



COMPETITOR MONITORING AI

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

Banking Industry

SOMIN OVERVIEW

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



14 markets



100+ brands

SOMONITOR

Easily gain insights on your industry with AI-powered algorithms that understand your audiences and competitors.

Monitor audience preference

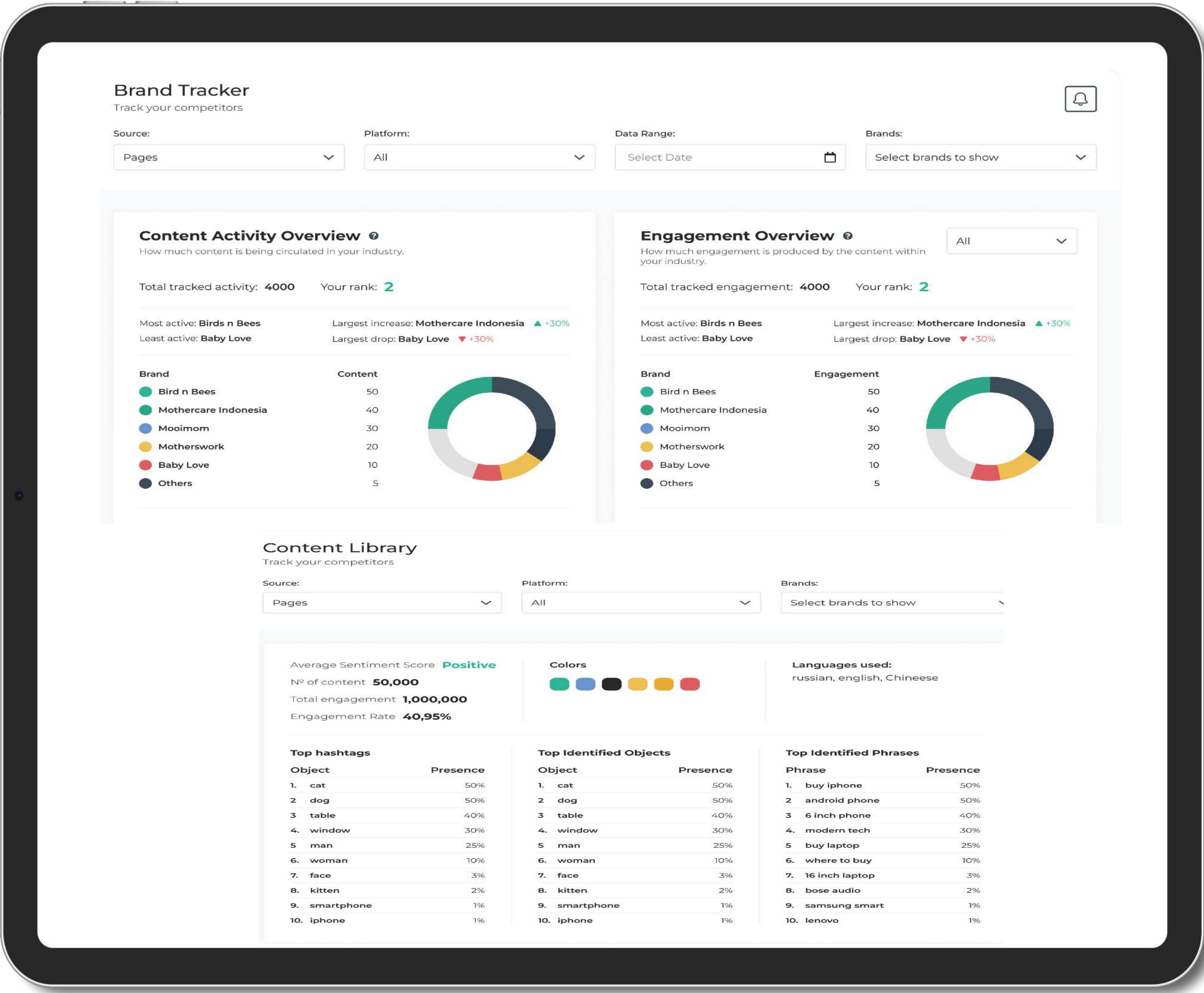
Check competition activity

Look into creative scoring

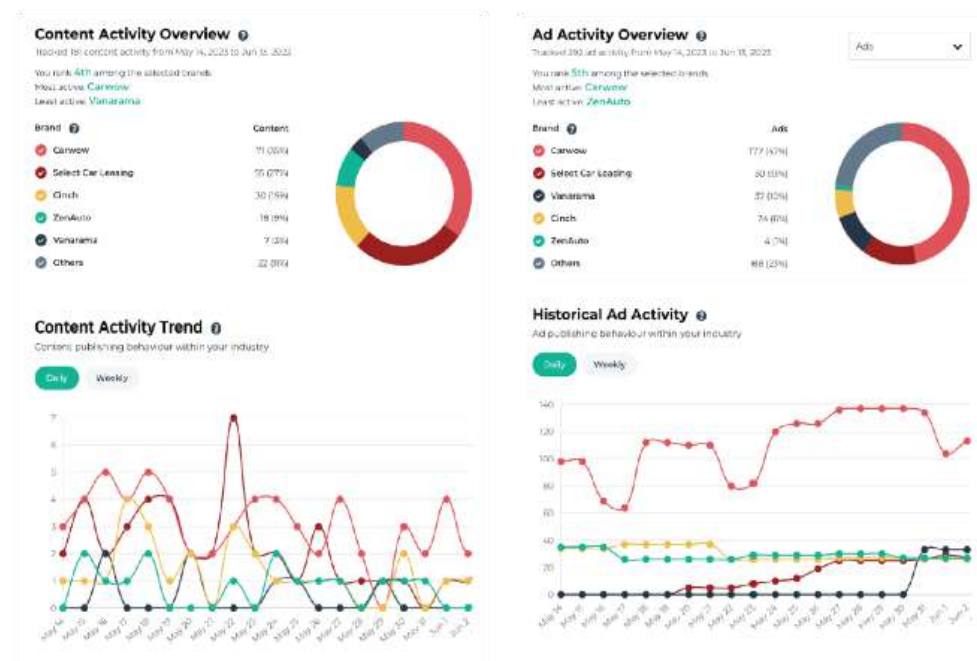
with

+40%

saved time

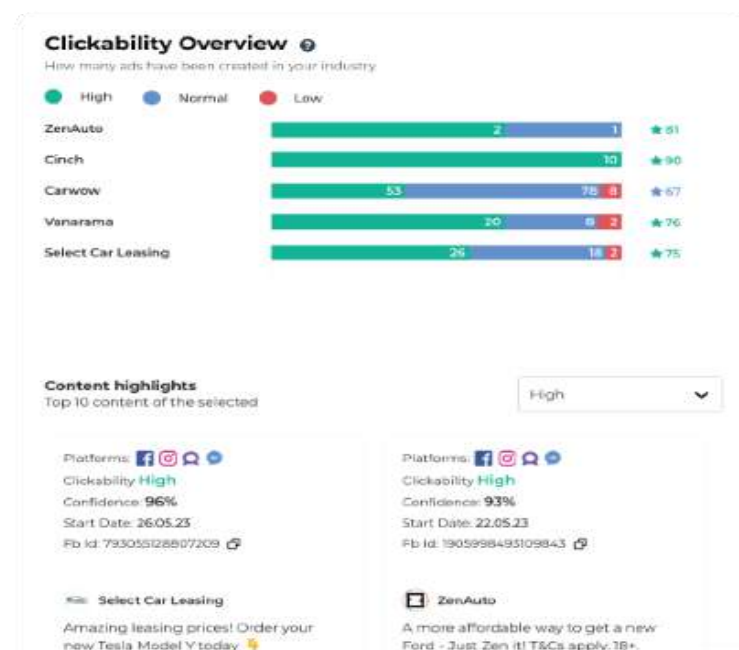


Effortlessly monitor both paid and organic activity



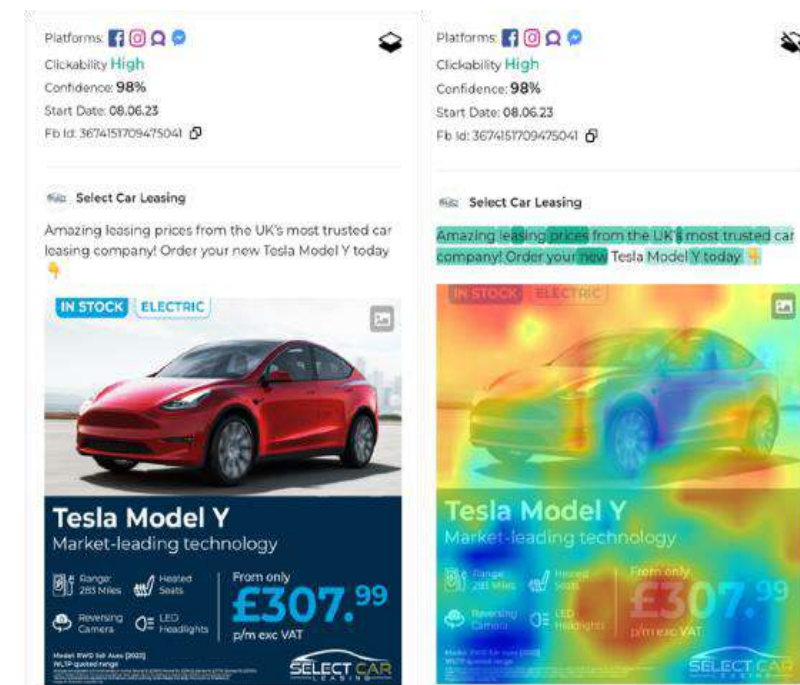
Automatically monitor both paid and organic content, gaining holistic understand that can empower better decisions.

Find out if your competitors' ads are performing



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

Learn what is driving success within your content-verse.



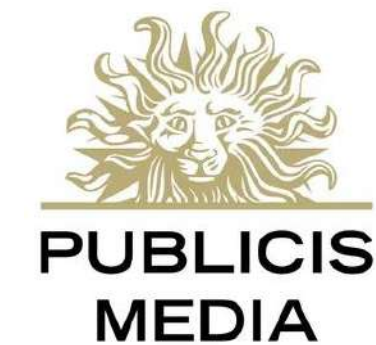
Easily identify what is driving success within your content through SoMin's Importance Heatmap.

Instantly analyze your dashboards with a click of a button.



Say goodbye to spending hours staring at dashboards. With SoMin's Data Assistant, you get an analysis within seconds.

Top Customers



Ferrari



REASSURED



COMPETITOR ANALYSIS – BANKING INDUSTRY

Brand Tracker – paid ADs

Your ad activity
rank:

4

Your Predicted
Performance
rank:

5

↑ Brand Name	No. of ads ↕	No. of creatives ↕	Clickability ↕
 Axis	191 ▼-0.4%	456 ▼-0.46%	★ 68
 HSBC India	251 ▲+3.05%	284 ▲+2.12%	★ 65
 HDFC	113 ▼-0.62%	276 ▼-0.58%	★ 59
 ICICI	363 ▼-0.28%	1,136 ▼-0.29%	★ 55
 State Bank of India	121 ▼-0.32%	120 ▼-0.37%	★ 50

Comparison for a month

Ad Details

Ad Activity Overview

Tracked 1,039 ad activity from Aug 01, 2024 to Aug 31, 2024

You rank 4th among the selected brands

Most active: ICICI

Least active: HDFC

Ads

Brand	Ads
ICICI	363 (31%)
HSBC India	251 (21%)
Axis	191 (16%)
State Bank of India	121 (10%)
HDFC	113 (10%)
Others	145 (12%)



Ad comparison for the month

Ad Clickability Analysis

Clickability Overview

Content analyzed from Aug 01, 2024 to Aug 31, 2024

High Normal Low

HSBC India	73	174	4	★ 65
ICICI	49	297	17	★ 55
HDFC	37	59	16	★ 59
Axis	75	114	2	★ 68
State Bank of India	7	92	21	★ 50

Ai performance prediction

Competitor Breakdown

Aug 2, 2024 to Sep 1, 2024

↑ Brand Name	Posts 	Activity Score 	Engagement 	Engagement Rate 
 Axis	41  +14%	0.4981  +26%	5,579,012  +254%	0.4795  +217%
 HSBC India	94  +15%	0.7303  -5%	1,290,778  +45%	0.3258  +26%
 HDFC	39  +8%	0.4660  +23%	49,576  -49%	0.0033  -55%
 ICICI	52  +8%	0.5219  +3%	2,700,335  -29%	0.0727  -38%
 State Bank of India	165  +63%	0.8404  +21%	706,642  -57%	0.0010  -66%

Organic Content Analysis

Content Activity Overview

Tracked 391 content activity from Aug 01, 2024 to Aug 31, 2024

You rank **1st** among the selected brands
Most active: **State Bank of India**
Least active: **HDFC**

Brand	Content
State Bank of India	165 (34%)
HSBC India	94 (19%)
ICICI	52 (11%)
Axis	41 (8%)
HDFC	39 (8%)
Others	98 (20%)



Organic content activity for a month

Engagement Overview

Tracked 8,307,982 engagement from Aug 10, 2024 to Sep 09, 2024

You rank **4th** among the selected brands
Most engaged: **Axis**
Least engaged: **HDFC**

Brand	Engagement
Axis	5,345,238 (48%)
ICICI	1,297,058 (12%)
HSBC India	994,264 (9%)
State Bank of India	609,155 (5%)
HDFC	62,267 (1%)
Others	2,800,235 (25%)

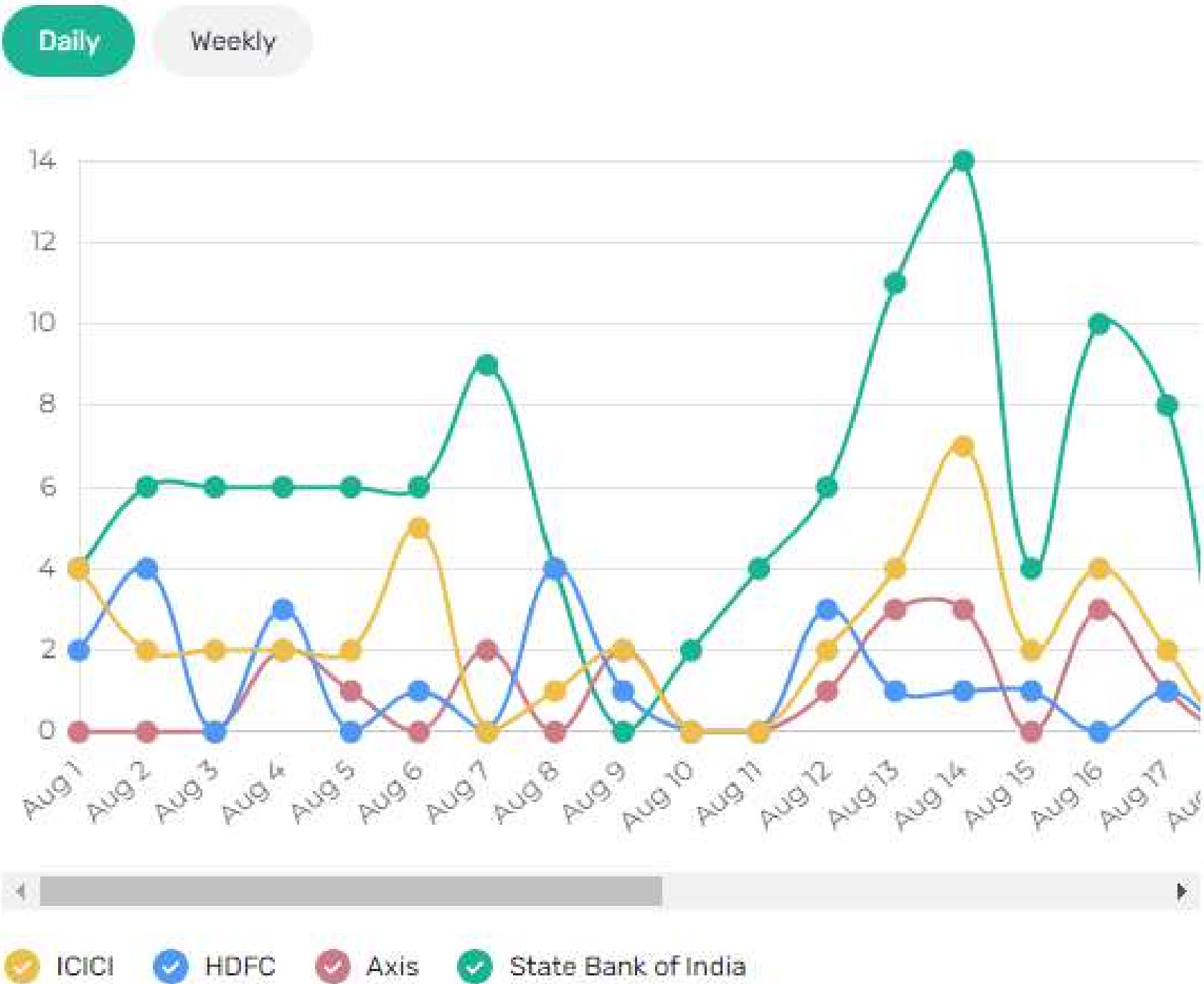


Likes and Comments

Organic Content Analysis

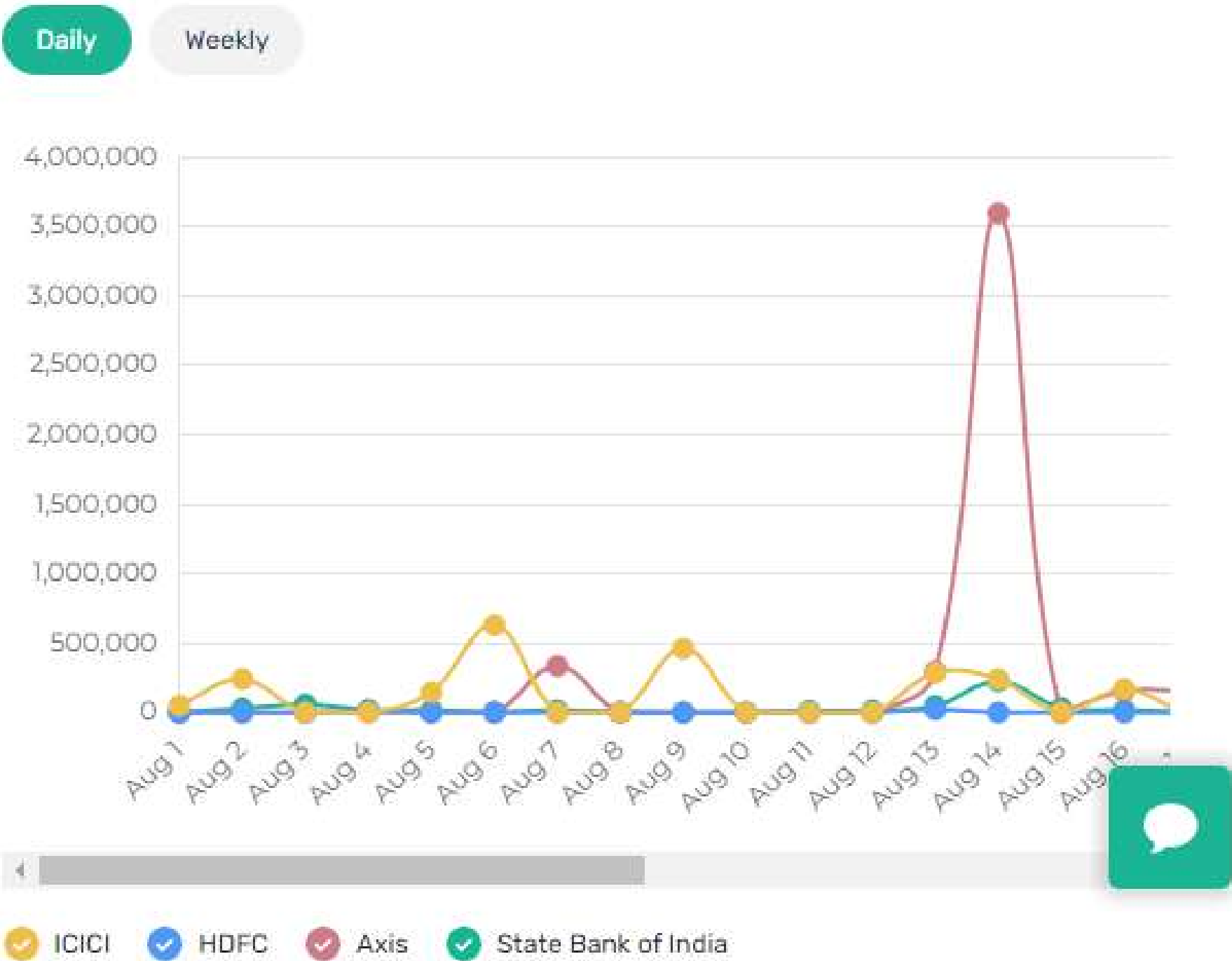
Content Activity Trend ?

Aug 01, 2024 to Aug 31, 2024



Engagement Trend ?

Aug 01, 2024 to Aug 31, 2024



POSTs Engagement Rate Analysis

Platforms: 
Engagement Rate: **64.63%**
Post Date: **09.08.24**
Media Id: 3430615810910652632 

 **ICICI**
Mom vs Daughter: The Forex Card Duell
Ahsaas's mom likes the ICICI Bank Student Sapphire Forex Card so much that she tries to outshine Ahsaa... [Show more](#)



0:00 / 1:12

280,282 42 0

Platforms: 
Engagement Rate: **1281.93%**
Post Date: **14.08.24**
Media Id: 3434537717490308448 

 **Axis**
Sanskrit isn't just an ancient language. It could be the key to unlock a future of robust digital security. This Independence Day, embrace innovation... [Show more](#)



0:00 / 2:16

3,590,307 1,841 0

Platforms: 
Engagement Rate: **1.09%**
Post Date: **31.08.24**
Media Id: 3446596653555417934 

 **HDFC**
ALL BLACK LUXE! Ep.5 #SakshiStyles9to5
Let's talk about the golden side of life. It's enjoying every small moment specially when you've worked this h... [Show more](#)



0:00 / 1:12

3,961 51 0

High and Low Performing posts

Platforms: 
Engagement Rate: **0.31%**
Post Date: **21.08.24**
Media Id: 488027394581397_944187637735652 

 **State Bank of India**
Avail a home loan based on your credit score. Get a better rate on a high credit score. T&C Apply For more information, visit: <https://homeloans.sbi/...> [Show more](#)



56,583 164 60

Like, Comments & Share

Instant Content Analyzer

 **Instant Analyzer**
Get SoMin to analyze your content.

[Generate Now](#)



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.

What were the brands talking about?

Topics Distributions

From August 01, 2024 to August 31, 2024



TOPICS

Who were the brands talking to?

Persona Distributions

From August 01, 2024 to August 31, 2024



Persona

DEEP ANALYSIS OF ADS and CONTENT

SODA

Analysis without a fuss

To get started, select the criteria for analysis:

Ads

Brand

Date

Make a comparison

Comp...

Brand

Date

+ Add brand to compare

State Bank of India

DBS

Standard Chartered India

HSBC India

Kotak Mahindra Bank

Axis

HDFC

ICICI

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.

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.

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.

ICICI Audience Centricity

For ad during 2024-08-01 to 2024-08-31



HDFC Audience Centricity

For post during 2024-08-01 to 2024-08-31



Axis Audience Centricity

For ad during 2024-08-01 to 2024-08-31



State Bank of India Audience Centricity

For post during 2024-08-01 to 2024-08-31



Audience Centricity

For ad during 2024-08-01 to 2024-08-31



For post during 2024-08-01 to 2024-08-31



For ad during 2024-08-01 to 2024-08-31

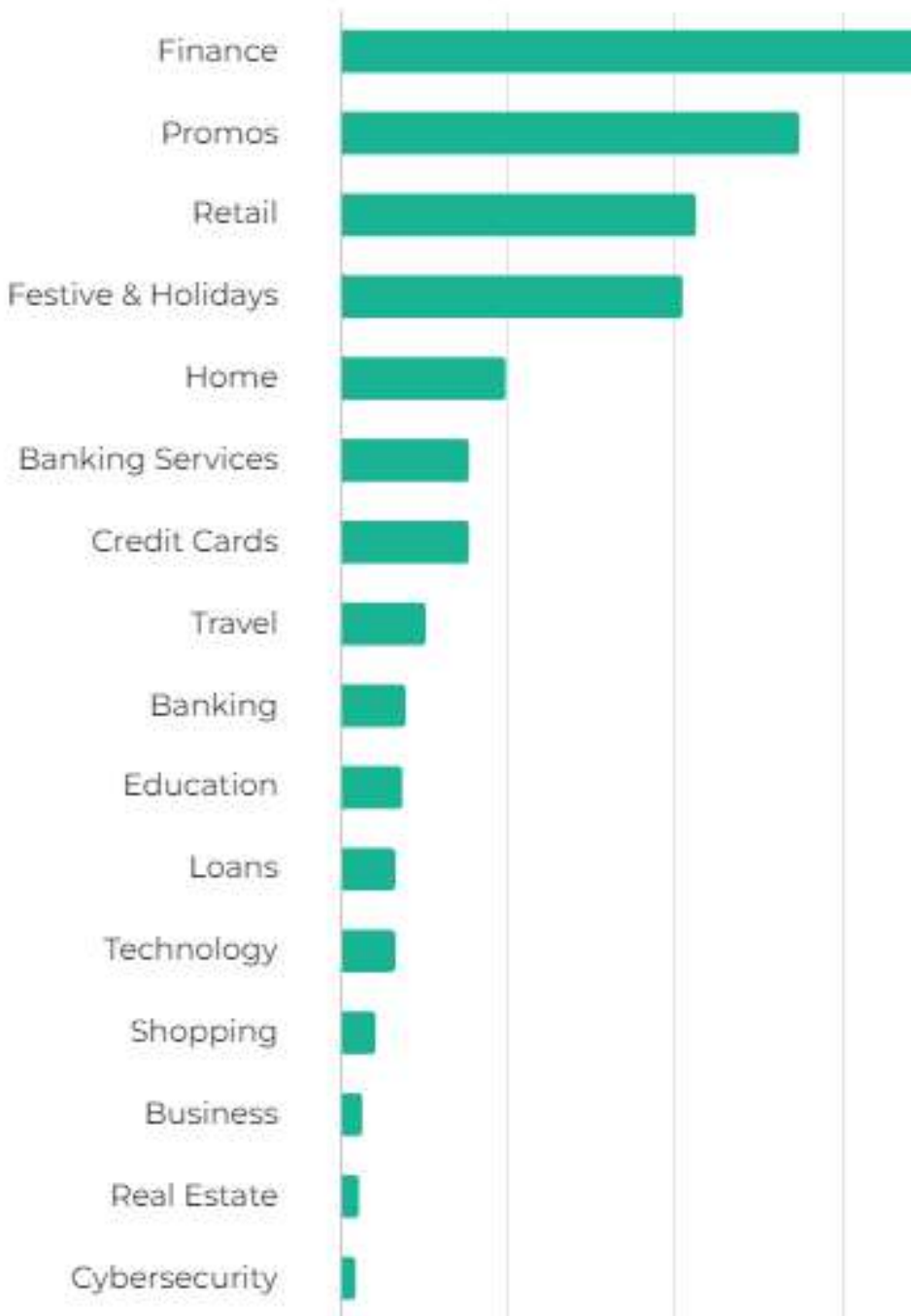


For post during 2024-08-01 to 2024-08-31



ICICI Topic Categories

For ad during 2024-08-01 to 2024-08-31



Axis Topic Categories

For ad during 2024-08-01 to 2024-08-31



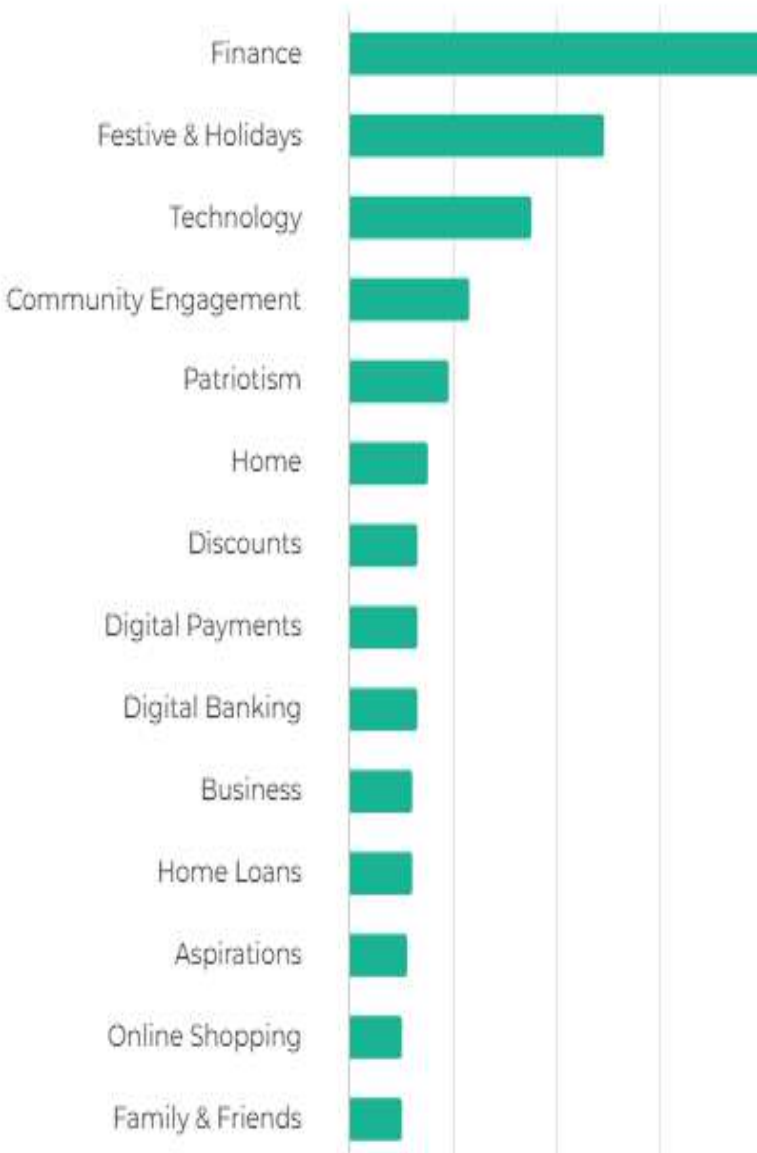
HDFC Topic Categories

For post during 2024-08-01 to 2024-08-31



State Bank of India Topic Categories

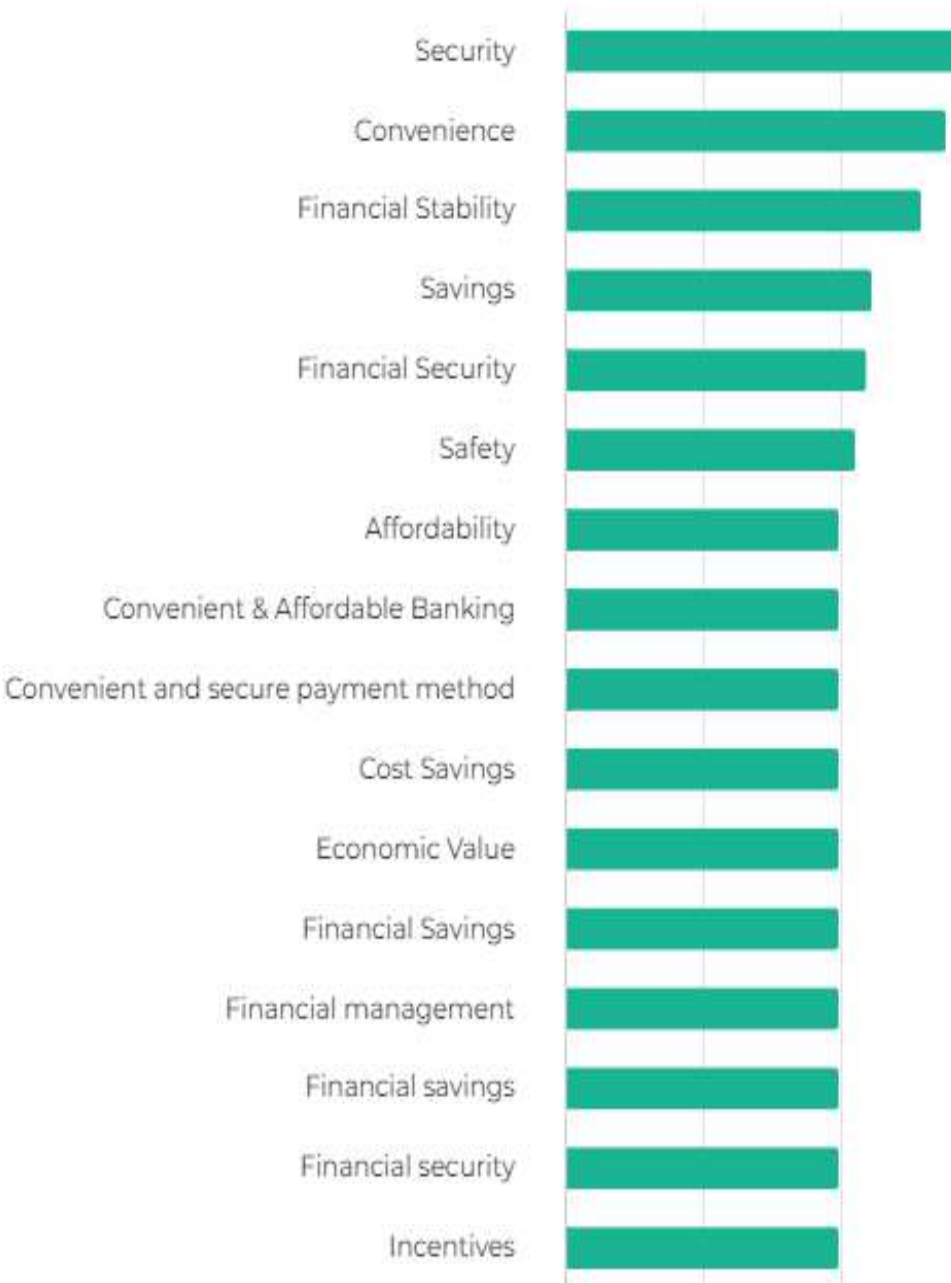
For post during 2024-08-01 to 2024-08-31



Topic pulse

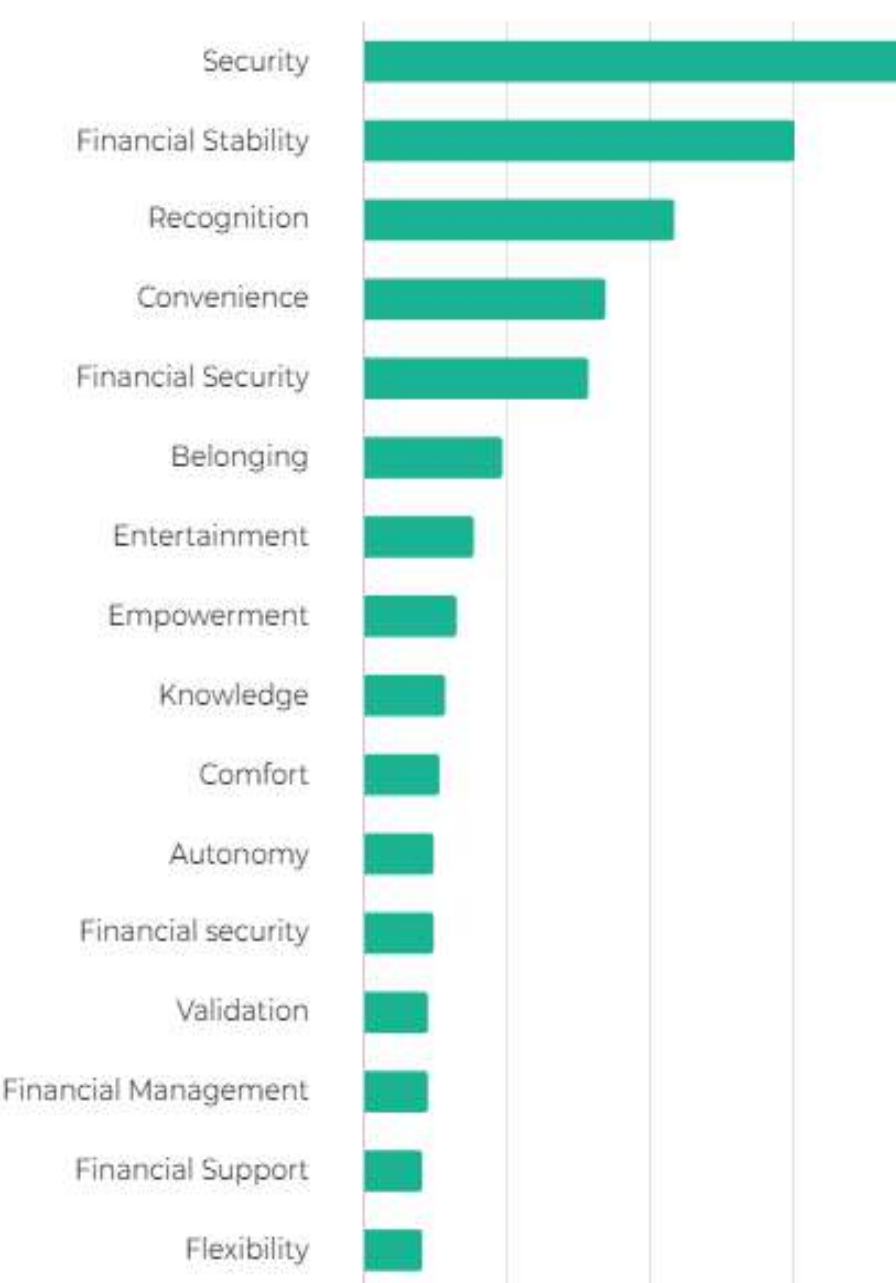
ICICI Customer Needs

For ad during 2024-08-01 to 2024-08-31



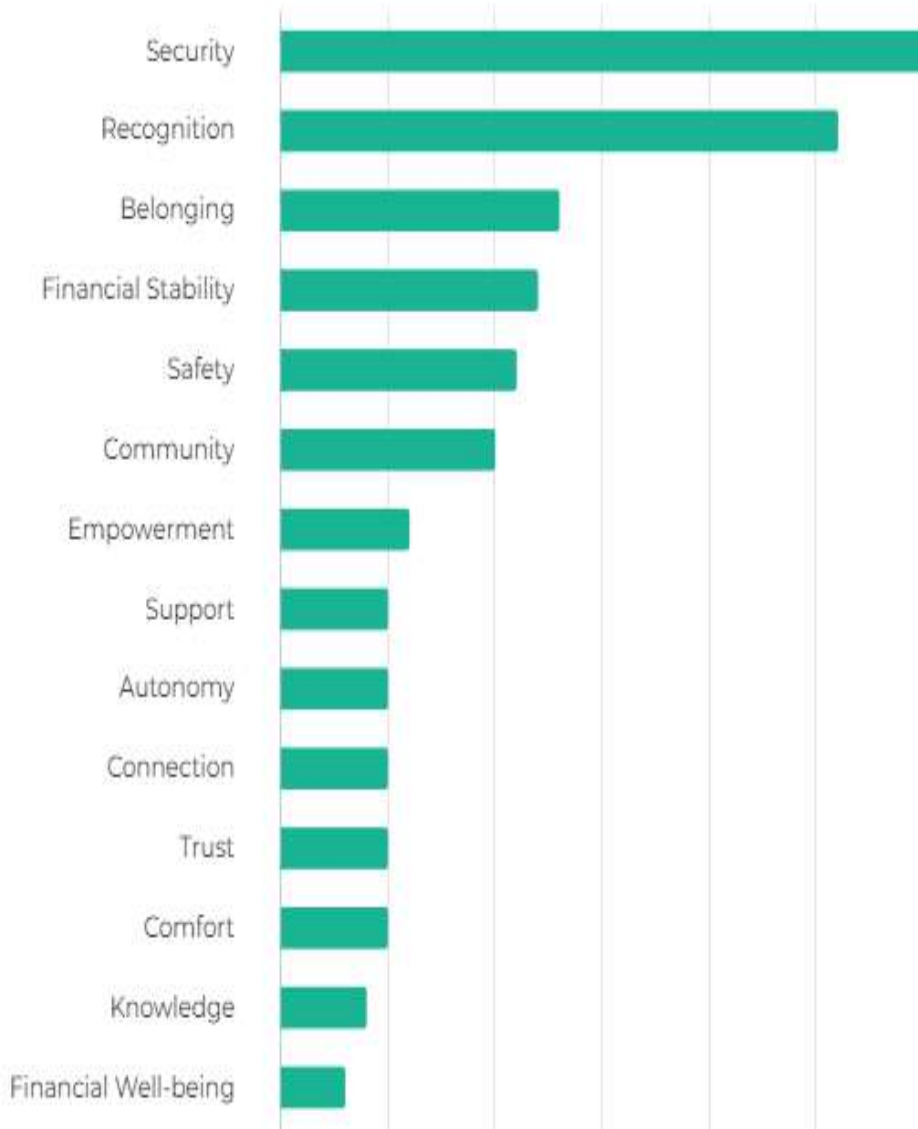
Axis Customer Needs

For ad during 2024-08-01 to 2024-08-31



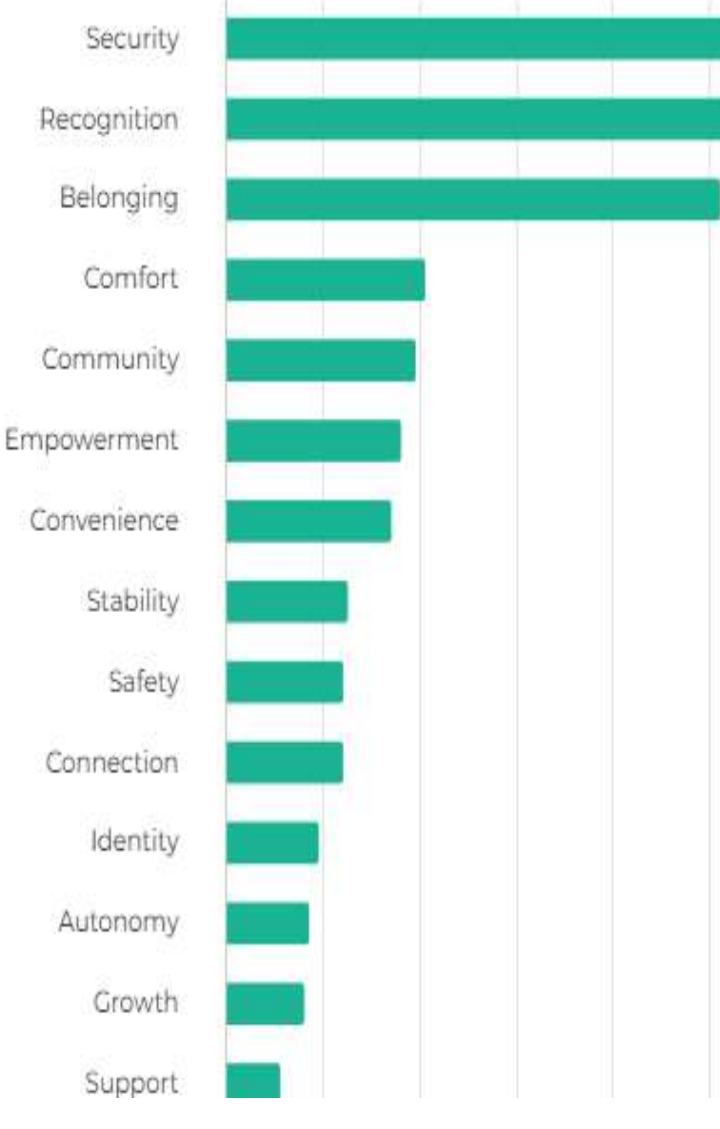
HDFC Customer Needs

For post during 2024-08-01 to 2024-08-31



State Bank of India Customer Needs

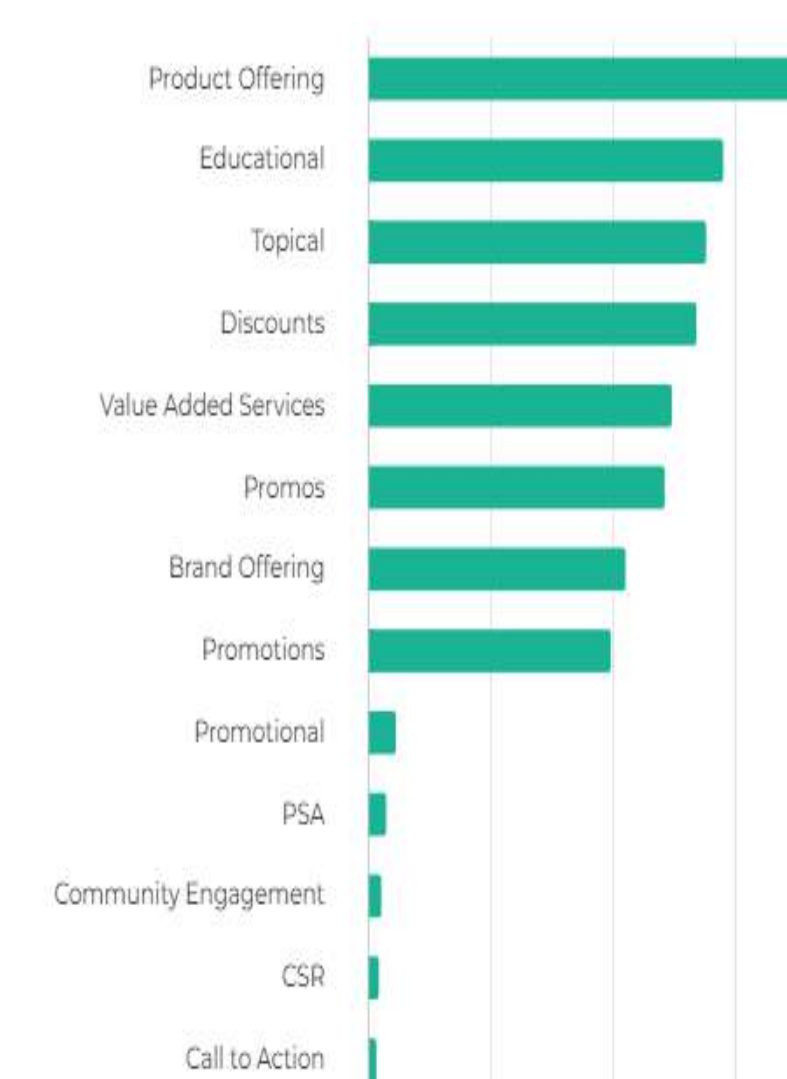
For post during 2024-08-01 to 2024-08-31



Content Type

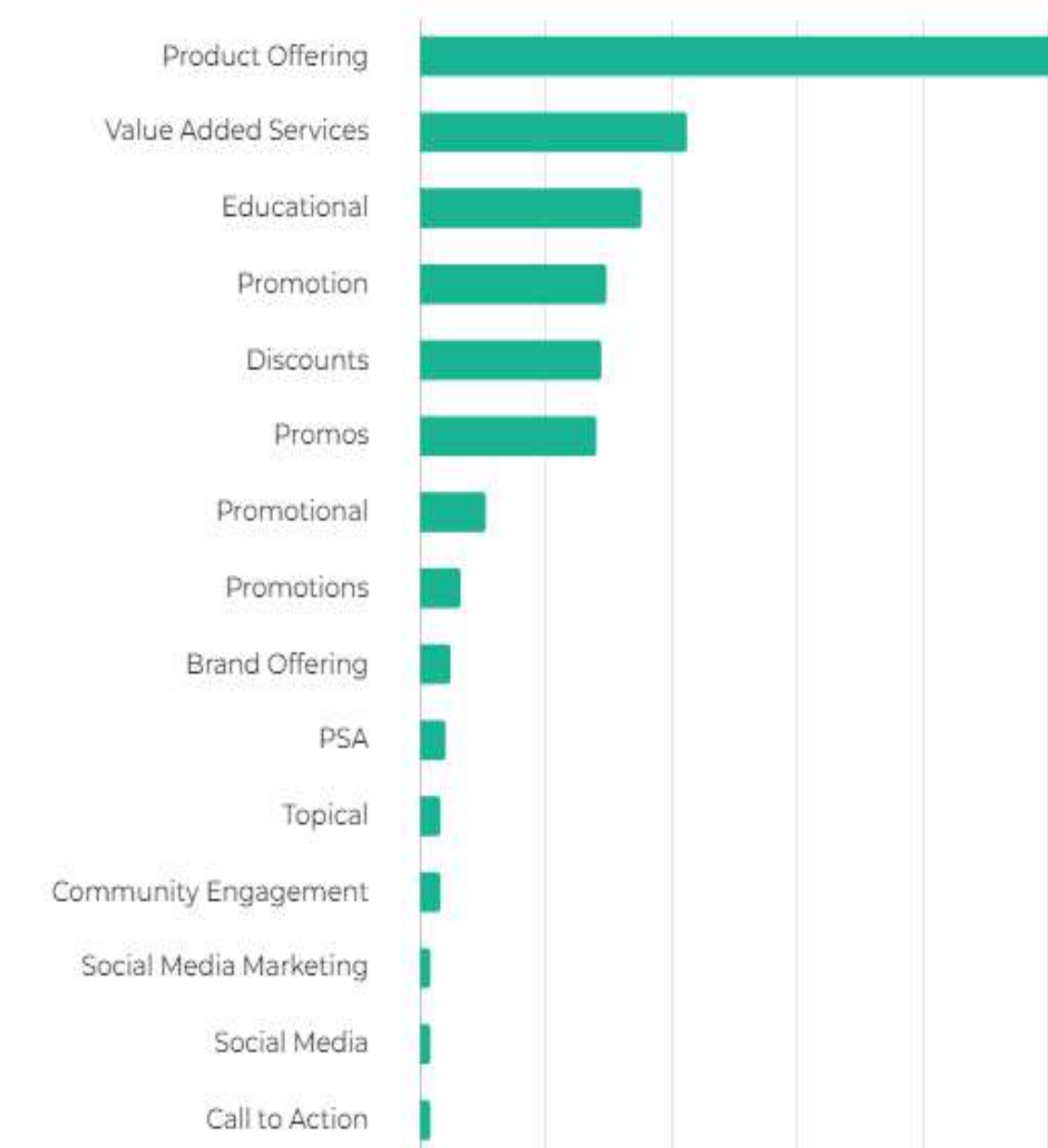
ICICI Content Types

For ad during 2024-08-01 to 2024-08-31



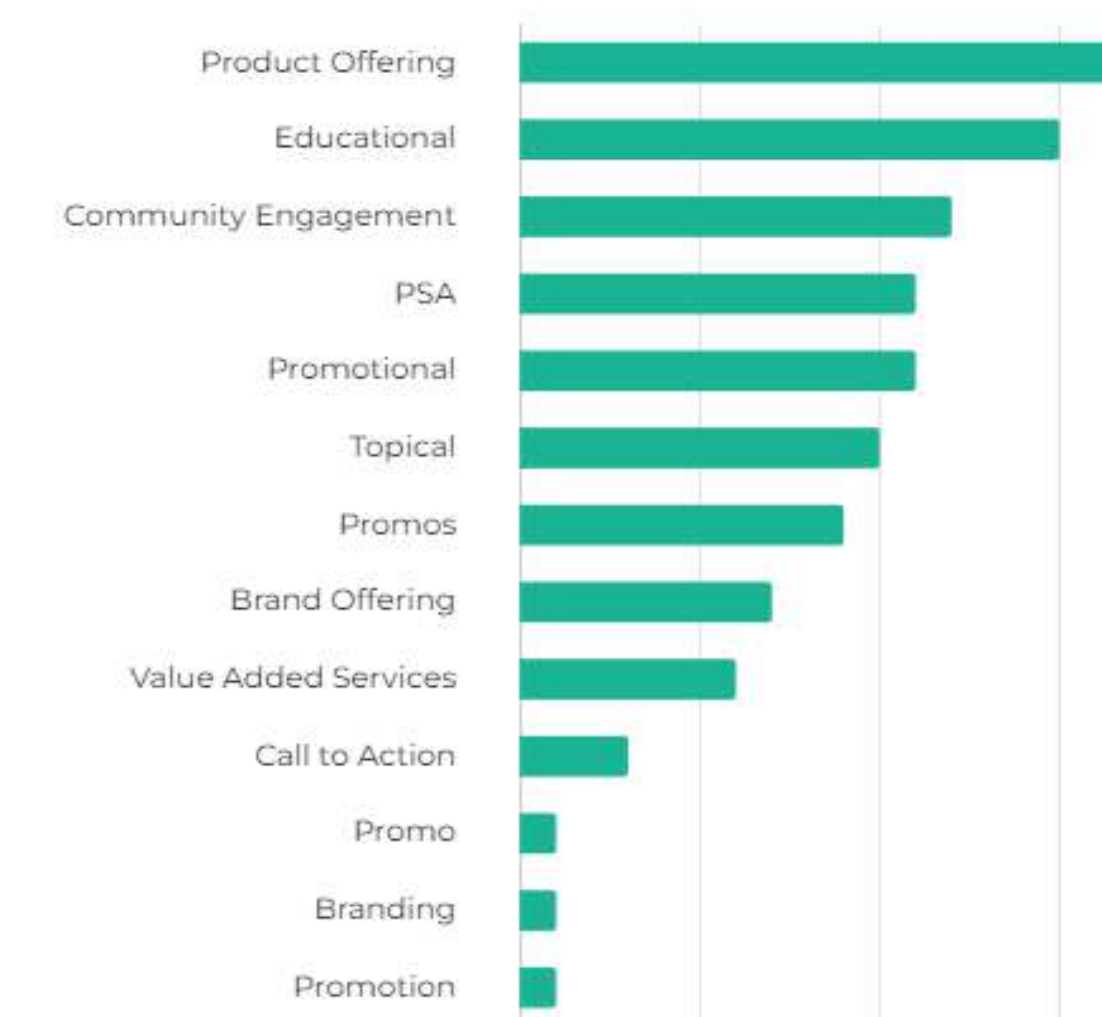
Axis Content Types

For ad during 2024-08-01 to 2024-08-31



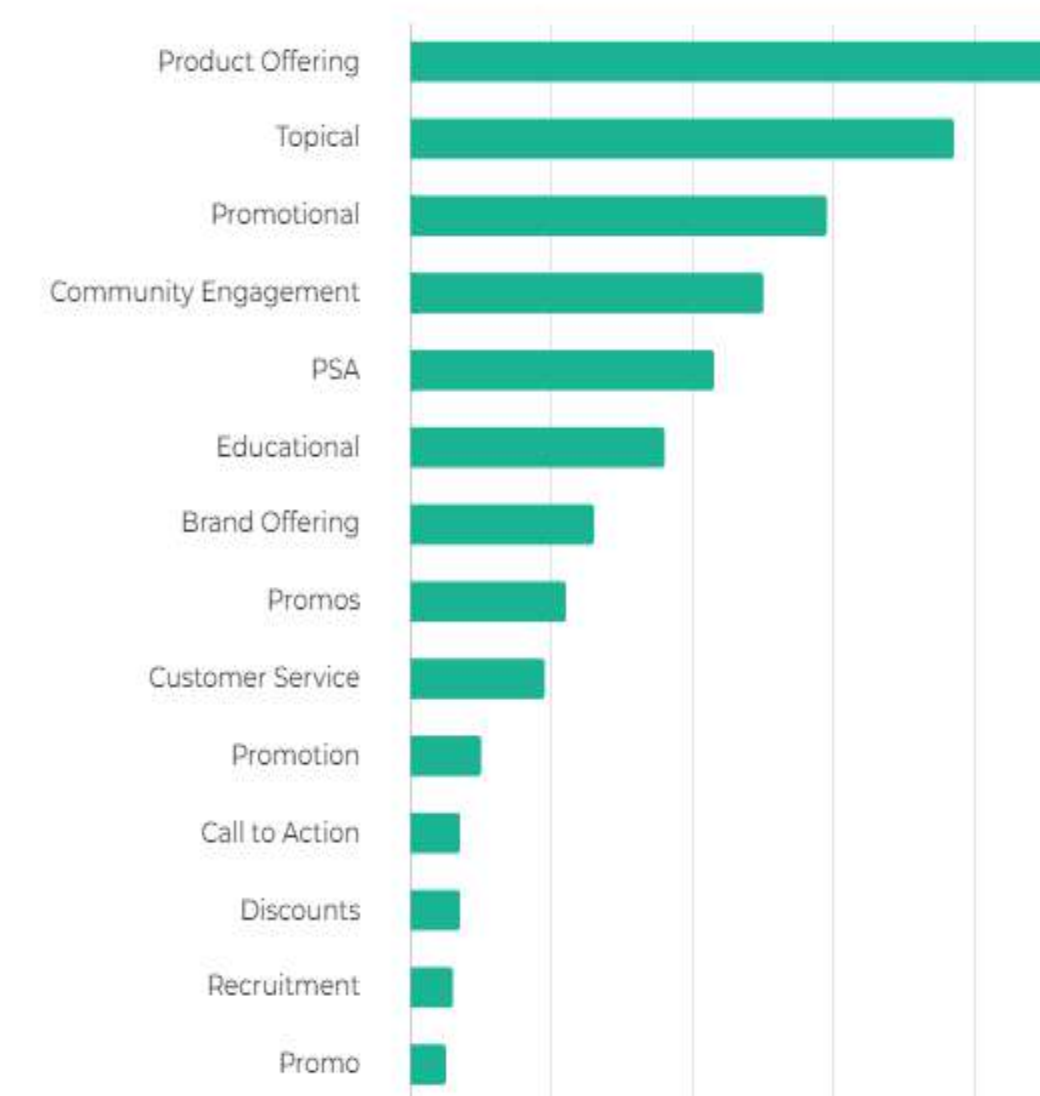
HDFC Content Types

For post during 2024-08-01 to 2024-08-31



State Bank of India Content Types

For post during 2024-08-01 to 2024-08-31



ICICI

Content Analysis ?

No. of Ads	Nº of Creatives	Average Predicted Score
363	1,136	Normal

Axis

Content Analysis ?

No. of Ads	Nº of Creatives	Average Predicted Score
191	456	Normal

HDFC

Content Analysis ?

No. of Ads	Nº of Creatives	Average Predicted Score
127	307	Normal

SBI

Content Analysis ?

No. of Ads	Nº of Creatives	Average Predicted Score
121	121	Normal

Content Analysis with more than 15 parameters

Concepts

Audiences

Audiences

Hashtags

Topic categories

Content types

Customer needs

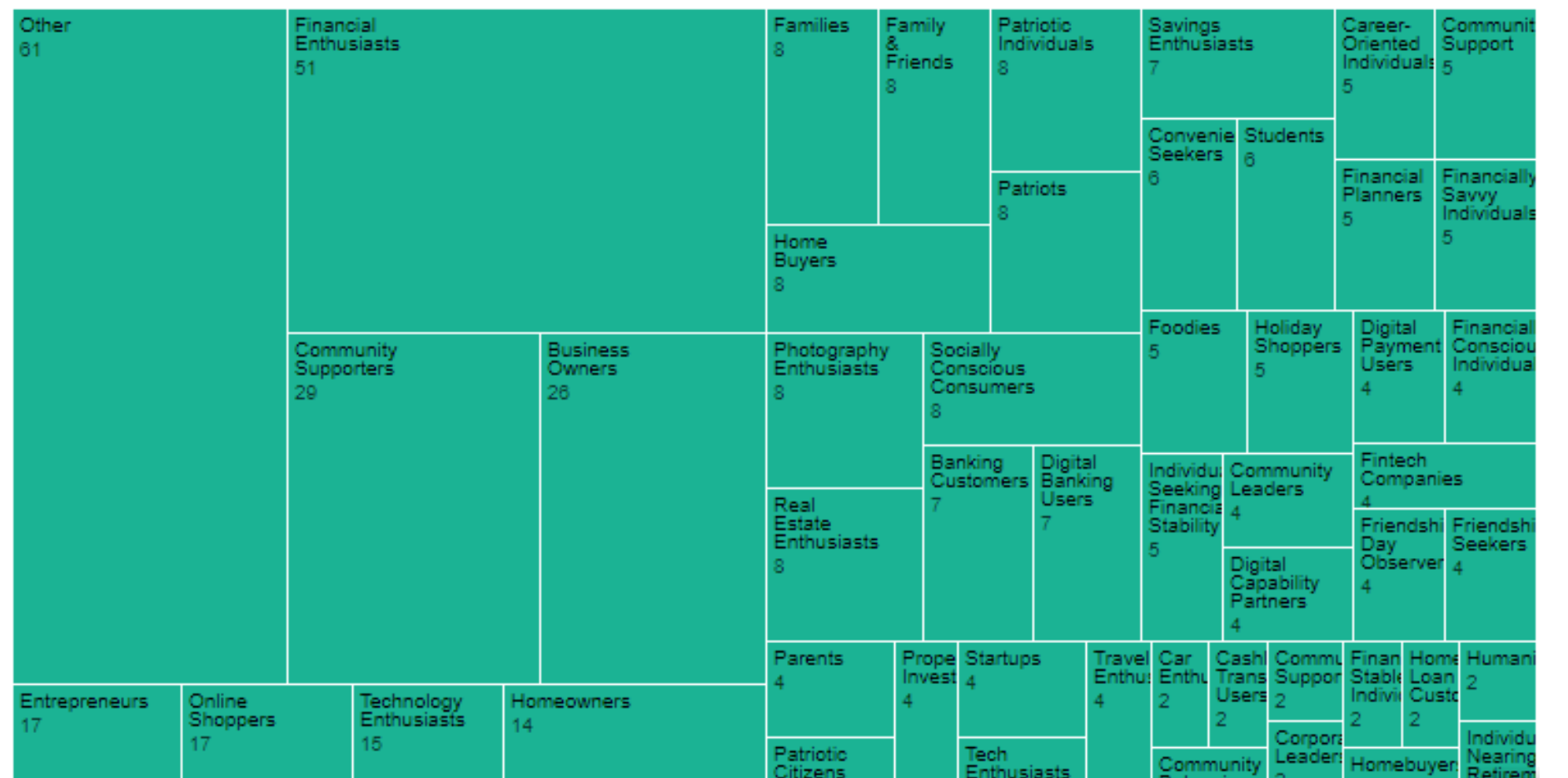
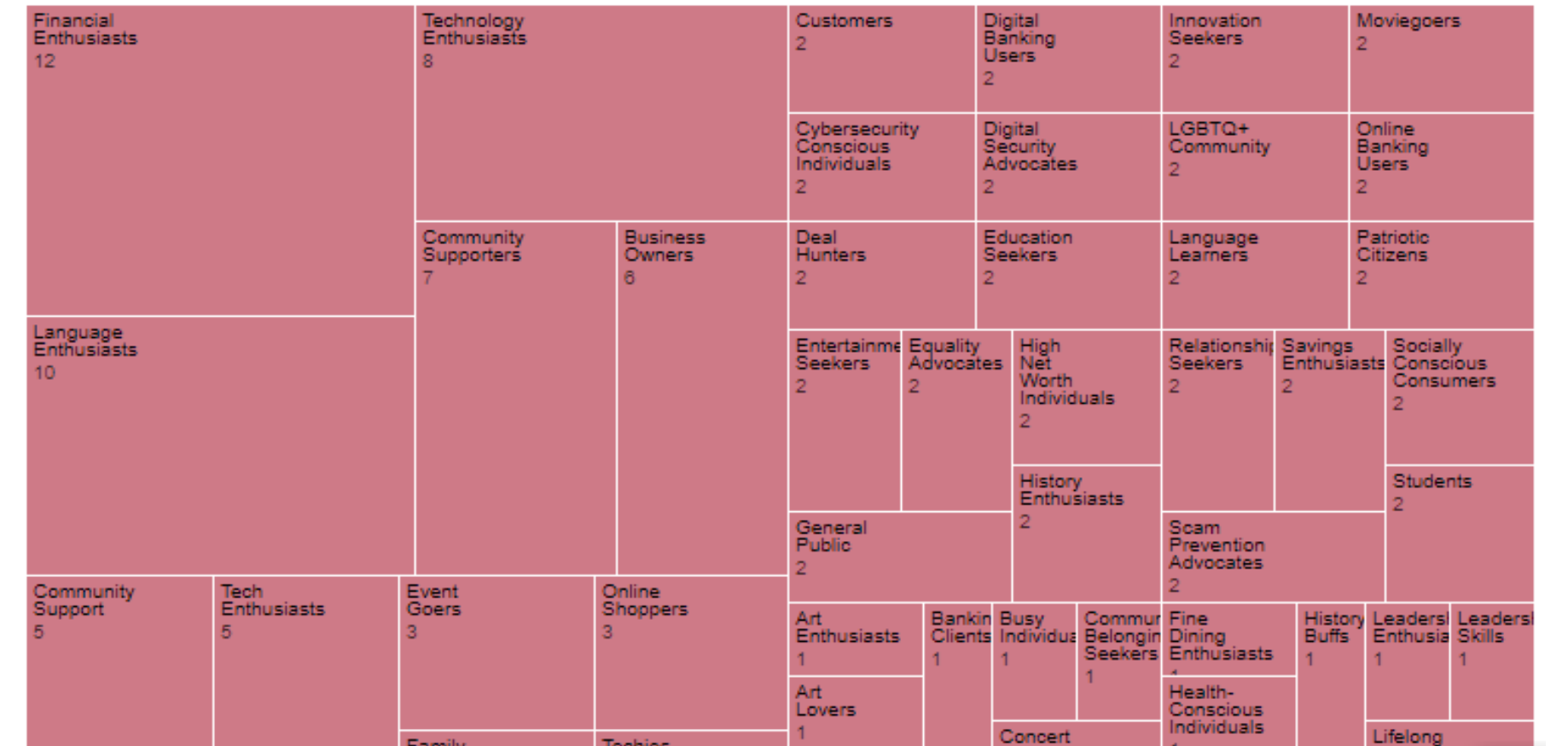
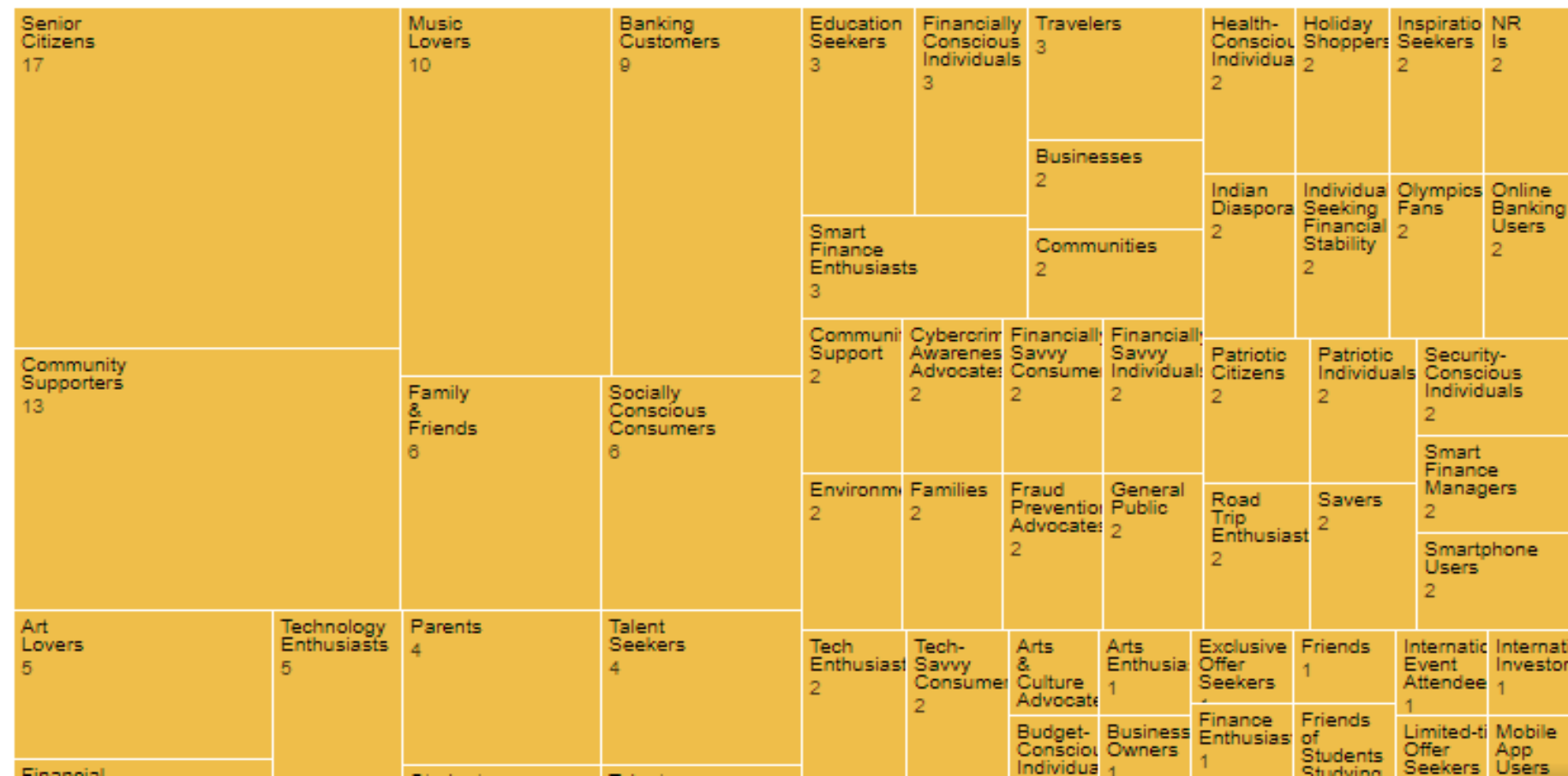
Products

Personas

7. Trendy Shoppers69

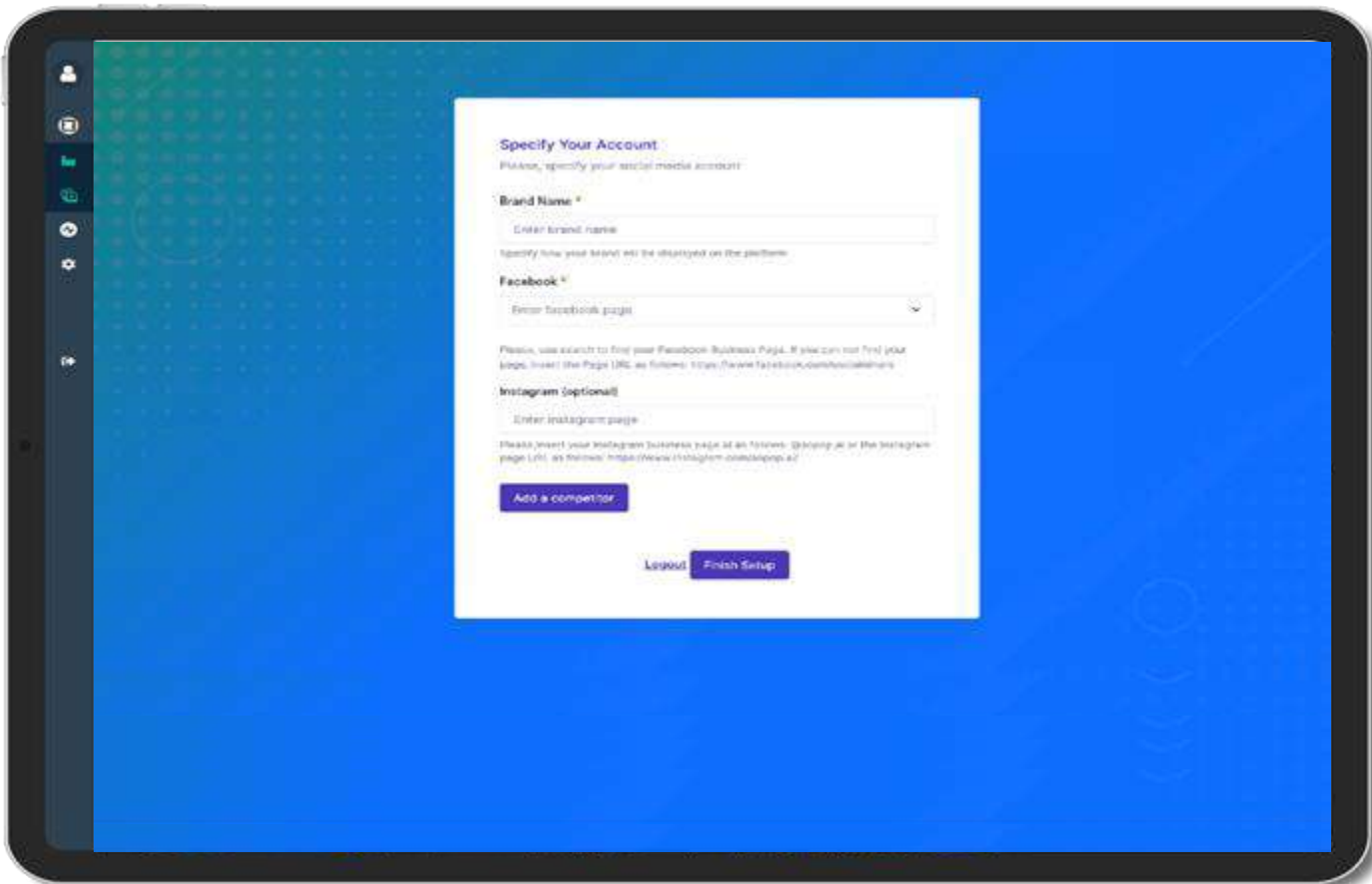
8. Shoppers68

9. Promo Hunters65



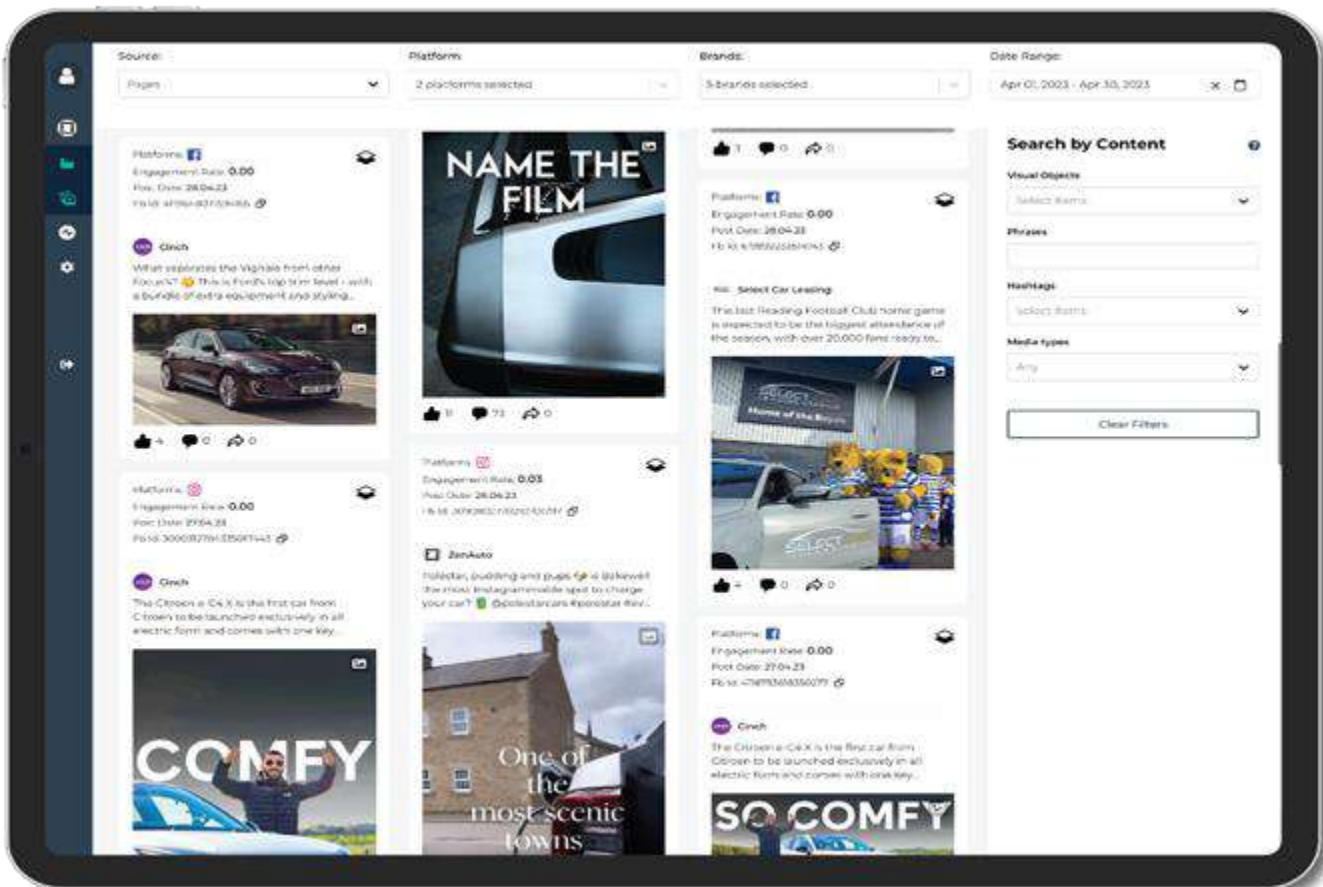
Audience Analysis

How does SOMONITOR OPERATE



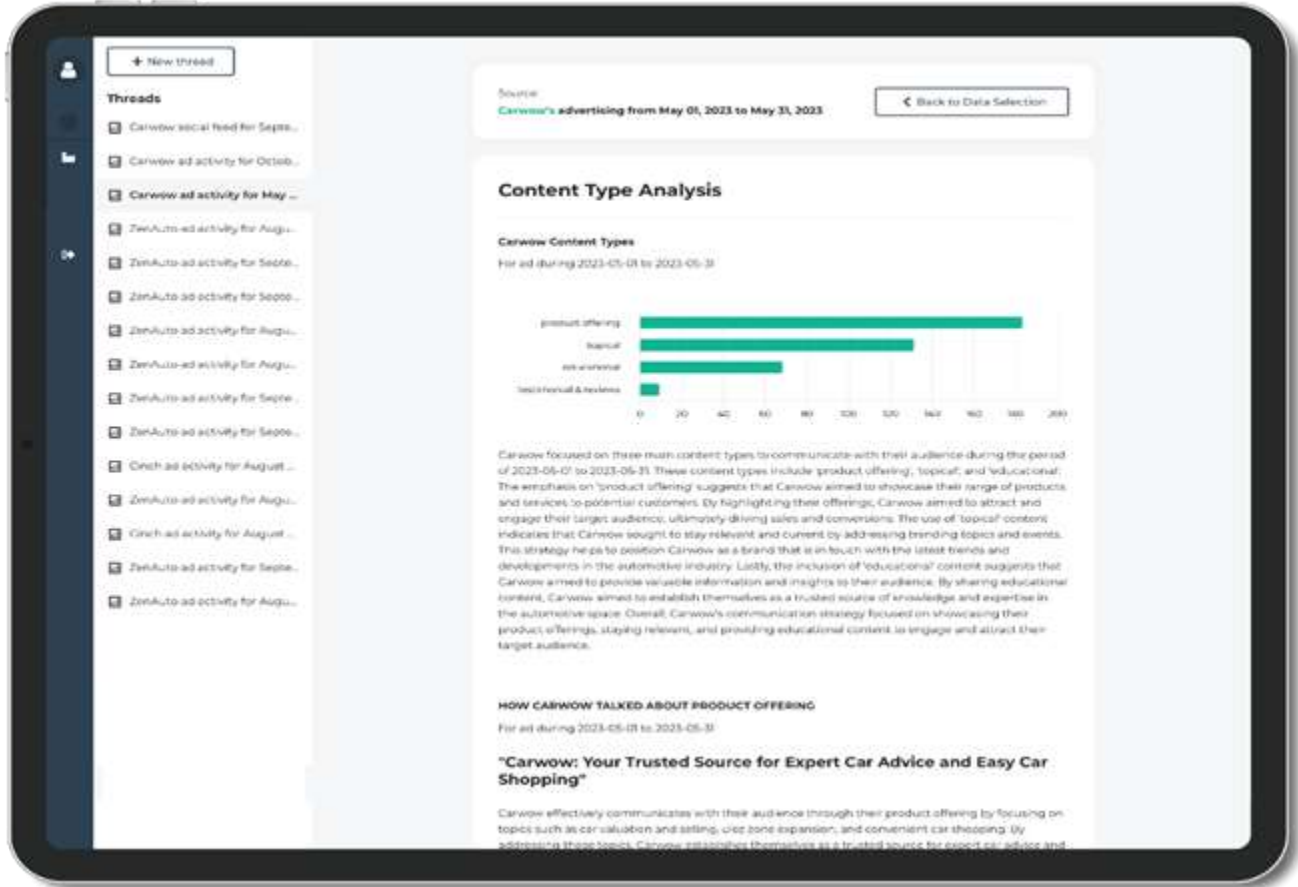
Safely **Collects data**
from multiple public sources

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



**In-House Content
Scoring AI**

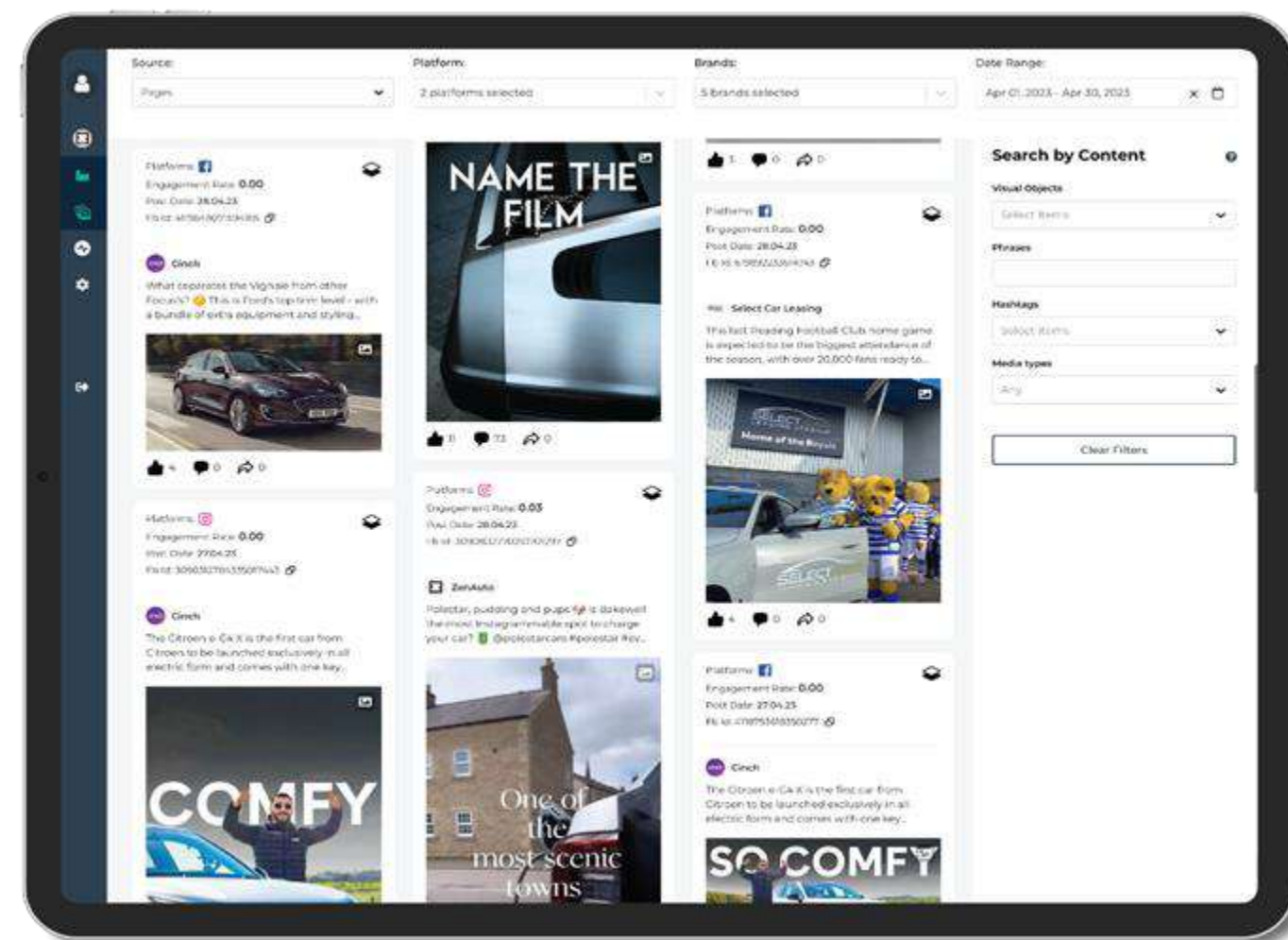
Content Scoring gathers
thousands of content data
points and profiles it via our
in-house AI



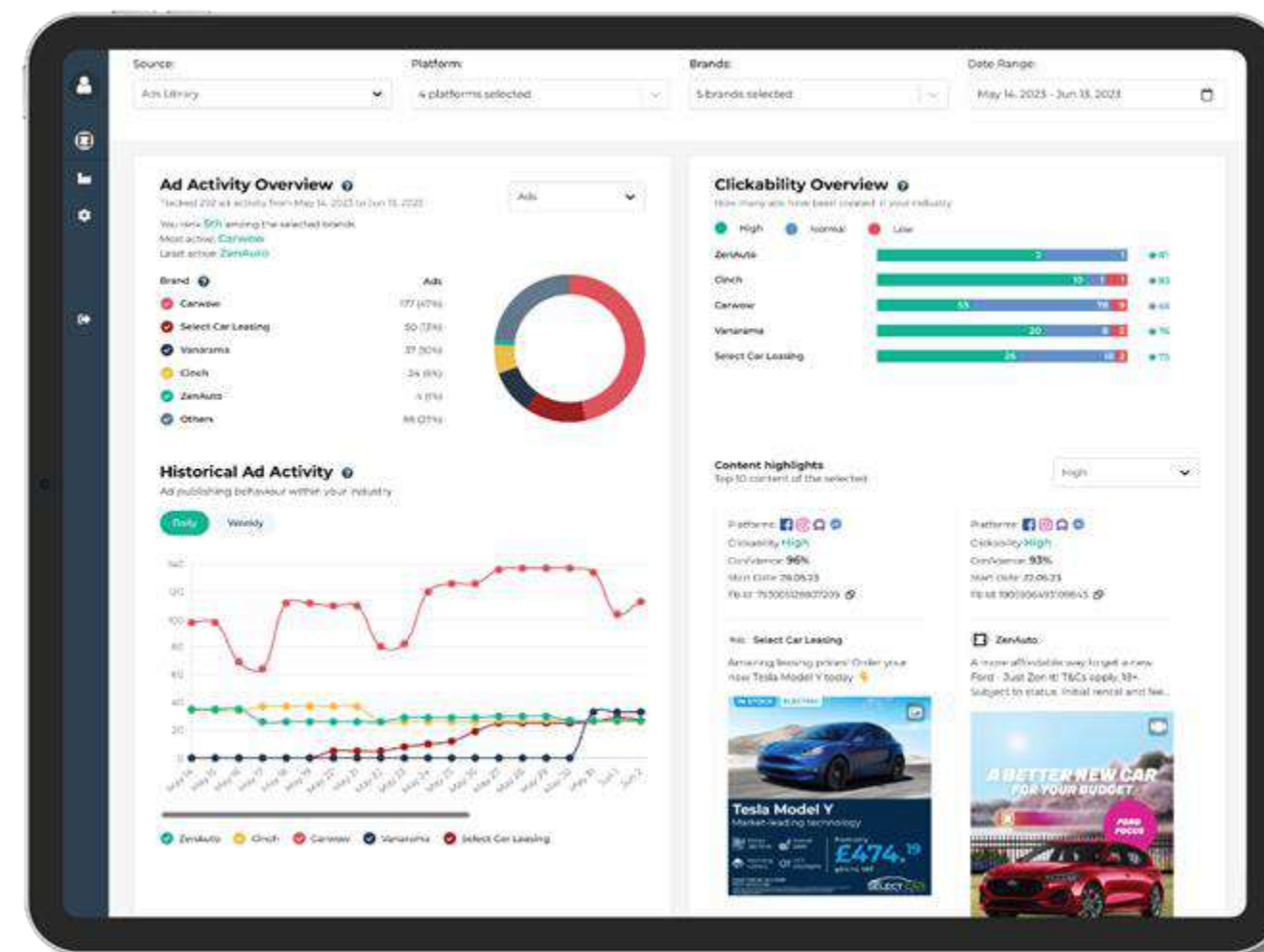
**Open AI's Customised
Generative AI**

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

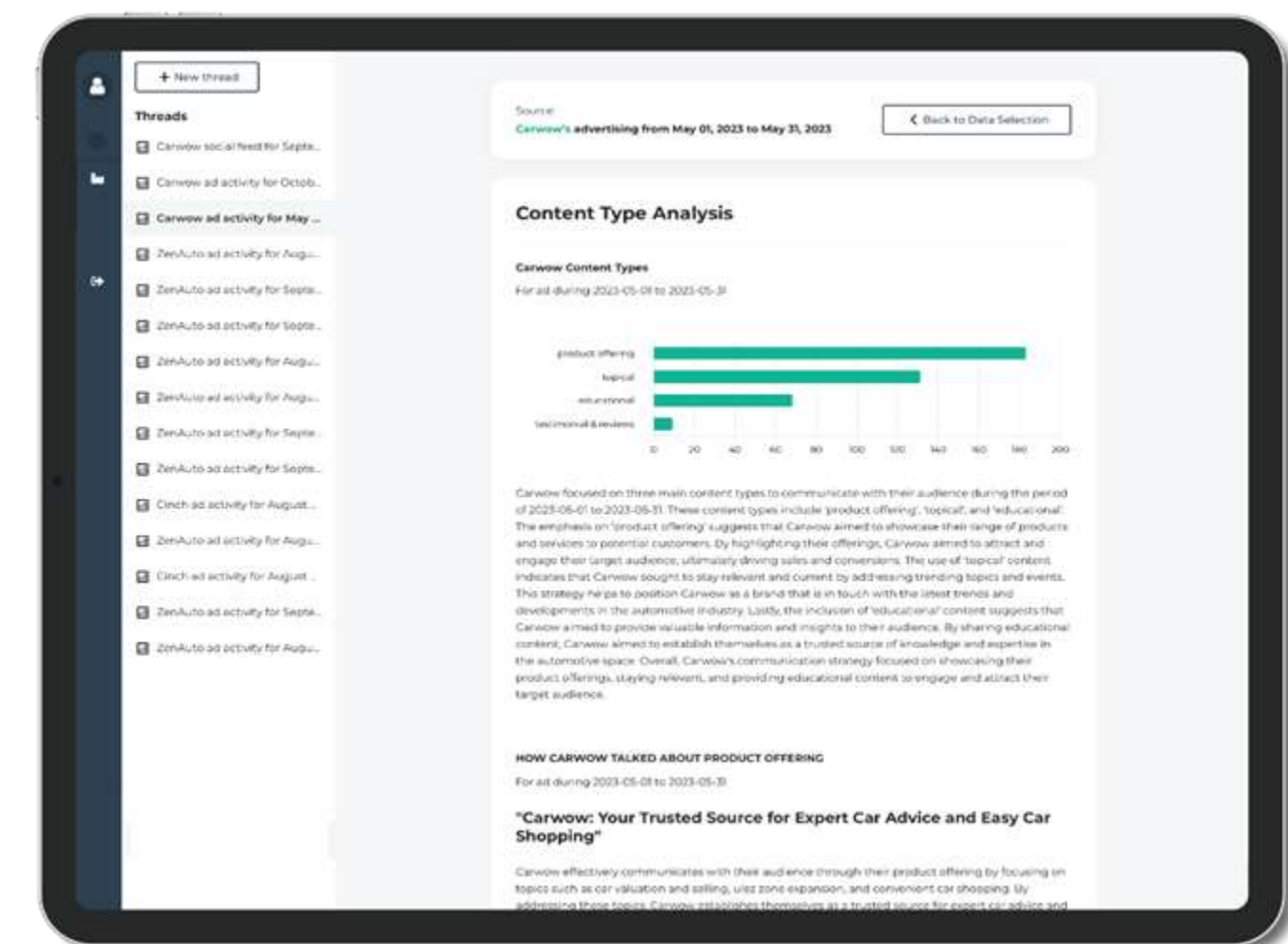
Collect, Track and Analyse your industry's content-verse



Content
Library



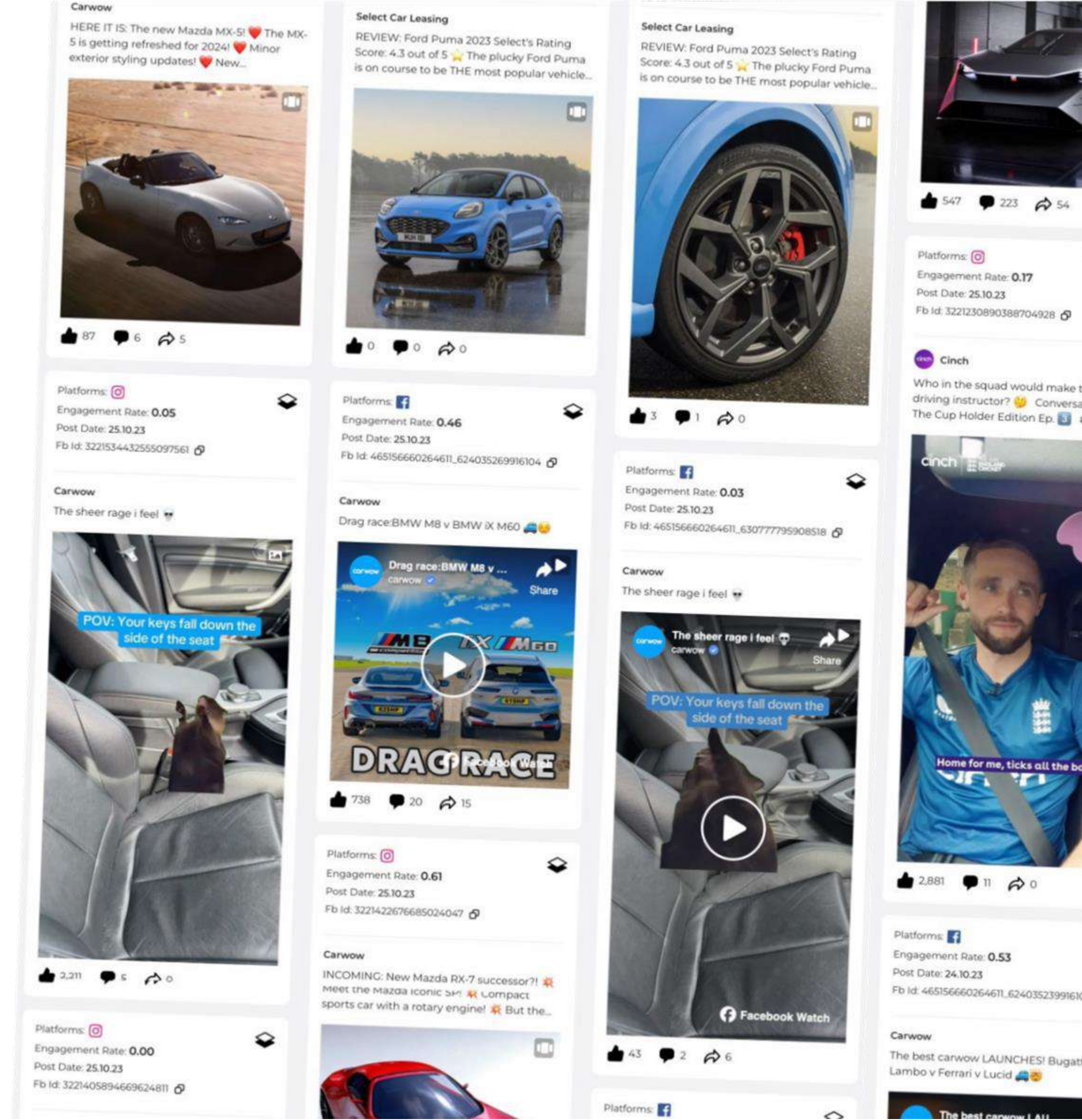
Brand
Tracker



Automated
Data Analyst

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 whats going on in your industry.



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

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.

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

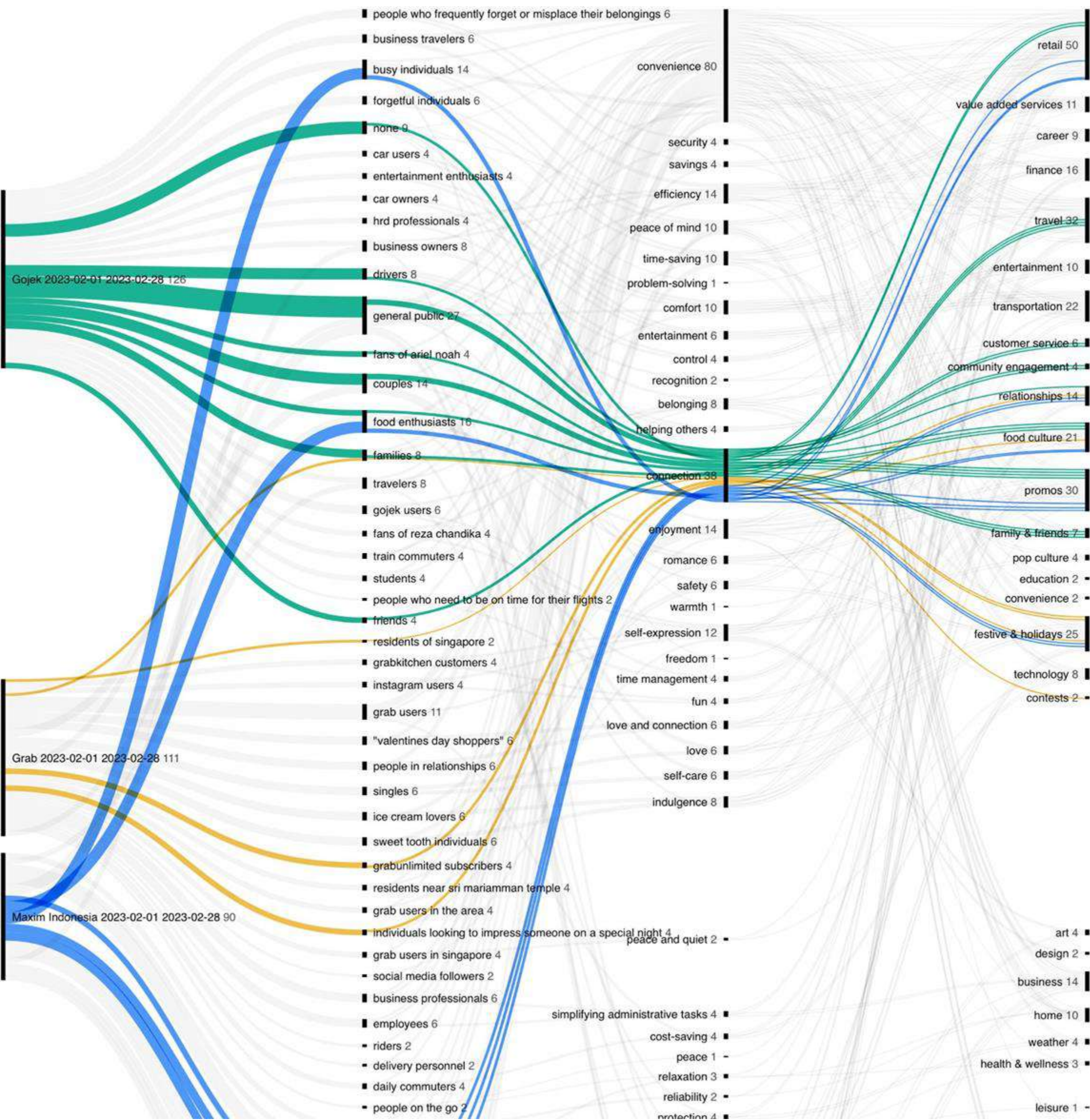


The marketing banner you've shared for a multi-vitamin product targeted at active men appears to be designed to attract attention and engage potential customers on platforms like Meta. Here are a few reasons why this banner might receive a high Click Through Rate (CTR):

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.



Thanks

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