



**COMPETITOR
MONITORING AI**

GEN AI
a new way of
ADVERTISING

SOMIN

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

Working with Top Agencies



100+ Global brands



14+ Markets



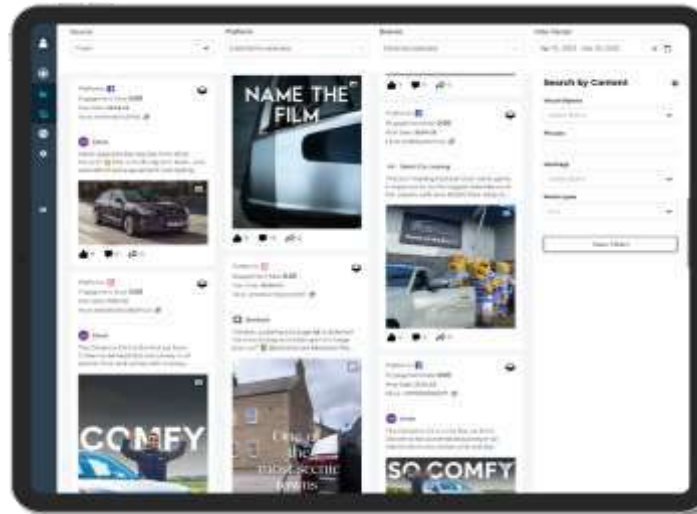
Awards



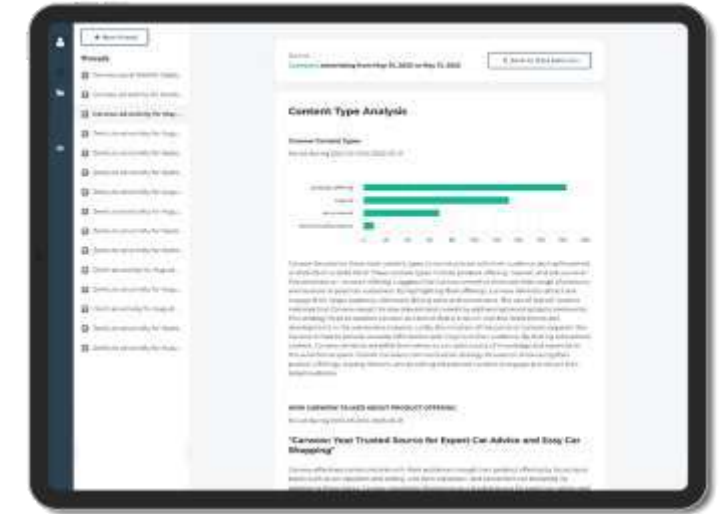
SOMONITOR



1. Competitor Tracking



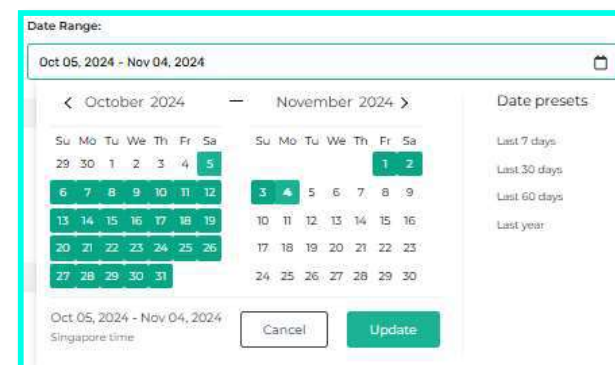
2. Content Library



3. Strategic insights



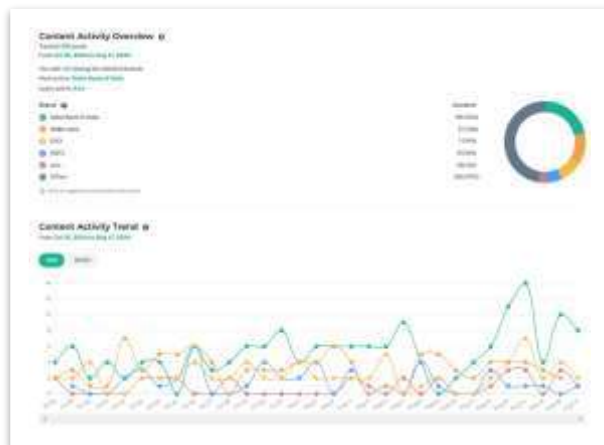
Platform



Check live & date-wise

Reimagine Advertising

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



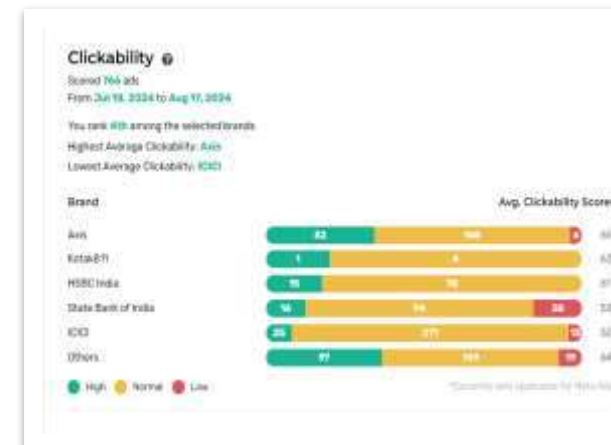
Understanding the Market and Competition

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



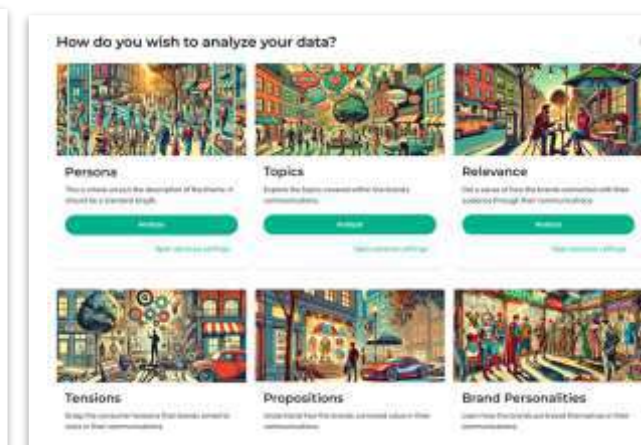
Data-Driven Decision Making

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.

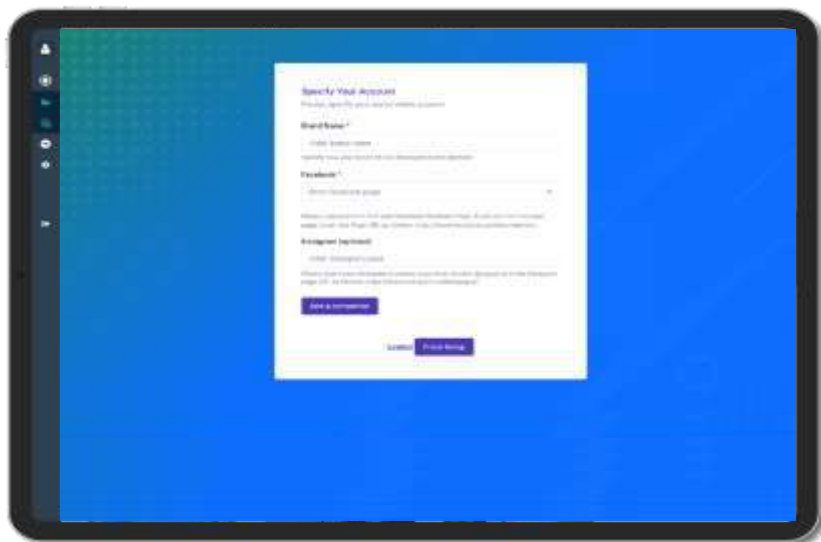


Brand Personality and Audience Insights

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

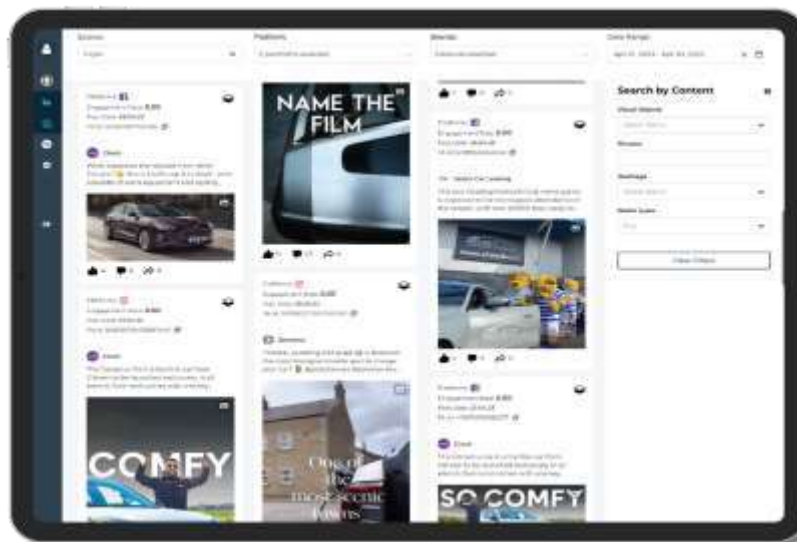
****In-House AI Models + GPT 4.0**

How does SOMONITOR operate?



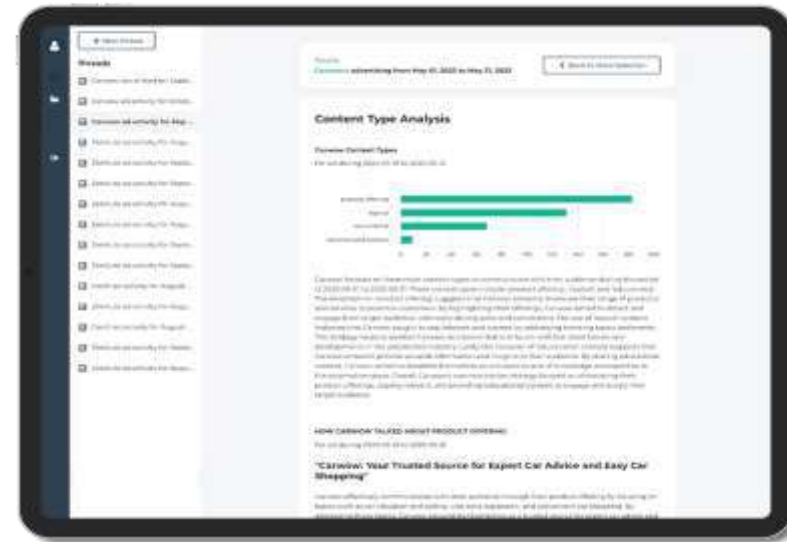
**Safely Collects data
from multiple public
sources**

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

Agency Testimonials

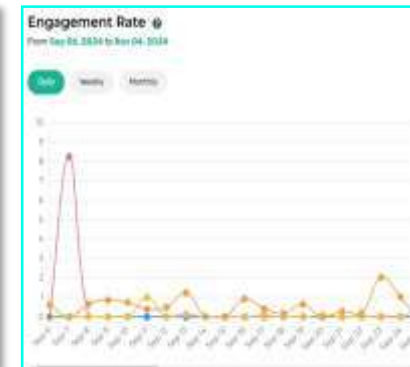
Hear from
Agencies across
the globe on how
SoMonitor is
helping them



Competitor Tracking

Track and Analyze the market in few clicks

Social Pages



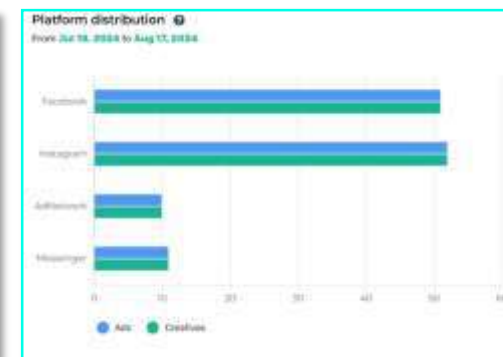
Content activity overview (shows content volume)

Engagement overview (Likes, comments, total engagement)

Content activity overview (Posting behavior over time)

Engagement trend & rate over time

Platform distribution along with content activity trends



Ad activity overview (Ad volume)

Clickability - High, Normal, Low (Ad prediction)

Historic ad activity (Consistency of brand over time)

Platform distribution along with historic ad activity

Ad Library

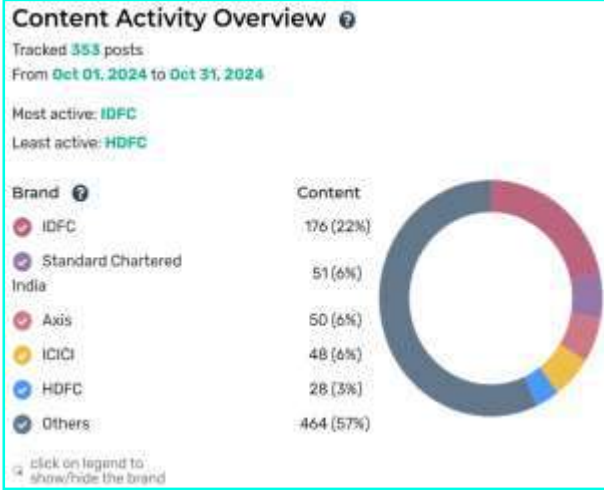
Competitor Tracker for Banks

Social Pages

Brand Name	No. of ads	No. of creatives	Clickability
Axis	335 ▼-0.13%	335 ▼-0.13%	★ 68
HDFC	243 ▲+1.25%	243 ▲+1.25%	★ 57
IDFC	300	300	★ 50
ICICI	681 ▲+7%	681 ▲+7%	★ 55
Standard Chartered India	28 ▼-0.24%	28 ▼-0.24%	★ 59

Ad Library

Brand Name	Posts	Activity Score	Engagement	Engagement Rate
Axis	50 ▲+22%	0.5938 ▲+21%	8,411,948 ▲+88%	17.5730 ▲+99%
HDFC	28 ▼-44%	0.3889 ▼-30%	68,439 ▲+22%	0.1771 ▲+22%
IDFC	176 ▲+5%	0.9184 ▼0%	138,800 ▼-39%	0.9545 ▼-46%
ICICI	48 ▲+17%	0.4550 ▲+17%	6,912,441 ▲+328%	10.2748 ▲+406%
Standard Chartered India	51 ▲+65%	0.5460 ▲+51%	12,278 ▲+509%	0.2345 ▲+435%



Competitor Tracker for Auto

Ad Library

Brand Name	No. of ads	No. of creatives	Clickability
Hyundai	174 ▼-0.12%	173 ▼-0.12%	★ 65
Maruti Suzuki	38 ▼-0.55%	38 ▼-0.55%	★ 64
Mahindra	174 ▼-0.12%	173 ▼-0.12%	★ 65
Renault India	210 ▲+1.08%	210 ▲+1.08%	★ 60
Tata Motors	79 ▲+25.33%	79 ▲+25.33%	★ 63

Social Pages

Brand Name	Posts	Activity Score	Engagement	Engagement Rate
Hyundai	131 ▲+11%	0.9057 ▲+8%	390,257 ▲+6%	0.1355 ▼-25%
Maruti Suzuki	26 ▼-26%	0.2864 ▼-34%	25,712 ▼-43%	0.0694 ▼-31%
Mahindra	115 ▲+17%	0.8753 ▲+8%	613,684 ▼-22%	2.3059 ▼-41%
Renault India	39 ▲+56%	0.4039 ▲+21%	1,258,631 ▲+4%	2.0808 ▲+93%
Tata Motors	191 ▲+72%	0.8525 ▲+3%	350,673 ▼-43%	0.8992 ▼-31%

Ad Activity Overview

Tracked 675 ads
From Oct 01, 2024 to Oct 31, 2024
You rank 8th among the selected brands.
Most active: Renault India
Least active: Maruti Suzuki



Clickability

Scored 675 ads
From Oct 01, 2024 to Oct 31, 2024
You rank 3rd among the selected brands.
Highest Average Clickability: Hyundai
Lowest Average Clickability: Renault India



Content Activity Overview

Tracked 502 posts
From Oct 01, 2024 to Oct 31, 2024
You rank 5th among the selected brands.
Most active: Tata Motors
Least active: Maruti Suzuki



Engagement Overview

Tracked 2,638,957 engagement
From Oct 01, 2024 to Oct 31, 2024
You rank 5th among the selected brands.
Most engaged: Renault India
Least engaged: Maruti Suzuki



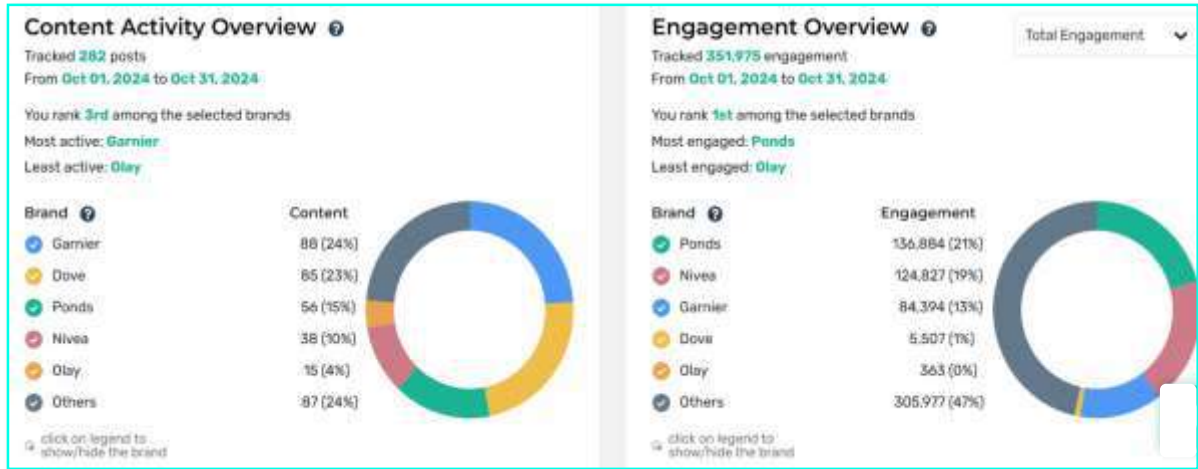
Competitor Tracker for CPG

Ad Library

Brand Name	No. of ads	No. of creatives	Clickability
 Dove	48 ▼-0.2%	48 ▼-0.2%	★ 60
 Garnier	48 ▼-0.59%	48 ▼-0.59%	★ 76
 Nivea	365 ▲+1.03%	365 ▲+1.03%	★ 78
 Olay	266 ▲+1.2%	266 ▲+1.2%	★ 81
 Ponds	387 ▲+0.01%	387 ▲+0.01%	★ 66

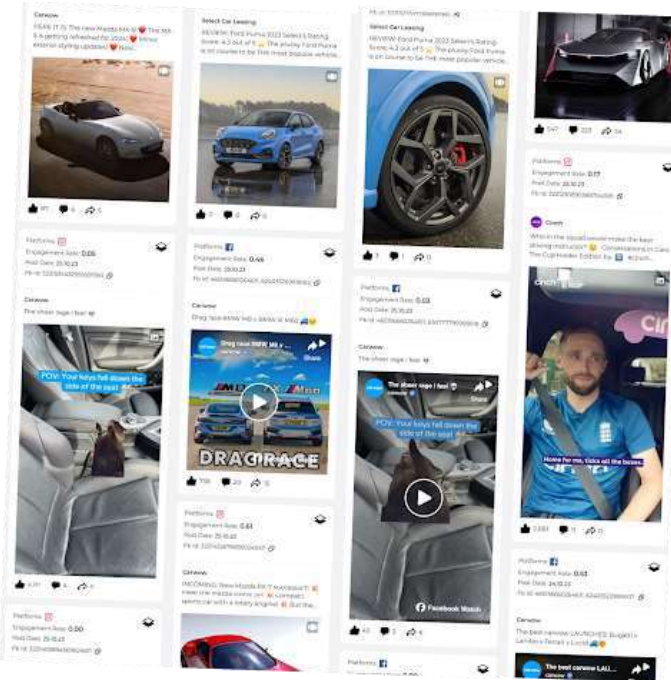
Social Pages

Competitor Breakdown 📌				
From Oct 01, 2024 to Oct 31, 2024				
Brand Name	Posts	Activity Score	Engagement	Engagement Rate
 Dove	85 ▲+49%	0.8447 ▲+15%	5,507 ▼-98%	0.1493 ▼-98%
 Garnier	88 ▲+29%	0.7453 ▲+26%	84,394 ▼-68%	0.6035 ▼-68%
 Nivea	38 ▲+100%	0.5268 ▲+80%	124,827 ▲+1414%	0.7046 ▲+1413%
 Olay	15 ▼-50%	0.2909 ▼-32%	363 ▼-64%	0.0064 ▼-52%
 Ponds	56 ▼-42%	0.6781 ▼-20%	136,884 ▲+74%	0.4006 ▲+76%



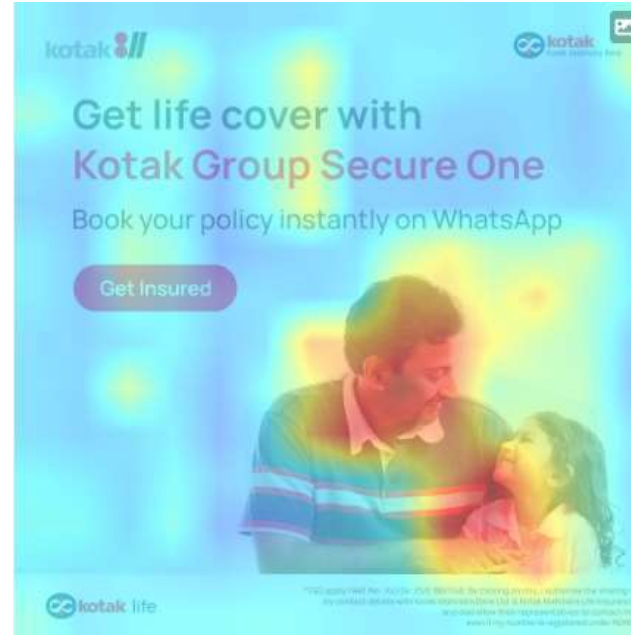
Content Library

Content History



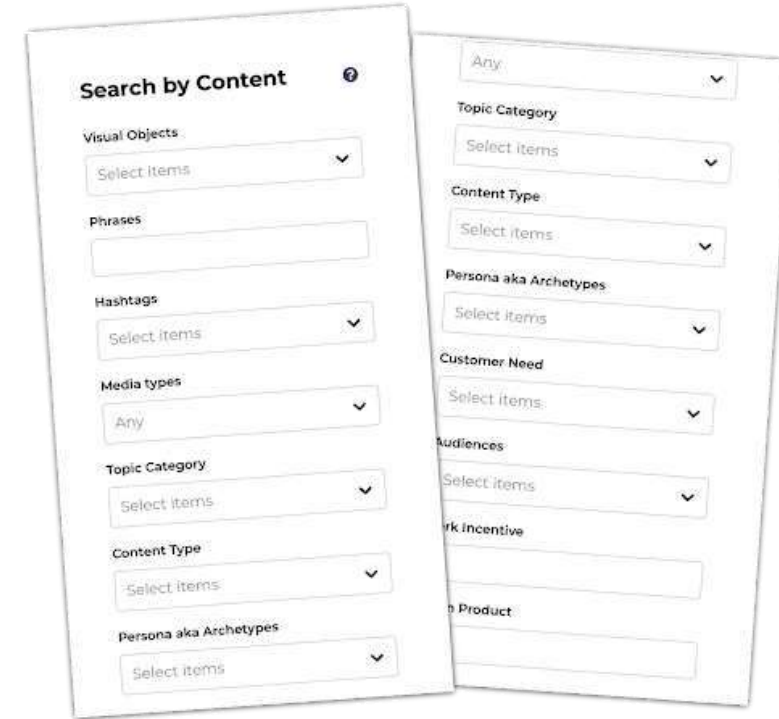
Creates a historical account of both social content and ads within your industry

Heatmap and Analysis



Easily identify success drivers within your content through heatmaps

Content Filter

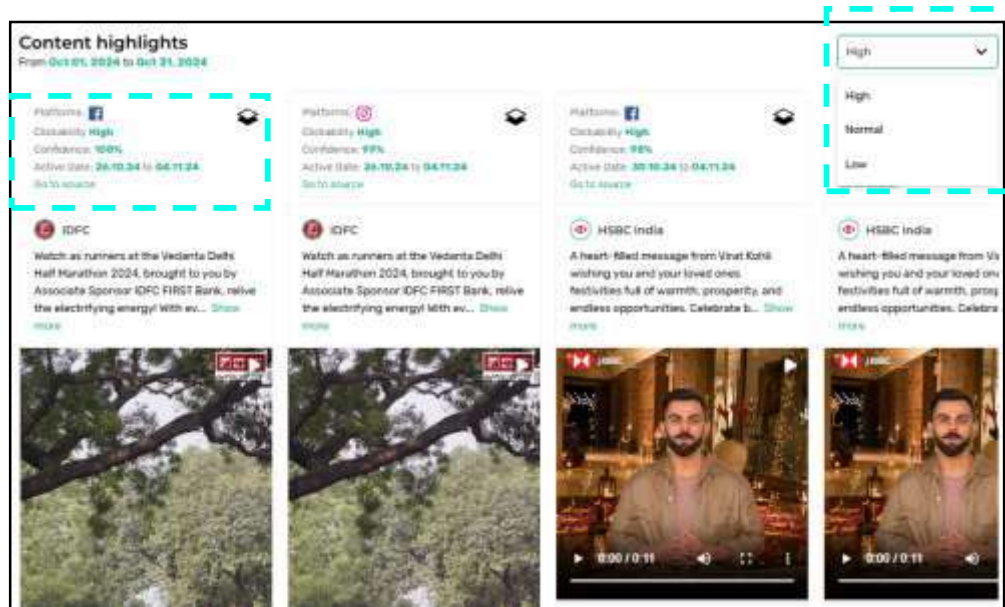


More than just keywords, find content through high level advertising concepts

AI RECOMMENDATION to improve performance

Content History

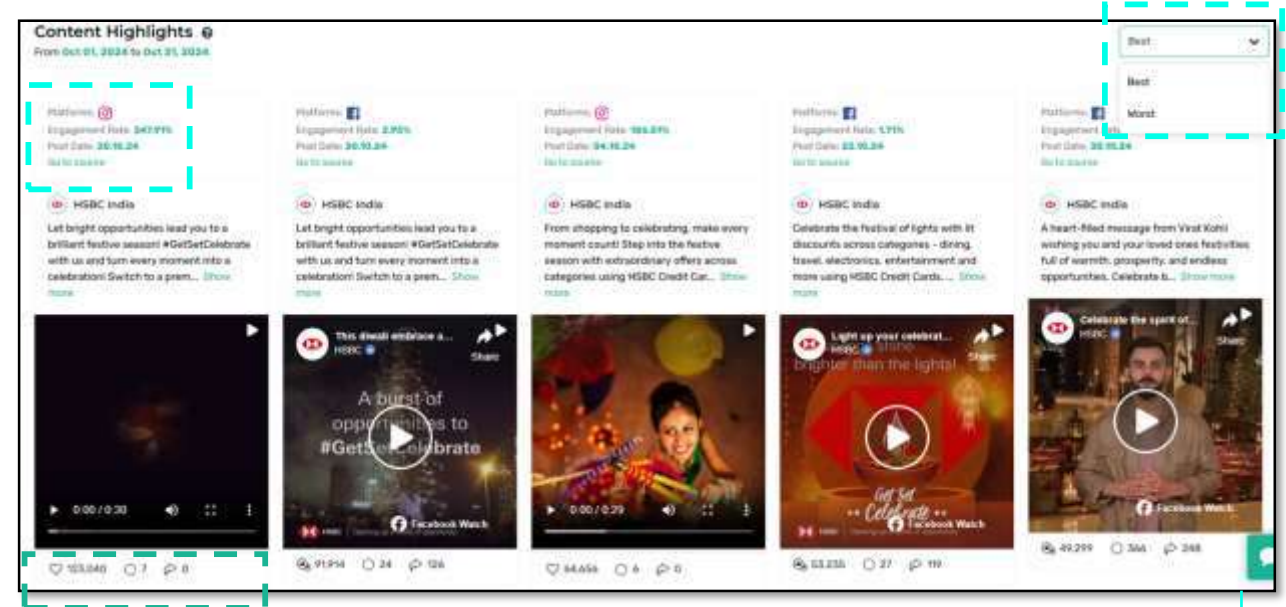
Identify best/worst performing organic content based on Ai ad prediction



We analyzed top bank ads for Oct 2024 and identified the high performing ad

Track paid & organic post of competitors

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

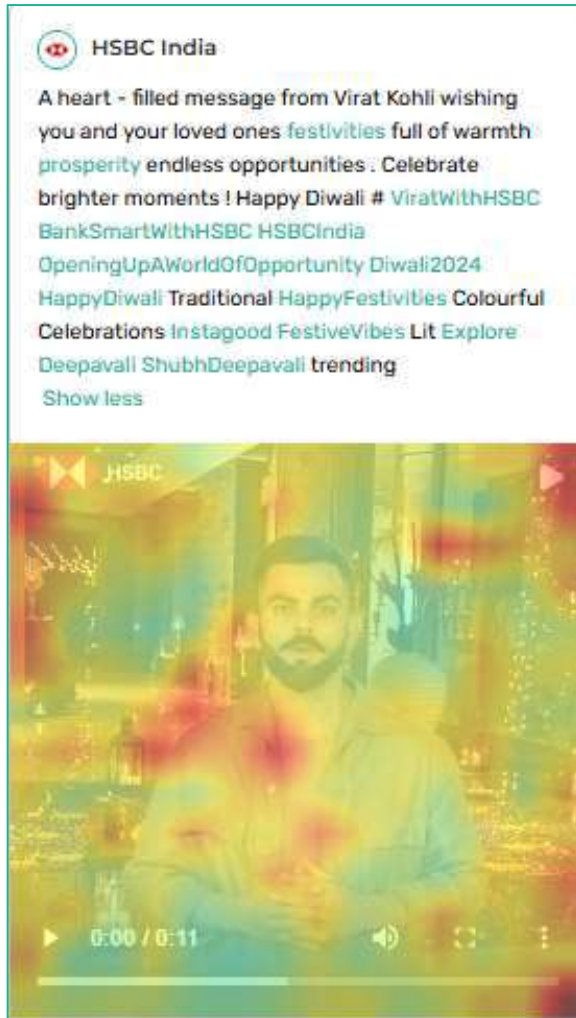


We analyzed top bank organic content for October, 2024 and identified the best performing content

Content Analysis

GPT analysis- Understand what drives performance

Content heatmap



- 1.Strong Emotional Connection:** The ad aligns with Diwali's themes of warmth, belonging, and prosperity, resonating deeply with the audience's festive sentiments.
- 2.Effective Use of Celebrity:** Featuring Virat Kohli as the central figure boosts attention, relatability, and trust, making the message more impactful.
- 3.Culturally Relevant Visuals:** The festive setup with traditional decorations and lighting appeals to the cultural values of the target audience.
- 4.Focused Branding and Messaging:** The heatmap highlights strong attention to HSBC's logo and festive wishes, ensuring brand recall and clear communication.
- 5.Optimized Timing and Platforms:** Launched during Diwali on high-engagement platforms, the ad maximizes relevance and click-through potential.
- 6.Brand Persona Alignment:** HSBC embodies a caring and inclusive persona, reinforcing trust and emotional connection with its audience.

Content Analysis

Creative scoring + Content breakdown by AI

An Ad with
“High performance”
prediction

Clickability prediction

Platforms: 

Clickability **High**

Confidence: **98%**

Active Date: **30.10.24 to 04.11.24**

[Go to source](#)

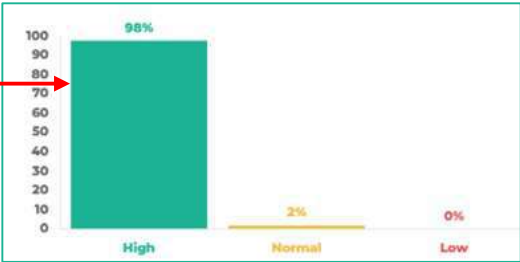


HSBC India

A heart-filled message from Virat Kohli wishing you and your loved ones festivities full of warmth, prosperity, and endless opportunities. Celebrate b... [Show more](#)



0:00 / 0:11



Content heatmap



HSBC India

A heart - filled message from Virat Kohli wishing you and your loved ones festivities full of warmth prosperity endless opportunities . Celebrate brighter moments ! Happy Diwali # ViratWithHSBC BankSmartWithHSBC HSBCIndia OpeningUpAWorldOfOpportunity Diwali2024 HappyDiwali Traditional HappyFestivities Colourful Celebrations Instagood FestiveVibes Lit Explore Deepavali ShubhDeepavali trending [Show less](#)



0:00 / 0:11

Understand what garners customer attention on creative & caption

Observed concepts breakdown

Observed Concepts

What type of content did the brand produce?

Content Type: Brand Offering, Social Media, Topical

What did the brand talk about?

Topic: Diwali Greetings from Virat Kohli

Theme: Celebrations, Festive & Holidays, Social Media

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

Audiences: Celebration Enthusiasts, Festive Observers, Social Media Users, Traditional Culture Enthusiasts, Trending Event Followers

Customer Needs: Belonging, Celebration, Connection, Security

Insight used: During festive seasons, people seek warmth, connection, and a sense of belonging through shared celebrations and traditions.

What products were being communicated and how was it incentivized?

Identified Product: HSBC Banking Services

Perks/Incentive used: Festive Greetings from Virat Kohli, Warmth and Prosperity Wishes

How did the brand portray itself?

Persona embodied: The Caregiver, The Everyman

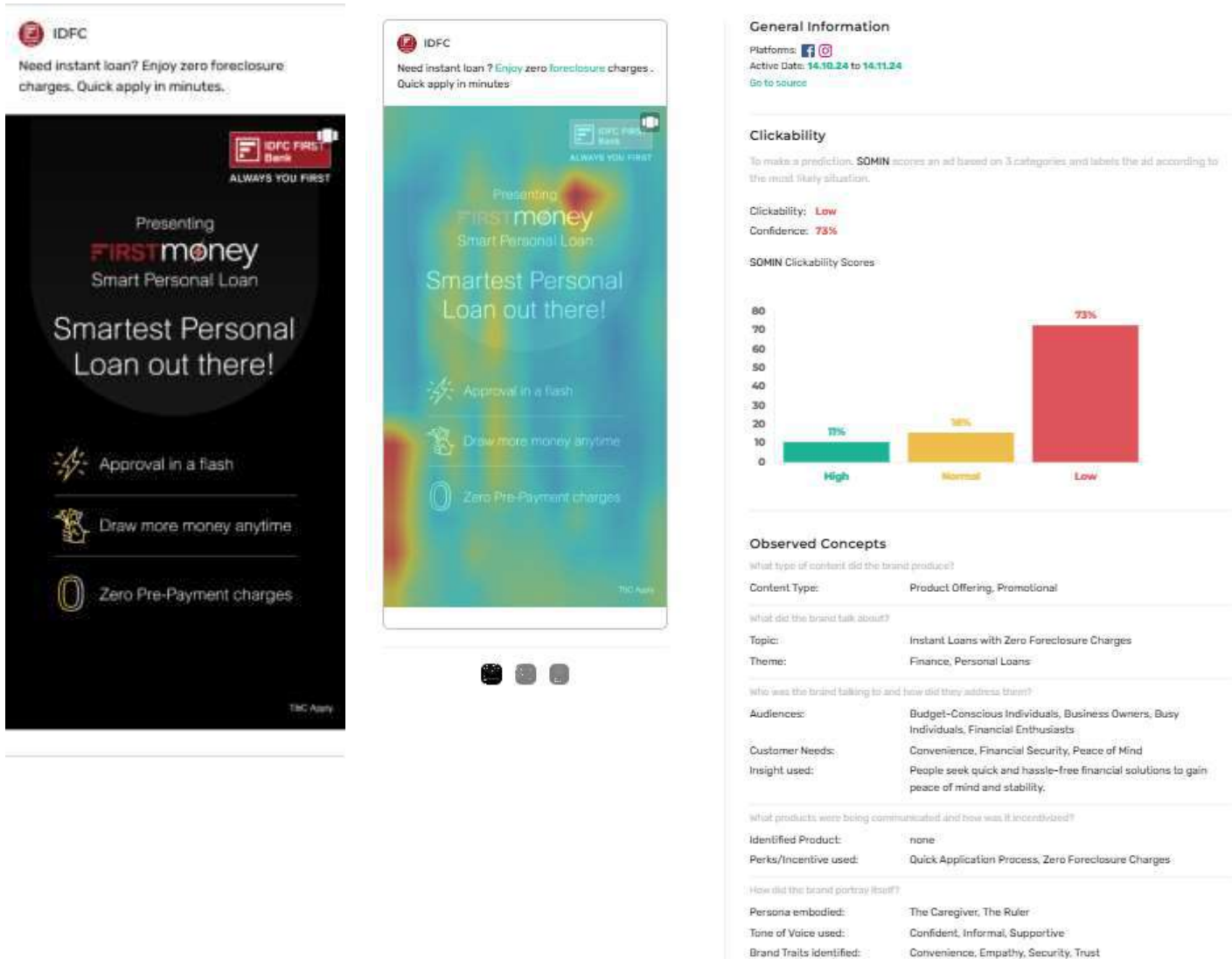
Tone of Voice used: Celebratory, Inclusive, Traditional, Warm

Brand Traits identified: Connection, Inclusivity, Tradition, Warmth

AI breaks down content into marketing concepts

AI Recommendation

To improve clickability of a low performing Ad



Why this post is low performing?

- **Low Visibility of Key Benefits:** Important features like “Zero Pre-Payment charges” are hard to notice.
- **Weak Visual Hierarchy:** The design doesn’t effectively direct focus to the CTA or benefits.
- **Mismatch in Tone:** Formal design undermines the supportive and empathetic brand persona

Recommendation to improve the performance

- **Improve Benefits Placement:** Use larger fonts and contrasting colours to highlight key features.
- **Add Warm Design Elements:** Introduce inviting visuals and brighter tones.
- **Simplify the Call-to-Action:** Focus on one strong, clear message to drive clicks.

Content filters & maps

Understand your competitor's marketing strategy

Product incentive used by HSBC & Axis for credit card ads

Concepts

Perks/incentives

Perks/incentives (59)

	Presence
1. Convenience Features	50
2. Rewards Tracker	50
3. Cashback Rewards	21
4. Amazing Rewards	18
5. Free Joining	18
6. Lifetime Free Credit Card	16
7. ₹11* CashBack monthly	15
8. Exciting Offers on Dining	14
9. Exciting Offers on Entertainment	14
10. Financial Independence	13
11. Discounts	12
12. Limited Time Offer	11
13. Exclusive Deals	10
14. Online Application	10

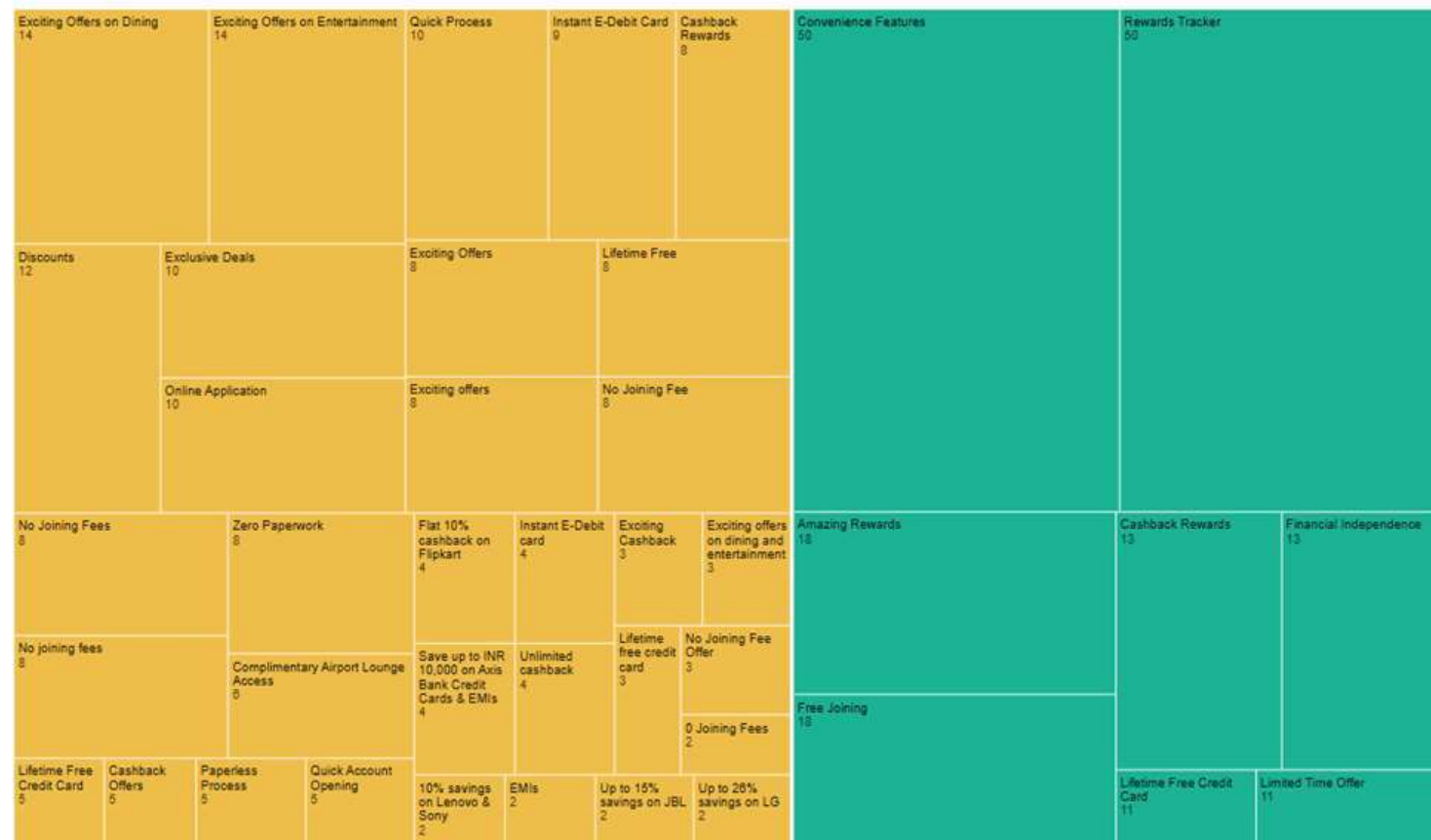
Arrange Treemap by:

Brand

Compare by:

Presence

● HDFC ● Axis



Keywords credit card

Content filters & maps

Competitor's performance at product level

Tata Motors-Posts Vs engagement analysis across different Cars

Concepts	
Products	
Products (79)	
1. Tata Harrier	29
2. Tata CURVV	19
3. Tata Safari	18
4. Tiago	18
5. Tata Tigor	17
6. PUNCH CAMO	15
7. Tata PUNCH	13
8. Tata Nexon	10
9. Tata CURVV SUV Coupe	9
10. Tata PUNCH CAMO	8
11. Tata ALTROZ	7
12. Tigor	7
13. ALTROZ	6
14. Tata Punch	6
15. Tata Tiago	6
16. ALTROZ RACER	6
17. Cars	5
18. Tata ALTROZ Premium Hatchback	5
19. Tata PUNCH iCNG	5

Compare by:

Presence

Main Product Tata Harrier

Presence – 29 Posts
Total Engagement – 34,775

Platform: Engagement Rate: 0.49% Post Date: 12.05.24 No. of posts: 1

Tata Motors

ADAS – Level 2 R Adaptive Steering Assist with Lane Centering System, adds a new level of safety to the Tata Safari and Harrier Limited edition, making every journey... [Show more](#)

Platform: Engagement Rate: 0.49% Post Date: 12.05.24 No. of posts: 1

Tata Motors

Meet the New Standard in Safety – Tata Safari and Harrier Limited edition with ADAS Level - 2 and 20 critical safety functions, including collision warning... [Show more](#)

Platform: Engagement Rate: 0.49% Post Date: 11.05.24 No. of posts: 1

Tata Motors

India's Safest SUVs just got safer with ADAS - Level 2. Experience safer drives with 20 key functions, including Lane Keep Assist and Lane Centering... [Show more](#)

Platform: Engagement Rate: 0.49% Post Date: 11.05.24 No. of posts: 1

Tata Motors

Legendary SUVs LEVELLED up with next Class Safety! Tata equipped with Advanced Driver Assistance System (ADAS) - Level 2. Packed with 20 key functions... [Show more](#)

Compare by:

Engagement

Main Product CURVV Dual Clutch Automatic transmission

Presence – 2 Posts
Total Engagement – 49,670

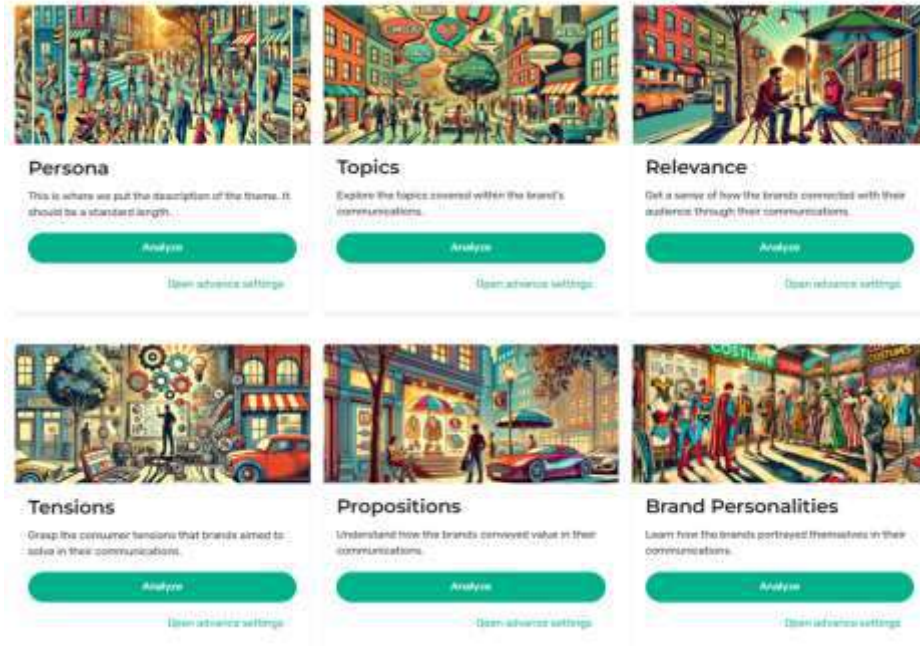
Platform: Engagement Rate: 14.89% Post Date: 05.05.24 No. of posts: 1

Tata Motors

Navigate your journeys with unparalleled ease. Experience effortless drives with the CURVV Dual Clutch Automatic transmission, starting at: ₹12.49 Lakh... [Show more](#)

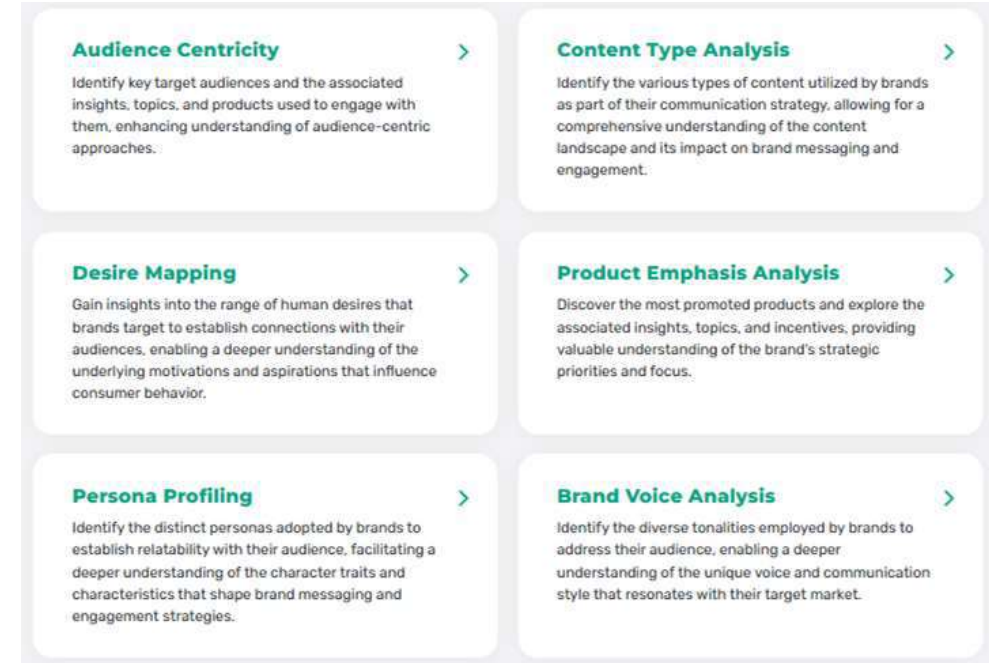
Strategic Insights

PERSPECTIVE ANALYZER



Analyze brand's communication across different perspectives

SODA



Actionable brand insights

Perspective 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.

Perspective analyzer

Product Incentives promoted in Automobile Industry



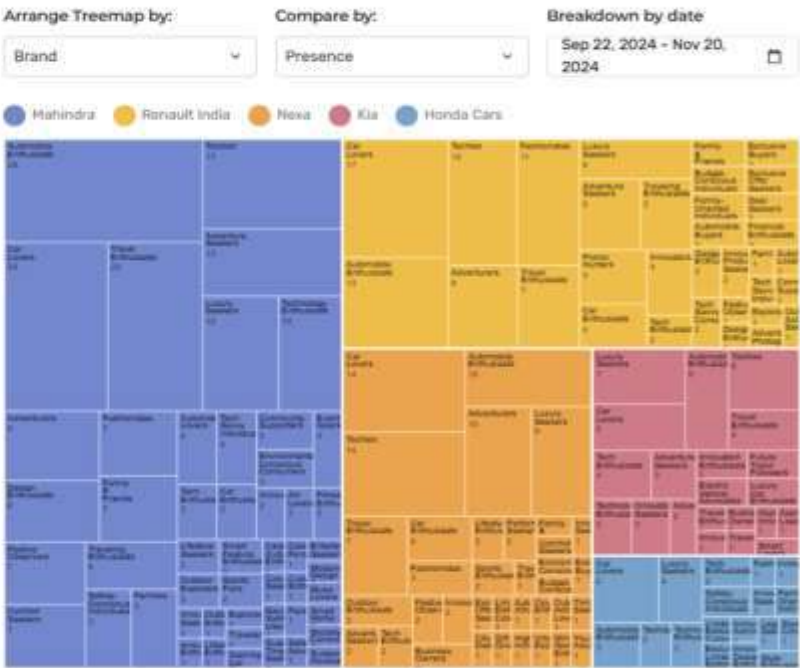
Product Incentives 1 Innovative Incentivization in Automobiles

The products are incentivized with a wide range of features and benefits, including advanced infotainment systems, powerful turbo engines, luxurious interiors, safety features, exclusive designs, and advanced technology. The incentives focus on providing a seamless driving experience, stylish design, innovation, and reliability, catering to various customer preferences and needs.

TOTAL MEDIA: 147

Concept Map

Concepts	
Audiences	
Audiences (90)	
1. Car Lovers	67
2. Automobile Enthusiasts	60
3. Techies	51
4. Travel Enthusiasts	40
5. Luxury Seekers	38
6. Adventurers	29
7. Adventure Seekers	24
8. Fashionistas	22
9. Technology Enthusiasts	15
10. Tech Enthusiasts	13
11. Traveling Enthusiasts	13
90. Prior Enthusiasts	11



Media Reference

Platforms:

Clickability: **Normal**

Active Date: 01.09.2024 to 29.09.2024

Media Id: 125085879238940

Maruti Suzuki

Heavy rains or tough terrains, Maruti Suzuki S-CNG cars can handle it all. Drive the adventure and #RunOnWhatYouLove! #MarutiSuzukiCNG.

Show More

Platforms:

Clickability: **Low**

Active Date: 06.11.2024 to 07.11.2024

Media Id: 206394840791188

Hyundai

With the Hyundai VENUE ADVENTURE, experience the comfort of its exclusive adventure edition seats with light sage green.

Show More

Platforms:

Clickability: **Normal**

Active Date: 06.11.2024 to 07.11.2024

Media Id: 520083645013450

Hyundai

The Hyundai VERNA's SmartSense Level 2 ADAS uses automated sensing technology with radars, sensors and cameras to detect obstacles on th.

Show More

Perspective analyzer

Product Incentives promoted in Automobile Industry



Product Incentives 2 Luxury Automobiles with Exclusive Incentives

The social media posts and ads are promoting luxury automobiles with a range of exclusive incentives such as extravagant perks, limited time offers, luxury experiences, customizable features, exclusive access to live concerts, innovative technology, and memorable event experiences. These incentives are designed to provide a unique and personalized ownership experience for potential buyers.

TOTAL MEDIA: 83

1/1 ...

Concept Map

Concepts	
Audiences	
Audiences (83)	Presence
1. Automobile Enthusiasts	37
2. Travel Enthusiasts	31
3. Car Lovers	29
4. Luxury Seekers	28
5. Techies	21
6. Music Lovers	15
7. Car Enthusiasts	14
8. Adventure Seekers	12
9. Tech Enthusiasts	10
10. Adventurers	7
11. Event Goers	7



Media Reference

Platform: Instagram Clickability: Normal Active Date: 04.11.2024 to 17.11.2024 Media ID: 3640844542939950

Hyundai

Get ready to be mesmerized by the soulful voice of Sonu Nigam. Join us at the Hyundai Spotlight Live concert. Live concert on November 24th in Ahmedabad...

Show More

Platform: Facebook Clickability: Normal Active Date: 06.11.2024 to 18.11.2024 Media ID: 43164443324707

Honda Cars

Get ready for the big reveal. Stay tuned for more. #AllNewHondaAmaze #HondaCarsIndia #HondaCars

Platform: Instagram Clickability: Low Active Date: 05.11.2024 to 06.11.2024 Media ID: 3640844542939950

Nexa

Icy roads and frozen trails don't stand a chance. In your Jimmy, every winter horizon calls to the pack seeking adventure. Grip the wheel...

Show More

PRODUCT INCENTIVES DETECTION

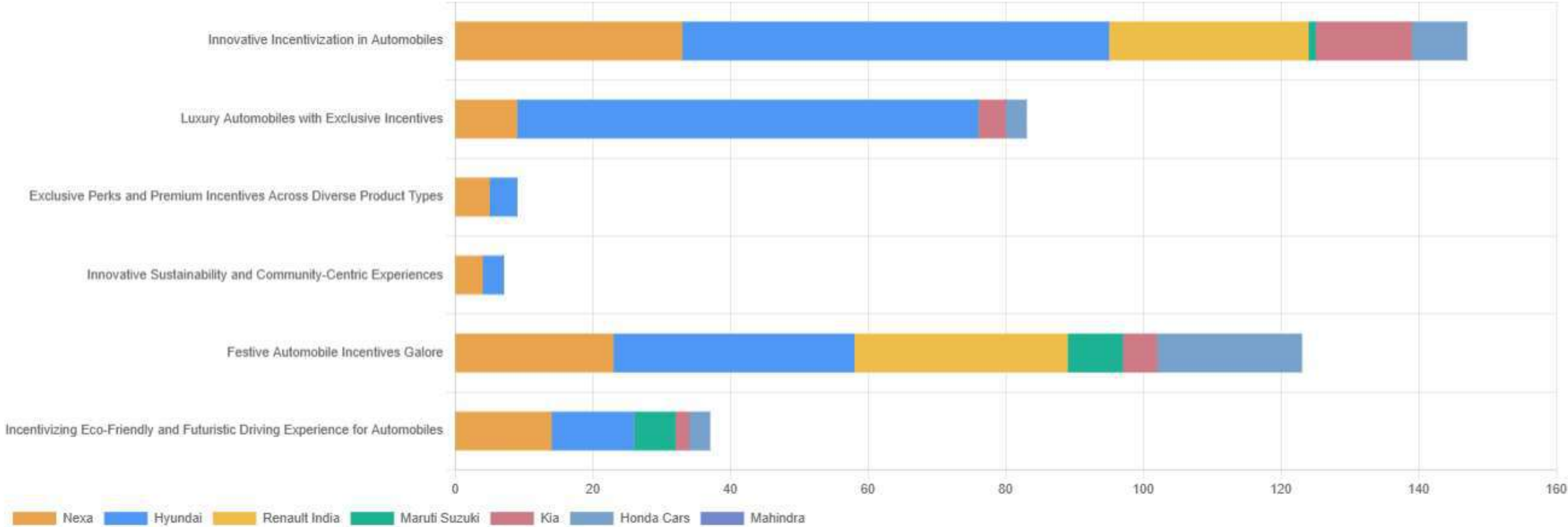
How did the brands incentivize their products?

Collapse 1/1 ...

Product Incentives Distributions

Total Media

From September 22, 2024 to November 20, 2024



SODA

Actionable brand insights

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.

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.

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

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.

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.

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..

Product Emphasis for Banks



PayZapp - UPI App
HDFC Bank Freedom Credit Card
Prepaid Recharges on PayZapp app
Payzapp
Fuel
PayZapp app
PayZapp
Cashback Credit Card
Electricity Bill Payment Service
Postpaid Recharges on PayZapp App



Ace Credit Card
Personalized Festive Offers
open by Axis Bank app
Online Banking Services
Axis Bank services:
Axis Bank Splash 2024 Contest
Flipkart Axis Bank Credit Card
Neo Credit Card
Axis Bank MyZone Credit Card
Axis Bank Splash Contest
Credit Cards
Achh.ai platform
Axis Bank Credit Cards
Banking Services
Achh.ai
Axis Bank Neo Credit Card
Open App
Chakshu App
Cashback offers on Flipkart
Neo Credit Card
Digital Savings Account
Fraud Detection Expert Quiz
Axis Bank Ace Credit Card



ICICI Bank Coral Credit Card
Student Forex Card
Car Loan
ICICI Bank Sapphire Expressions Forex Card
Apples iPhone for Life program
Apple Products
Internet Banking
AirPods
Home Loan Transfer
ICICI Bank Salary Account
3 in 1 Demat Account
Google Pixel Products
Mukeshji Trip ICICI Bank Credit Card
ICICI Bank Forex Card
Financial Services
Digital Banking Services
ICICI Bank Credit Cards
ICICI Bank Expressions Sapphire Forex Prepaid Card
Credit Card
Safe Banking Tips
ICICI Bank Balance Transfer
ICICI Bank Home Loan
Bus rides
Home Appliances
Health Shield 360
National Pension System (NPS)
Festive Bonanza
Loan Against Property
Electronics
Domestic Flight Booking
Pre-Approved Loans



Leica Cameras
Tickets for The Mindfulness Summit 2024
Affirmation Messages
Wealth Management Services
Sitar For Mental Health India Tour
Home Loan Balance Transfer
HSBC Cards
HSBC India
HSBC Credit Card
Loan Against Property
Online Banking Services
HSBC Credit Cards
HSBC Live+ Credit Card
HSBC Premier Metal Credit Card
HSBC Banking Services
iPhone 14
Expert Insight Report
HSBC Home Loans
HSBC Credit and Debit Cards
Hand-made products
Banking services
Premium Banking Services
Leicas Latest Camera Models

Audience analyzer

Comparison

Each audience breakdown with content reference

ANALYZE AUDIENCES FOR HSBC INDIA:

For ad from 2024-10-01 to 2024-10-31:

Festive Observers + Holiday Shoppers + Financial Enthusiasts + Foodies + Savings Seekers + Techies + Show more

ANALYZE AUDIENCES FOR ICICI:

For ad from 2024-10-01 to 2024-10-31:

Online Shoppers + Financial Enthusiasts + Promo Hunters + Credit Card Users + Budget-Conscious Individuals + Techies + Show more

ANALYZE AUDIENCES FOR HDFC:

For ad from 2024-10-01 to 2024-10-31:

Techies + Financial Enthusiasts + Customers + Convenience Seekers + Online Shoppers + Mobile App Users + Show more

ANALYZE AUDIENCES FOR AXIS:

For ad from 2024-10-01 to 2024-10-31:

Financial Enthusiasts + Festive Observers + Promo Hunters + Holiday Shoppers + General Public + Online Shoppers + Show more

HOW HDFC CONNECTED WITH TECHIES

For ad during 2024-10-01 to 2024-10-31

"Empower Your Finances: HDFC's Secure and Convenient Digital Solutions"

HDFC approached Techies by recognizing the insights that people seek convenient and secure digital payment solutions to manage their finances effectively, while also looking for opportunities to save money. The brand capitalized on this by offering a range of products such as digital payment cards, seamless prepaid recharges with cashback offers, and convenient bill payments with PayZapp. By understanding that people seek recognition and convenience in their financial transactions, HDFC also provided seamless postpaid recharges with the PayZapp app. The brand aimed to make itself more relatable to the audience by emphasizing the need for secure and convenient digital payment methods that provide autonomy and control over their finances, as well as the desire for exclusive deals and cashback offers to enhance overall well-being.

ASSOCIATED TOPICS:

Digital payment card
Seamless prepaid recharges with cashback offer
Unlock ₹20 cashback with first payment on payzapp
Convenient bill payments with payzapp
Fastag recharge with payzapp

Show more

AUDIENCE COMPARISONS

For ad during 2024-10-01 to 2024-10-31:

HSBC India vs ICICI

There is a large number of overlap in audiences, accounting for 16.85% of all recorded audiences. The top 3 audiences that the brands are competing on the most are 'Festive Observers', 'Holiday Shoppers', and 'Financial Enthusiasts'. However, there is a significant difference in focus as HSBC India's ad addresses more 'Foodies', 'Savings Seekers', and 'Techies', while ICICI's ad focuses more on 'Online Shoppers', 'Promo Hunters', and 'Credit Card Users'.

HSBC India vs HDFC

There is a large number of overlap in audiences, accounting for 9.38% of all recorded audiences. The top 3 audiences that the brands are competing on are 'Financial Enthusiasts', 'Savings Seekers', and 'Techies'. However, there is a significant difference in focus as HDFC ad addresses a much larger number of 'Techies' compared to HSBC India ad.

HSBC India vs Axis

There is a large overlap in audiences, with 26.06% of all recorded audiences intersecting between HSBC India and Axis. The top 3 audiences that the brands compete on the most are 'Financial Enthusiasts', 'Festive Observers', and 'Holiday Shoppers'. However, HSBC India focuses more on 'Savings Seekers', and 'Credit Card Users', while Axis focuses more on 'Online Shoppers', 'Family & Friends', and 'Savers'.

ICICI vs HDFC

There is a large number of overlap in audiences, accounting for 6.75% of all recorded audiences. The top 3 audiences that the brands are competing on are 'Online Shoppers', 'Financial Enthusiasts', and 'Promo Hunters'. However, there is a significant difference in focus as ICICI ad addresses more 'Credit Card Users' and 'Business Owners', while HDFC ad focuses more on 'Customers' and 'General public'.

ICICI vs Axis

There is a large number of overlap in audiences, accounting for 15.83% of all recorded audiences. The top 3 audiences that the brands are competing on are 'Financial Enthusiasts', 'Promo Hunters', and 'Festive Observers'. However, there is a significant difference in focus as ICICI ad focuses more on 'Online Shoppers' and 'Credit Card Users', while Axis ad focuses more on 'Holiday Shoppers' and 'Family & Friends'.

HDFC vs Axis

There is a large number of overlap in audiences, accounting for 12.61% of all recorded audiences. The top 3 audiences that the brands are competing on are 'Financial Enthusiasts', 'Online Shoppers', and 'Savings Seekers'. However, there is a significant difference in focus as HDFC ad addresses more 'Techies' and 'Savings Enthusiasts', while Axis ad focuses more on 'Promo Hunters' and 'General Public'.

THANKS

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