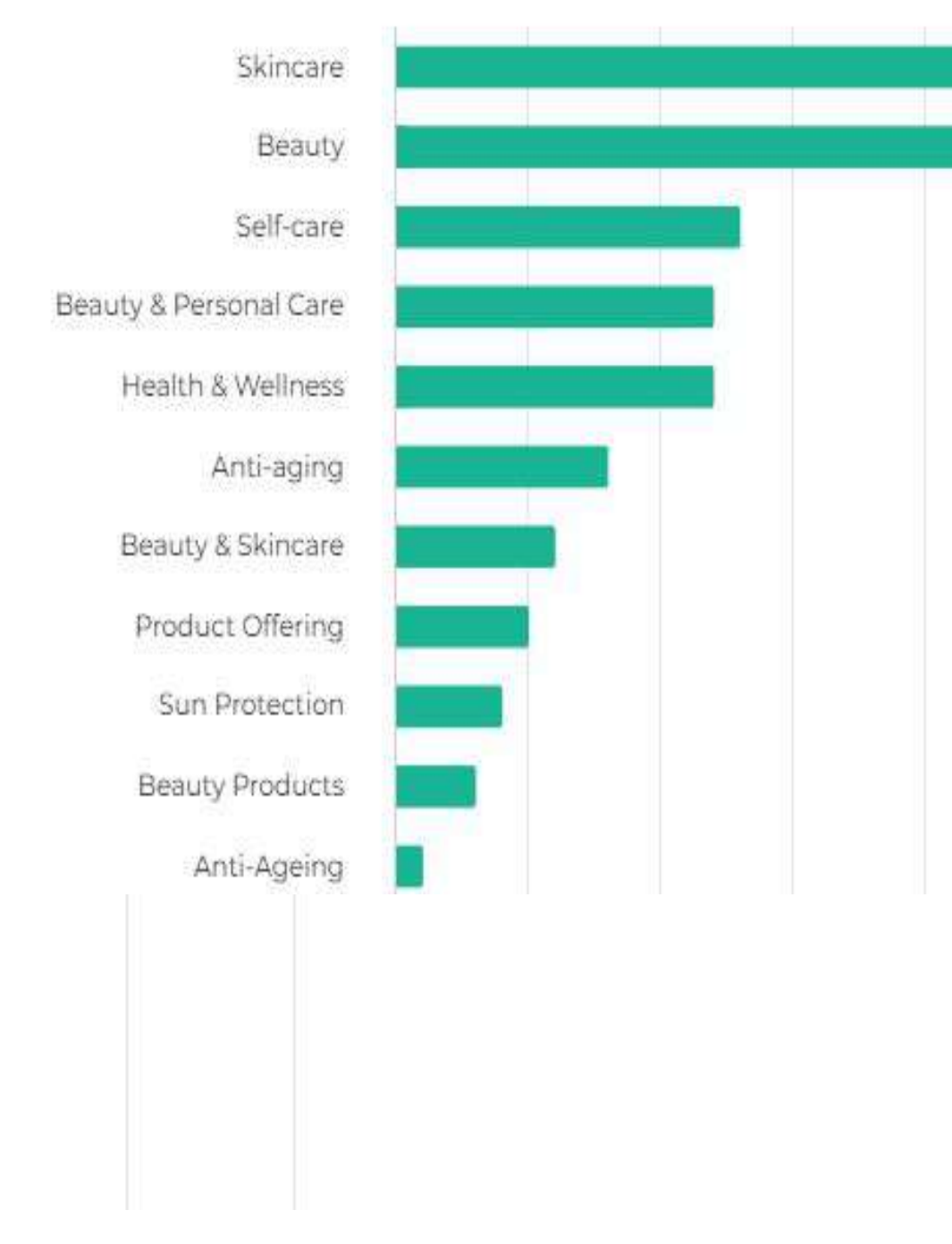
Neutrogena Topic Categories

For post during 2024-09-01 to 2024-09-30



Olay Topic Categories

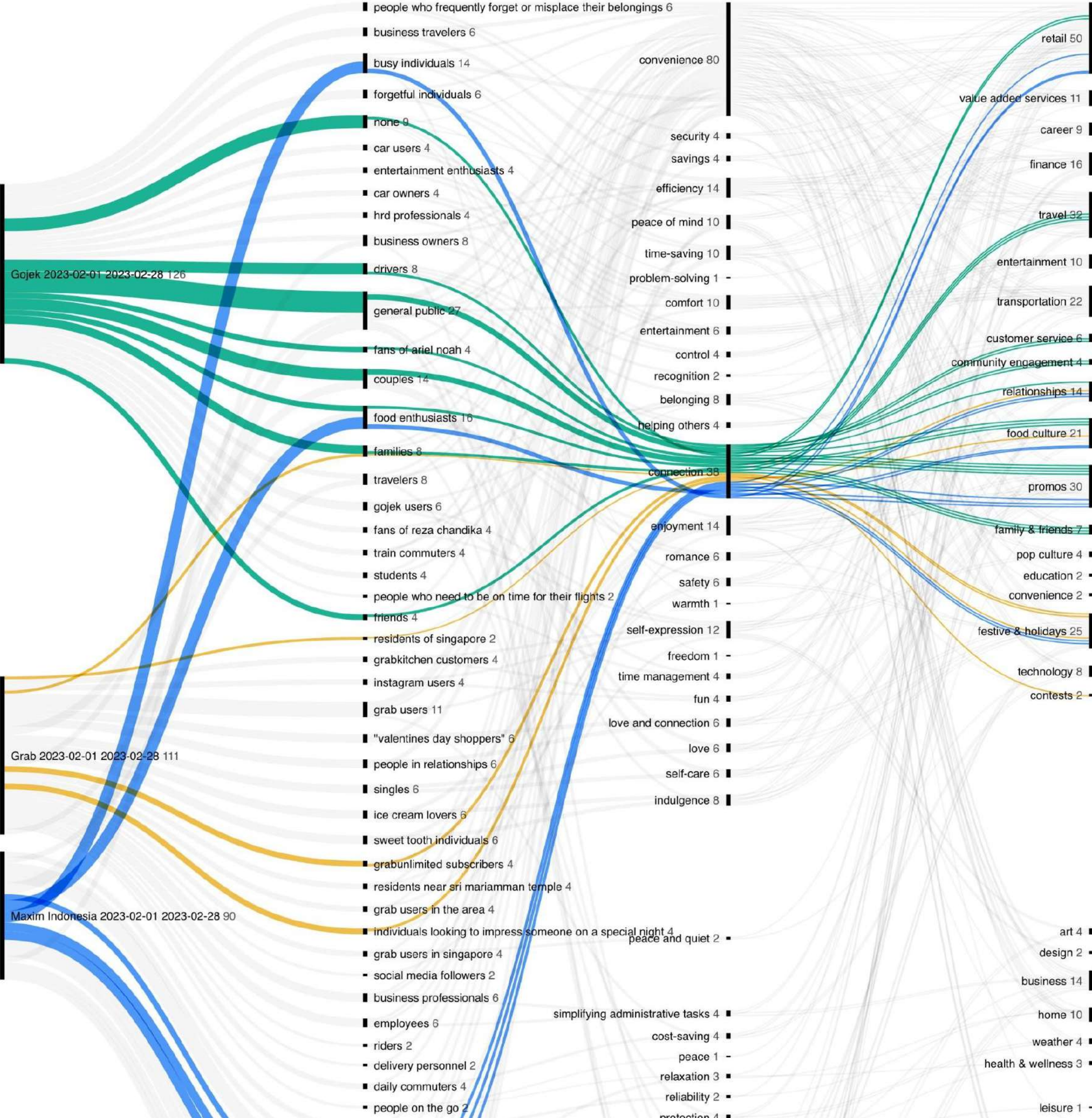
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Gain insight into your industry by understanding how every piece of content fits into the puzzle.

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





# Thanks

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