

Digital Marketing Ai



Ai to increase
Digital
Ad Performance



INTRODUCING

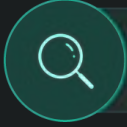
A SaaS Deep Learning solution designed to help you avoid saturated auction for better and cheaper results.



Competitors monitoring



Scale ad spend optimally without overspending



In-depth insights on your creatives and audiences



Save time and energy with AI and automation



RESULTS YOU CAN EXPECT

Drive

30%

cheaper results



Save

40%

of your time



With

100%

transparency



AWARDS



100+ brands



Ferrari



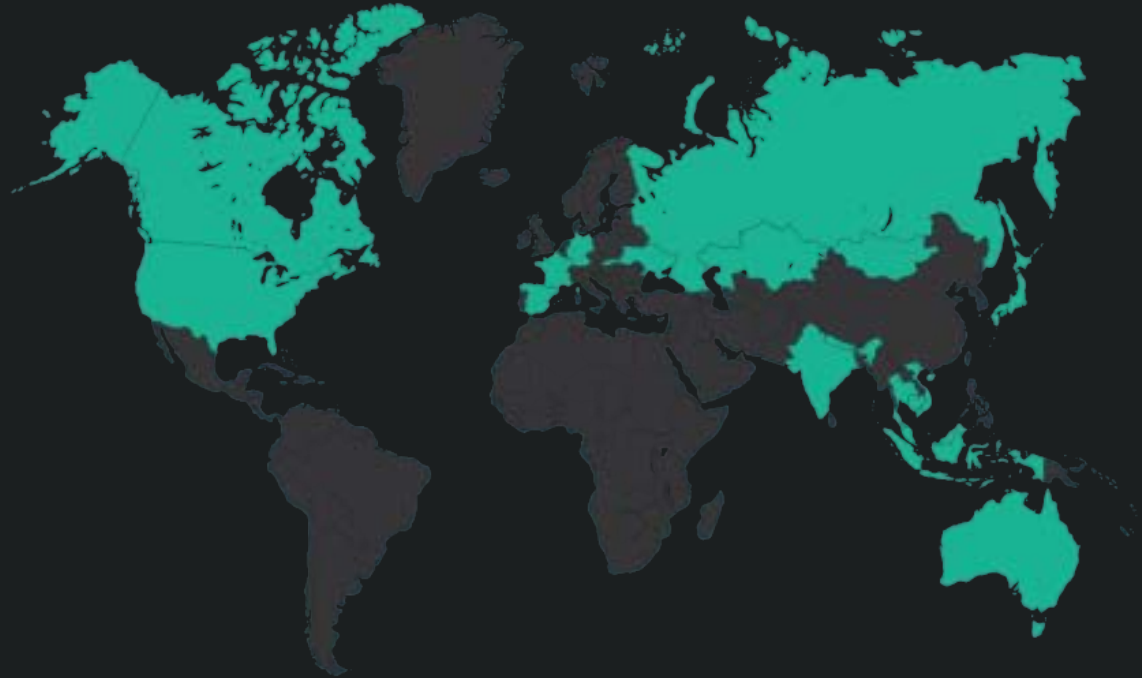
KFC

P&G



REASSURED

markets



Global Media Partners

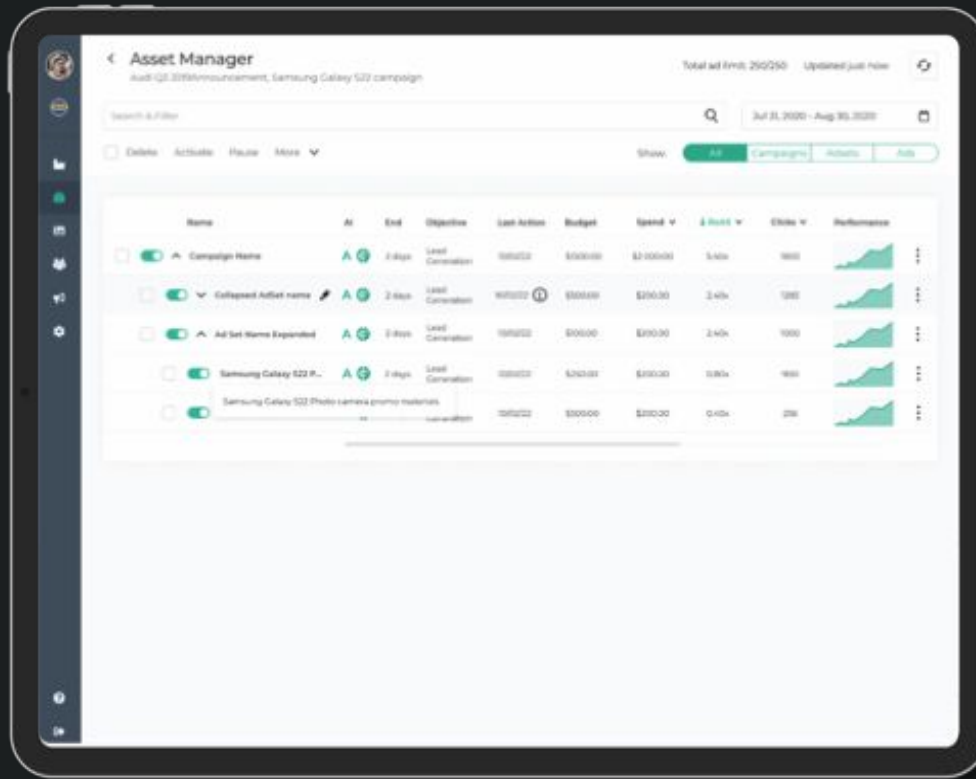
dentsu

OMG

group^m



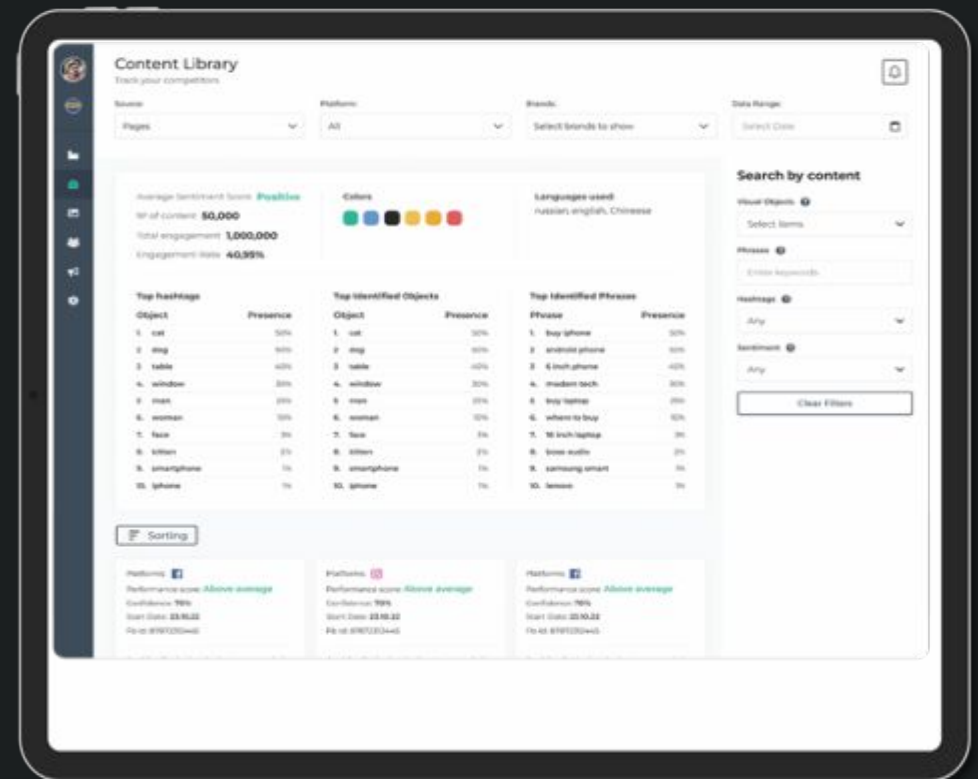
PRODUCTS



SOADS

AI checks results every 30 minutes with automated campaign optimization via **AI-driven long-tail targeting** and AI content scoring.

with
+30%
better performance



SOMONITOR

Your custom **Audience dashboard** includes your competitors' and audience's real-time insights.

with
+40%
saved time

SOADS

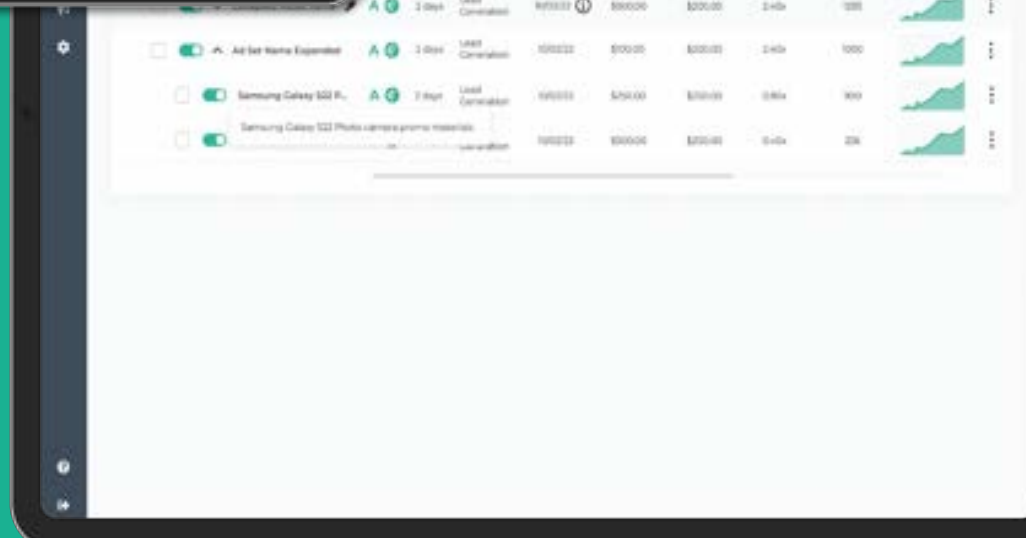
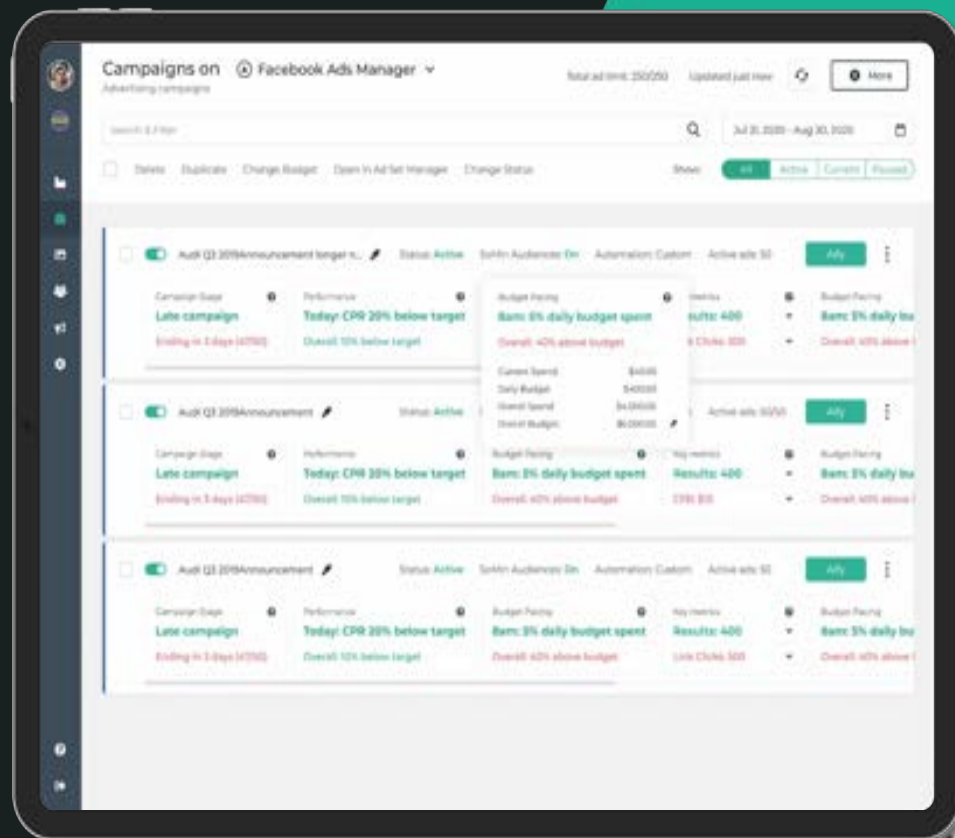
An AI solution built to capitalize on the performing audiences so your campaigns get the best results at the best prices.

- Objective-based ML optimization
- Optimization every 30 minutes 24/7
- Campaign recommendations

with

+30%

better performance

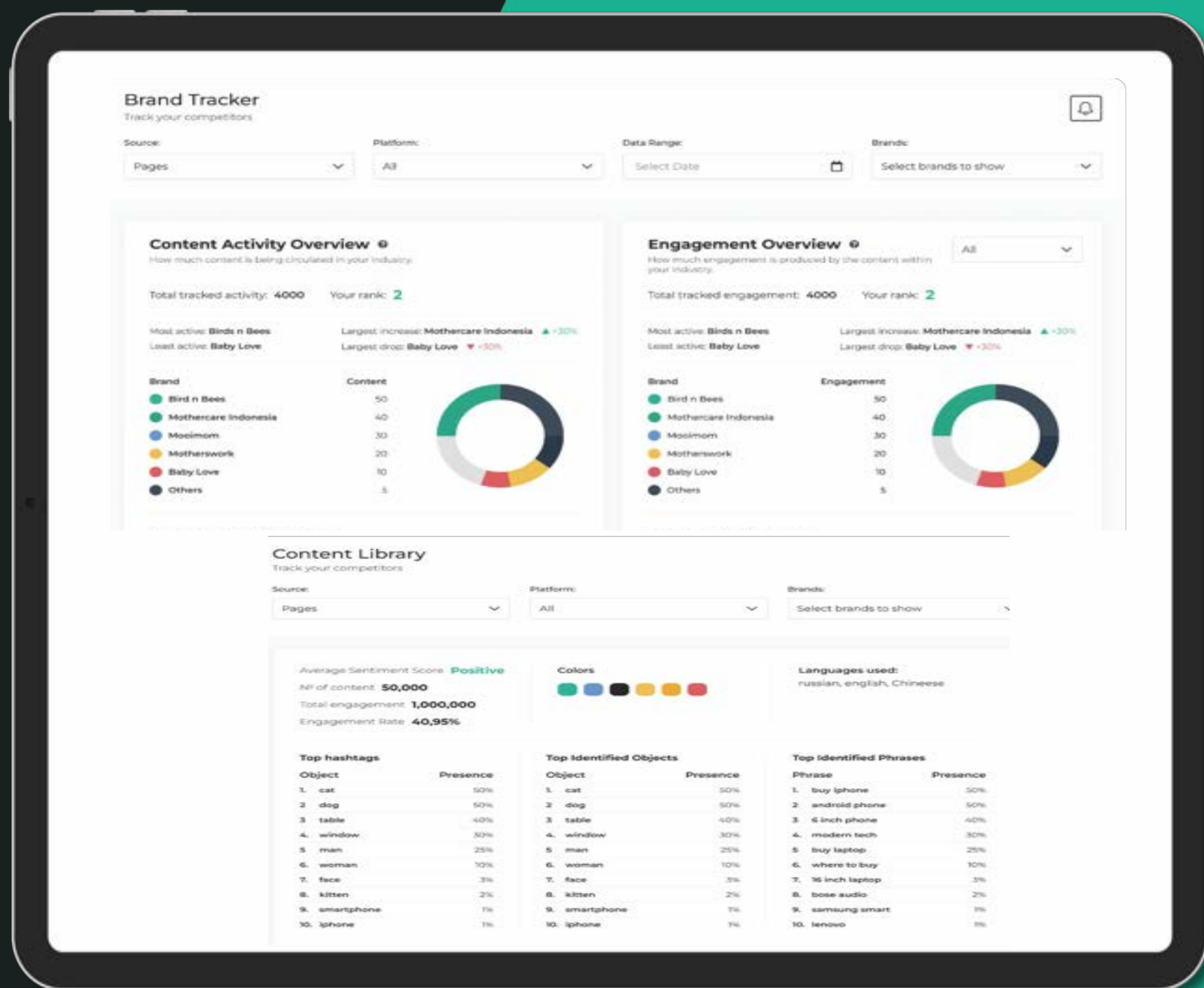


SOMONITOR

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

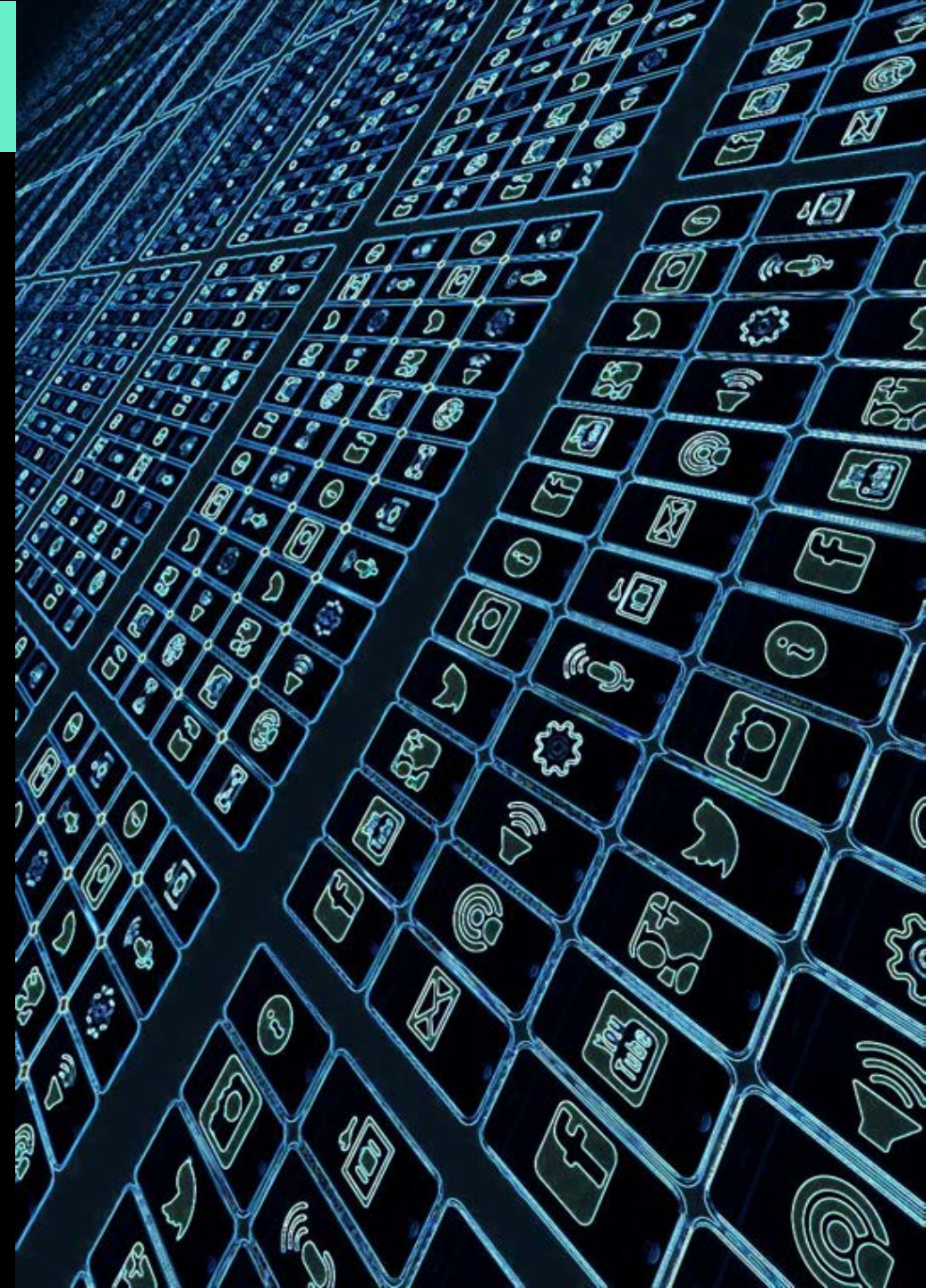


What Somin can DO ?

- Increase App downloads and App purchase at lower cost
- Generate more quality leads and conversion
- Increase online orders and website visits at lower CPC
- Higher ad reach & impressions
- Reduce Customer acquisition Cost
- Increase app food delivery
- Higher conversion on eCom/catalogue ads
- Increase store visits and offline purchase
- Improve return on Ad spends (RoAS)

Somin
objectives

We have DONE IT with many global brands



How does the AI operate

The platform launches and executes advertising campaigns using AI in 4 steps:



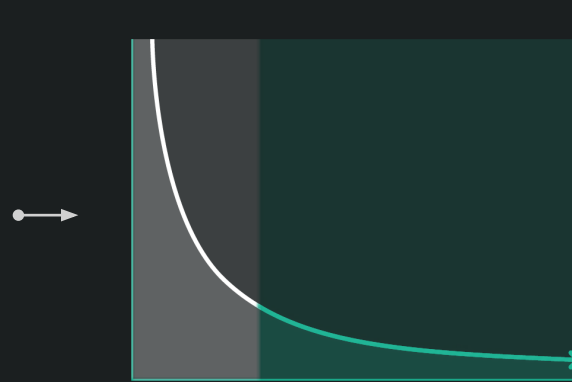
Safely **Collects data**
from multiple sources

Omni-Sourced User Profiling maps your competitors' and audiences' data universe from Social Media, Web and your previous campaigns



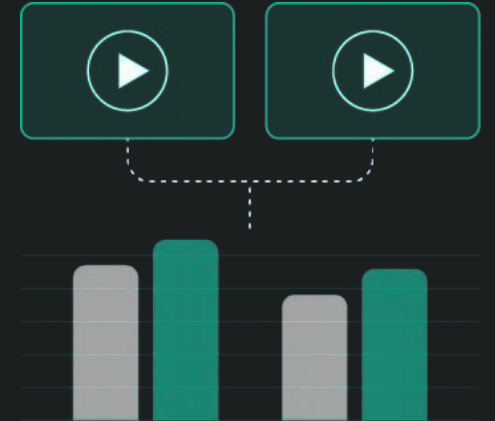
Understands who
your **audiences** are

AI Audience Analysis gathers millions of audience data points through text (NLP) and images (CV)



Targets your
highest-value audience

Dynamic Long-Tail Targeting AI clusters your audience by up to 15K segments according to the highest chance of conversion



Autopilots
campaigns

Optimizes and A/B tests ads to find the best creative and **targeted optimizations every 30 minutes**

Optimize any objective



F&B

Increased app downloads
for McDonald's Thailand

70%
Cheaper cost
per download

x6
Higher ROAS

x5
Better CTR

Channels



RETAIL

Increased ROAS for
Mothercare Singapore

30%
Lower CPC

83%
Higher RoAs

Channels



ELECTRONICS

Initiated more orders and
increased ROAS for
Huawei

1.3x
Higher RoAS

2.3x
Higher AOV

+24%
More Add to cart

Channels



FMCG

Increased Reach &
Volume
for Procter & Gamble

17.9x
Higher Volume

3.55x
Higher Reach

Channels



Optimize any objective



AUTOMOBILE

Increasing website visits
at better cost for the
VW Polo launch

81%

More reach

45%

More clicks

33%

Lower cost

Channels



RETAIL

Increasing app downloads
for multinational sports
retailer Sportmaster

142,176

App downloads

6.11x

More app
downloads

4.2x

Lower cost
per install

Channels



TELECOMMUNICATION

Reducing customer
acquisition cost for
M1 Singapore

18%

Lower cost per
purchase for sim
cards campaign

24%

Lower cost per
order for mobile
plan campaign

Channels



BANKING

Increasing leads &
Conversions for Credit Card
at lower Cost per Lead

2X

More Leads

53%

More
Conversions
From clicks

43%

Lower Cost per
Lead

Channels



Effective for various B2C Industries



BEAUTY

Driving online sales on in-house e-commerce for FACES UAE

24-76%

Higher ROAS Month on Month

Comparing with KPIs

Channels



Generating Website and App Food Delivery and Pre-Order Leads for KFC Turkiye

60%

Cheaper Cost Per Lead by Week 5 of a Side-by-Side Test

Comparing with a Side-by-Side Campaign

Channels



BANKING

Generating Cost Per Lead for Citigold and Credit Card Products for Citi UAE

3.3x

Cheaper Cost Per On-Facebook lead for Citigold

Comparing with Historical Performance

Channels



الصكوك الوطنية
NATIONAL BONDS

FINANCE

Helping National Bonds increase website leads

1.98x

Cheaper Cost Per Website lead

Comparing with a Side-by-Side Campaign

Channels



What makes us different from other solutions?

Psychographics explain **WHY** they buy.

Our **AI platform customizes Ad targeting and execution strategies** based on customers' psychographics and their content preferences.



What makes us different from other solutions?

Traditional demographics explain WHO your customers are.



Female



Married

36

years old



Medicine



**From
Singapore**

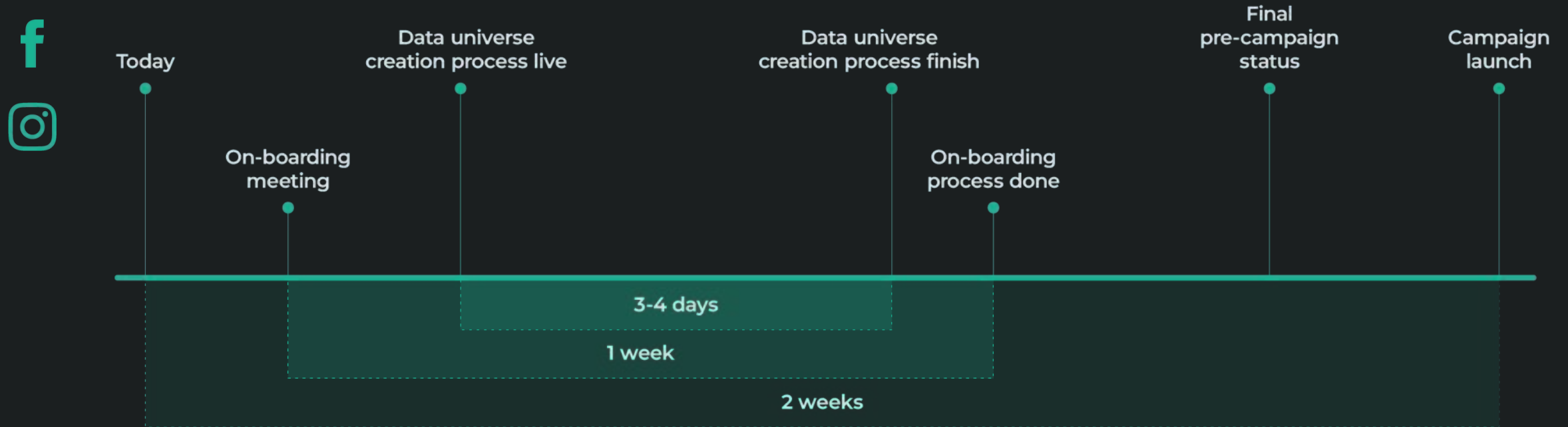


**Earn 60k USD
per year**



Seamless implementation & transparent onboarding

- Access to the ad manager is the only requirement
- No personal data stored or used
- Able to run in parallel with any current activity



Advertising channels the platform supports

Core Platforms

AI audience and competitor monitoring + AI campaigns execution

Instagram

facebook

Additional Platforms

AI campaign execution

Google

TikTok

YouTube

Pre-launch process

	WEEK 0	WEEK 1	WEEK 2	WEEK 3+
SOMIN	Briefing A meeting to discuss the parameters and expectations of the campaign (KPI, Competitors, budgets, benchmarks, creative, etc.)	Data Universe Expansion Guided by the on-boarding form SoMin will map out all digital assets of the client and explore it's audiences. This process includes quality assurance checks from the SoMin Operations and Data Science team to make sure the the AI is performing as expected.	Campaign Alfication Once the data universe expansion is completed this process takes the learnings from the data universe and places audiences into the campaign shell.	Campaign Live Once campaign is approved it goes live on the 3rd week and will be monitored for the duration of the campaign.
CLIENT	On-boarding Form Fulfilment SoMin will provide a form that asks for basic information regarding digital assets and campaign details. This form is to be filled so that we can proceed with the proper setup of the platform.	Grant Channel Access Clients to provide channel access for all relevant platforms Create Campaign Shell Clients are to create a shell campaign that contains timing, creatives, budget, links and other details and restrictions.	Campaign Finalization Clients to approve the Alfied campaign and give the green light to go live.	

Mothercare –testimonial ~85% RoAS optimisation



Somin has increased helped improve our digital marketing returns by over 100%. In the past, when we set up traditional Facebook conversion campaigns, our ad spend was about 10% off the CVR. Today, our ad spend is now 3-5% off the CVR. Besides Facebook campaigns, we have also used Somin to help optimize our Google AdWords campaigns and also saw a marked improved of over 30%.

We started using Somin at the end of 2019 and our working relationship with them has been very positive. The team has been responsive and supportive throughout our engagement. The partnership has value added to the capabilities of my team at mothercare.

I would absolutely recommend Somin to anyone who is thinking of using them to improve your PPC campaigns on social media or Google.

Sincerely,



Pang Fu Wei
Managing Director
Mothercare Singapore



BANKING

PREDICTING AUDIENCE'S FINANCIAL NEEDS THROUGH MACHINE LEARNING FOR CITIBANK CEE

Challenge

Identify the audiences who need financial services as these behaviors are very personal and varied in nature. Improve attribution for a business with long sales cycle.

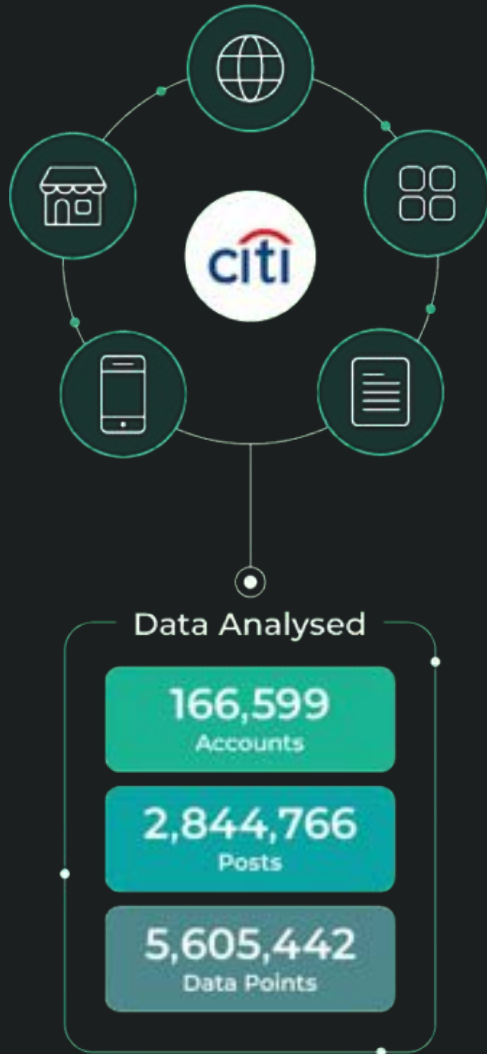
Channels



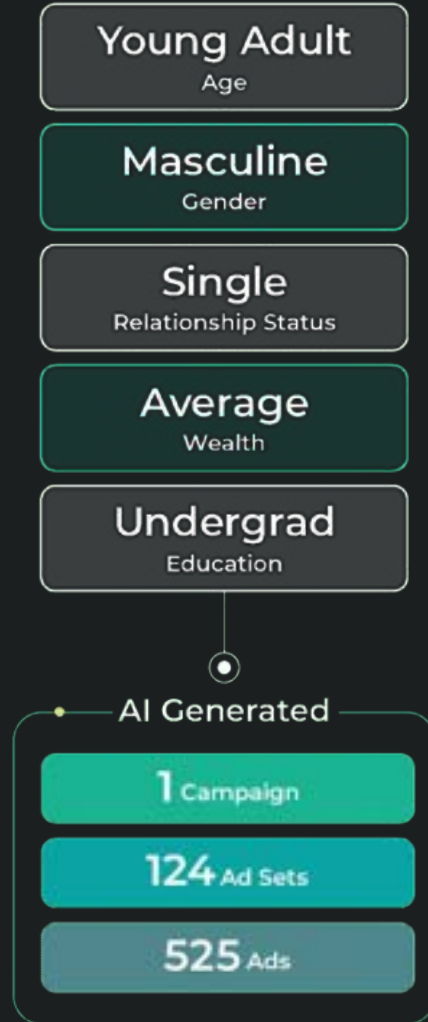
SOMIN



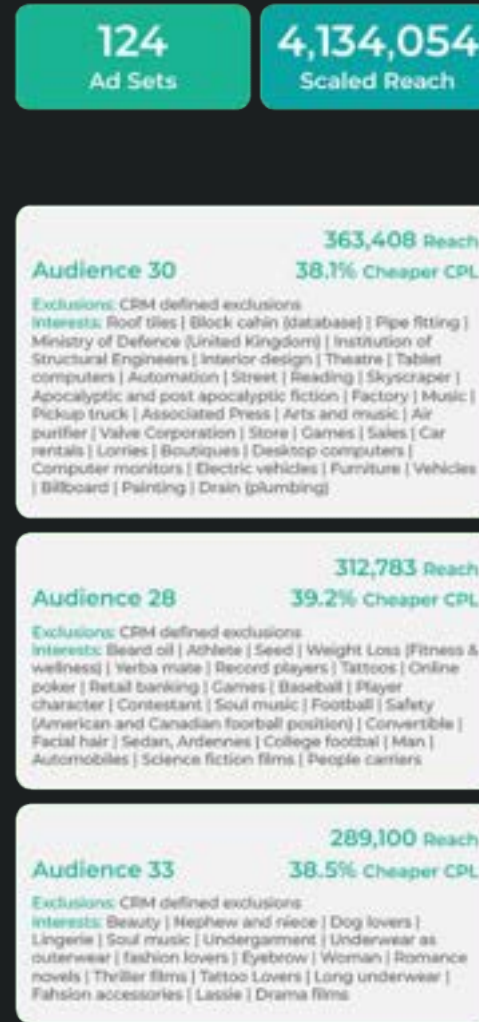
OMNI-SOURCED USER PROFILING



AI AUDIENCE ANALYSIS



LONG-TAIL TARGETING



CAMPAIGN AUTOMATION





AUTOMOTIVE

INCREASING WEBSITE VISITS AT BETTER COST FOR THE VOLKSWAGEN POLO LAUNCH

Challenge

Reach new customers outside of its typical demographics while minimizing its CPM and CPC.

Channels



SOMIN

OMNI-SOURCED USER PROFILING



Data Analysed

225,330
Accounts

2,051,354
Posts

4,918,858
Data Points

AI AUDIENCE ANALYSIS

Mature
Psychological Age

Masculine
Behavioural Gender

Single at heart
Psychological Relationship Status

General
Behavioural Wealth

Architect (INTJ)
Personality

AI Generated

5 Campaigns

299 Ad Sets

871 Ads

LONG-TAIL TARGETING

299
Ad Sets

49% cheaper CPM than KPI

Food lovers

Age: 25-45
Interest: Solar battery, delicious, Australia, Organic food, Lock (device), Falafel, Cashew, SweetLeaf Stevia, Hot spring, Wind turbine, Ham and cheese sandwich, Projection screen, I'm Alan Partridge, Kitchen utensil

46% cheaper CPM than KPI

Western country style

Age: 25-45
Interest: Supper Moment, Self-balancing two-wheeled board, Potato, Seed, Dead Space 2, Caramel corn, Knitting needle, Del Taco, Engagement ring, Banquet, Action games, Duffel bag, Baseball cap, Mashed potato, 8 Ball

82% cheaper CPC than KPI

Family

Age: 30-44
Interest: Arts and music, Desserts, Shopping and fashion, Cuisine, Parenting, Food, Drinks, Initiative, Entertainment, Business, Children's clothing, Retail, Technology, Business and industry, Food and drink, Home and garden

72% cheaper CPC than KPI

Outdoor activities

Age: 30-44
Interest: Car Seat Headrest, Self-balancing two-wheeled board, Potato, The Metars, National Pedagogic University (Mexico), Surfboard, Remote control, Social pedagogy, Rocket (sports equipment), Paris Dauphine University

CAMPAIGN AUTOMATION

1,937,520
Actions Taken

More Than **32,292**
Hours Saved

* Time is estimated at 1 min per action if done manually.

RESULTS

29% Lower cost
per thousand
impressions

62% Lower cost
per click



Retail

Reaching Audiences at Scale via Long-Tail Auction Bidding

Challenge

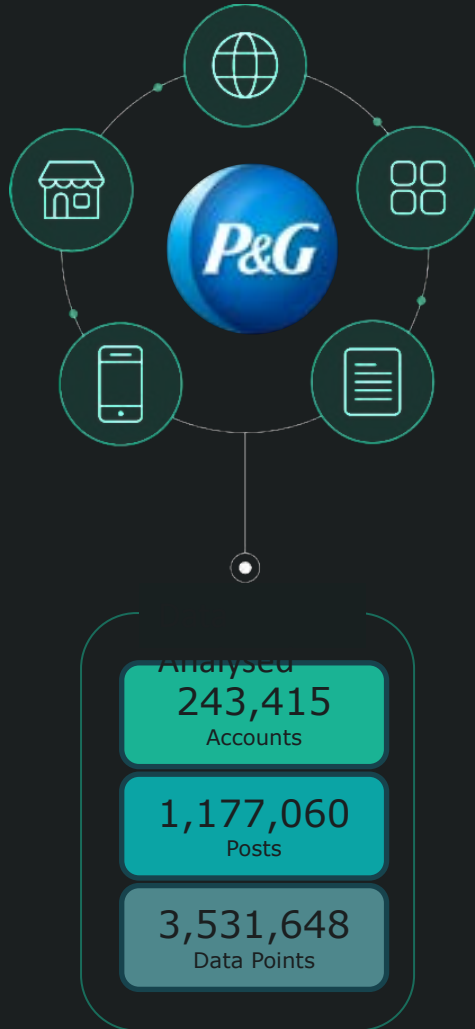
Scaling digital Ads due to above-average budgets and competition.

Increasing reach while minimizing CPM and gaining psychographic insights on P&G customers.

Channels



OMNI-SOURCED USER PROFILING



AI AUDIENCE ANALYSIS

Young Adult
Age

Masculine
Gender

Single
Relationship Status

General
Wealth

EIFP
Personality

3 Campaign

82 Ad Sets

82 Ads

LONG-TAIL TARGETING

82 Ad Sets

Reach: 30,154,914 **18-65, All Genders**

- 1.Video Games** - Diamond Digger, Hill Climb Racing, Guns of Boom, Lego Pirates, Tom Clancy's Splinter Cell
- 2.Food and Beverages** - Course, Helix Sleep, Highlands Coffee, el Jimador Tequila, SKYY vodka
- 3.Arts and Crafts** - Woodworking Enthusiasts, Beadwork, Slide projector, Foam Glow 5K, Story Accessory
- 4. Animals** - Welsh Pony and Cob, Persian cat, Bee, Bear, Doberman Pinscher
- 5.Home and Living** - Institution of Structural Engineers, Roof tiles, Interior design, Pillow, Futon

Reach: 10,402,554 **18-65, All Genders**

- 1.Entertainment** - Hill Climb Racing (video game), Hacksaw Ridge, Downton Abbey, Geordie Shore, Game of Thrones Ascent.
- 2.Food and Drink** - Meat Loaf, Del Taco, Rolled oats, Ham and cheese sandwich, Bubble tea.
- 3.Sports and Outdoor Activities** - Fishing, Surfing, Lithuanian Basketball Federation, Mountain biking, Parasailing.
- 4.Travel and Tourism** - Fort Worth, Texas, West Bengal, Pacific Crest Trail, Coventry, Rimini.
- 5.Miscellaneous** - Snapl, Toothpick, Flancco, Glass, Dolphin.

CAMPAIGN AUTOMATION

Ad Set 1	Ad Set 2	Ad Set 3	Ad Set 4	Ad Set 5
Ad Set 6	Ad Set 7	Ad Set 8	Ad Set 9	Ad Set 10
Ad Set 11	Ad Set 12	Ad Set 13	Ad Set 14	Ad Set 15
Ad Set 16	Ad Set 17	Ad Set 18	Ad Set 19	Ad Set 20

RESULTS

17.9x Higher Volume

3.55x Higher Reach



Food & Beverage

Innovating The Approach To Advertising Targeting With The Power Of AI

Challenge

Scaling digital Ads and increasing App installs & App purchases during festive season in highly competitive QSR market

Channels



OMNI-SOURCED USER PROFILING



272,415
Accounts

12,120,432
Posts

28,500,414
Data Points

AI AUDIENCE ANALYSIS

Young Adult
Age

Masculine
Gender

Single
Relationship Status

Average
Wealth

Undergrad
Education

18 Campaigns

762 Ad Sets

2000+ Ads

LONG-TAIL TARGETING

762 Ad Sets

Fastfood Junkie Cohort 1
405,248
Reach

Interests: Chicken McNuggets, KFC thailand, The Burger King, Chicken (food), McDonald's, Fried rice, The Pizza Company, Chicken nugget, French fries, Rice, Pizza Hut, Fast food restaurants, Thai fried rice, Burger, Burger King, KFC, Chicken sandwich, Fried chicken or Fast food

And must also match:
Interests: Saluki, Artists and Models, Beauty salons, Rabbits, Toyota Land Cruiser, Cats, Fish, Dresses, Romance novels, Trousseau packing, Moraine Valley Community College, Poser, Moraine Park Technical College, Kettle Moraine High School, Dogs, Isle of Wight College, Shoes, Tea gown, Drama films, Wedding dress, Tourism, Pet food, Toy dog, Maid, Cascabel (artillery), Spitz, Gown, Women's clothing or Men's clothing

Fastfood Junkie Cohort 2
379,776
Reach

People who match:
Interests: Chicken McNuggets, KFC thailand, The Burger King, Chicken (food), McDonald's, Fried rice, The Pizza Company, Chicken nugget, French fries, Rice, Pizza Hut, Fast food restaurants, Thai fried rice, Burger, Burger King, KFC, Chicken sandwich, Fried chicken or Fast food

And must also match:
Interests: tudung online, Scarfsweethoney, Snowmobile, Borong tudung online, Beauty salons, Banana Republic, Bikini, Romance novels, Chapeau, Headscarf, Ranti Moslem's Gallery, buddy, Shoes, Drama films, Tourism, Tudung Muslimah, Clothing, Maid, Hotels, ONLINE SHOP TUDUNG, Red scarf, Women's clothing, Men's clothing, Scarf Me or Ageela Muslimah WEAR

Reconnecting with Old Friends
199,425
Reach

Dog Lovers, Singing, Films, Fashion lovers, I Got You Babe, Bikini, Tattoo Lovers, buddy, Shirts, classmates, Swimsuit, Sweetie, Mailot,, Words with Friends, Johnson's Baby

CAMPAIGN AUTOMATION

3,840,480
Actions taken

> 64,008
Hours saved

RESULTS

438%
Higher quality reach

85% Lower CPM

5x Better CTR

6x Better RoAs



SOMIN

AUTOMOTIVE

MAXIMIZING CLICKS FOR AUDI TAIWAN'S E-TRON LAUNCH SITE DURING A PANDEMIC

Challenge

Audi Taiwan faced high CPC rates when generating test drive leads on Meta, reducing their ROI.

Channels



OMNI-SOURCED USER PROFILING



Data Analysed

366,383
Accounts

6,094,020
Posts

11,805,448
Data Points

AI AUDIENCE ANALYSIS

Mature
Psychological Age

Masculine
Behavioural Gender

Single at heart
Psychological Relationship Status

General
Behavioural Wealth

Architect (INTJ)
Personality

AI Generated

12 Campaigns

738 Ad Sets

850 Ads

LONG-TAIL TARGETING

738
Ad Sets

40% Cheaper CPC (all)
36% Cheaper CPC (link clicks)

Audi Persona #1

Age: 18-30

Interest: Multi-function printer, Technical indicator, The Meters, Adventure travel, Snorkeling, Nephew and niece, National Pedagogic University (Mexico), TDW, Remote control, Eyepiece, Entrepreneur Philippines, Display device, Social pedagogy, Meat Loaf, Angora wool, FaveCompass, Sauce, Computer animation, Roofing, Bee, Wonton noodles, Wine bottle, Theatre, Chocolate spread, Tablet computers, Messenger bag, Mylram Fares, Mobile phones, Poster, Persian cat, Switch, Singing, Garage door, Beer cheese (spread), Garlic bread, Green beans, Lettuce, Texas toast, Pony, Turkish Angora, Eraser, Human Development Index, Electric fireplace, Bath & Body Works,

40% Cheaper CPC (all)
36% Cheaper CPC (link clicks)

Eco-friendly bachelor

Age: 25-64

Interest: Solar battery, Course (food), Phu My Hung Urban Area, Organic food, Architecture & Design, Institution of Structural Engineers, Volleyball, el Jinnador Tequila, Bermuda shorts, Christmas tree cultivation, Building material, Goggles, Steam engine, Wonton noodles, Wine bottle, Theatre, Wildcat, Merchandise, Groom, Tine, Veranda, Messenger bag, Alley Cat Allies, Goldilocks Bakeshop, Gaza Strip, Biryani, Vermouth, Collider, Barbecue chicken, Sofa, Dish network, Garlic bread, Satellite dish, Dairy product, Lemon pepper, Stove, Texas toast, Armour, Coupons, Urban park, Blueberry, Palace, Retail banking, Game Room, Shortcrust pastry, The Melting Pot (restaurant), Manga, Port wine, LED lamp

CAMPAIGN AUTOMATION

8,501,760
Actions Taken

More Than **141,696**
Hours Saved

Time is estimated at 1 min per action if done manually.

RESULTS

42.6% Cheaper cost
per click

45% Ad budget
savings

Audi also expanded its relationship with SoMin as a result of the success of this campaign by becoming the company's first client to incorporate SoMin's competitor and content analysis tool into their social media management.



TELECOMMUNICATION

REDUCED CUSTOMER ACQUISITION COST FOR M1 SINGAPORE

Challenge

Maximizing conversions with a diverse customer base on a limited budget.

Channels



SOMIN

OMNI-SOURCED USER PROFILING



Data Analyzed

249,313
Accounts

4,383,962
Posts

10,308,604
Data Points

AI AUDIENCE ANALYSIS

Young Adult
Age

Masculine
Gender

Single
Relationship Status

Average
Wealth

Undergrad
Education

AI Generated

2 Campaigns

119 Ad Sets

1,000+ Ads

LONG-TAIL TARGETING

119
Ad Sets

59.4% Better than KPI

Automobile

Sim Card Purchases

Interests: Dungeon Brawlers | Athlete | Goggles | Tesla | Roadster | Association football (Soccer) | Vehicles | Automobiles | Natural gas vehicle | Minivans | BRP Can-Am Spyder Roadster | Motorcycles | Basketball | Plays | Motor vehicle | Bumper (automobile) or Bumper sticker

57% Better than KPI

Personal Ambitions

Sim Card Purchases

Interests: Beard oil | Science | Necktie | Vacations | Music | Tattoos | Waterproofing | Makeup Creek | Soul music | World Beard and Mustache Championships | Personal finance | Hedge trimmer | Facial hair | Harp | Man | Shopping and fashion | Dresses | American Idol | Science fiction movies | Raincoat | Sunglasses | Physical fitness | Coffee Drinker |

58.6% Better than KPI

Youth

Mobile Plan Purchases

Interests: Beauty | Oilskin | Singing | Tattoos | Human hair color | Beauty salons | Soul music | Undergarment | Blonde Redhead | Dress shirt | Cocktail dress | Underwear as outerwear | Enchantress (Marvel Comics) | Eyebrow |

51.7% Better than KPI

Active Life

Mobile Plan Purchases

Interests: Sky Sports | The Chronicles of Narnia: The Lion, the Witch and the Wardrobe | Skyscraper | Gardening | Mountains | Autumn leaf color | Eucalyptus | Vehicle door | Cloud | Leaf vegetable | Grand Theft Auto: San Andreas | Cumbria | Littoral zone | Mimosa | Persian Shoes and

CAMPAIGN AUTOMATION

48,195
Actions Taken

More Than **803**
Hours Saved

* Time is estimated at 1 min per action if done manually.

RESULTS

18% Cheaper Cost
per Purchase in
Sim Card Campaign

24% Cheaper Cost
per Order in Mobile
Plan Campaign



RETAIL

INCREASING APP DOWNLOADS FOR MULTINATIONAL SPORTS RETAILER SPORTMASTER

Challenge

Maximizing conversions with a diverse customer base on a limited budget.

Channels



SPORTMASTER CASE STUDY

The challenge Sportmaster is a sporting goods retailer with a diverse customer base, but this business model can make it difficult to decide which products to focus on and how to allocate marketing budget effectively.

The execution In just two weeks, we analyzed millions of audiences, identified 345 actionable audience groups, and tested them against a variety of product communications using long-tail interest targeting. We also used Ad Management Automation to save time and keep ad costs low.

The results

142,176

App downloads

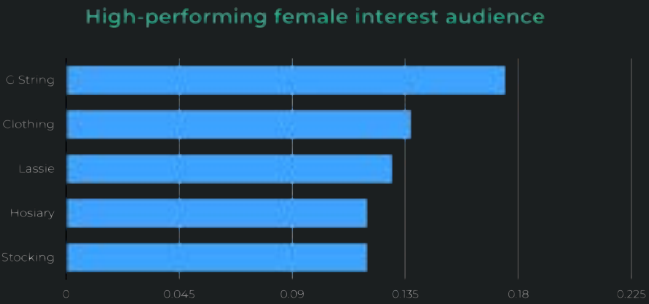
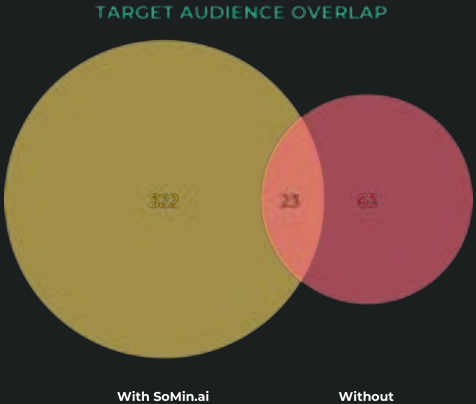
6.11x

More app downloads

4.2x

Lower cost per install

SoMin also discovered that female audiences interested in g-strings, hosiery, and stockings had the highest conversion rates from clicks to app downloads.



Thanks

Linkedin: Lucror

Facebook: Lucror

Instagram: Lucrorworld

Web: www.lucrorworld.com

Email: legend@lucrorworld.com

The logo for 'Lucror' is displayed in a white, elegant serif font with a slight italicization. The letters are bold and well-spaced. The logo is set against a solid black rectangular background, which is positioned on the right side of the image. The overall design is clean and professional.