



FAST

DETAIL

SELECTION

BUY

Yoloco

Search and  
Analysis of  
Bloggers on  
Instagram  
using AI



## Problem

**\$1.3 BN** out of **\$8,5 BN**

Spent on sales through Bloggers in 2019,  
spent on bots, rather than on real followers

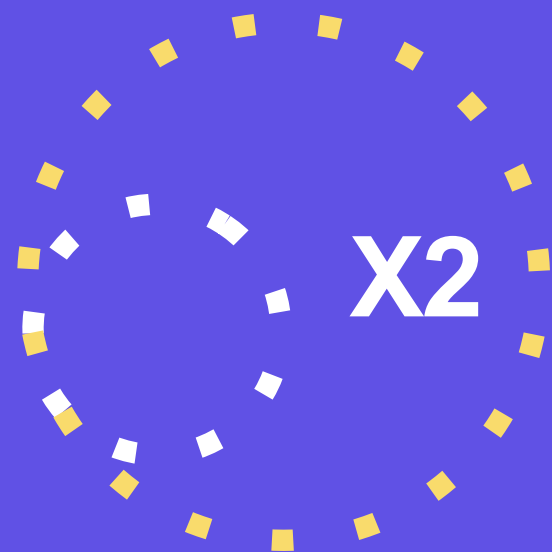
**15%**



Search: Roberto Cavazos. The Economic cost of bad actors on the internet. [cheq.ai/adfraudcost](https://cheq.ai/adfraudcost)

We improve company  
sales through Bloggers

**TWICE**



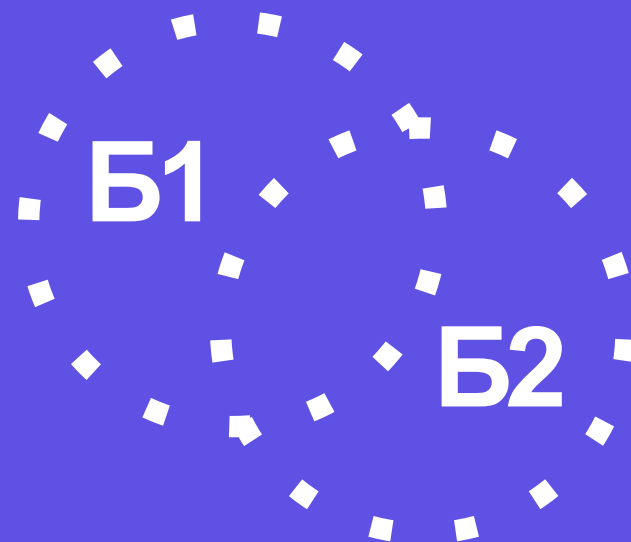
We help to analyze selections of  
bloggers and to audit work of

**AGENCIES**



We help to track advertising of

**BRANDS**

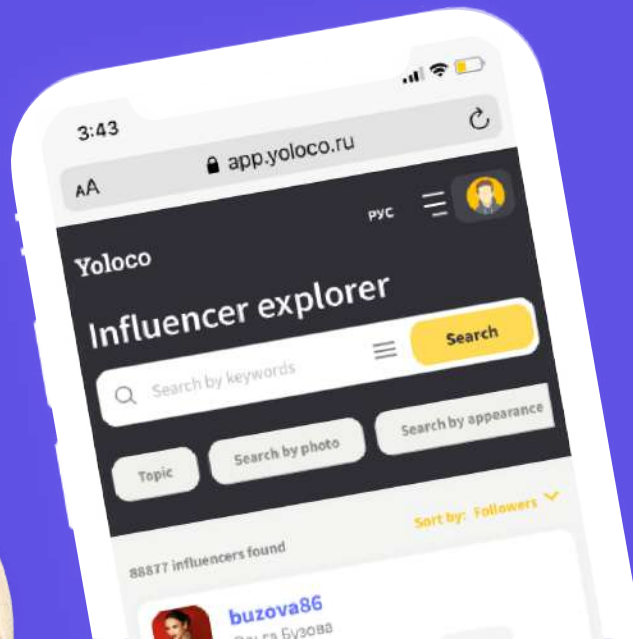


## Product

We help to make a fast selection of quality Bloggers

88 877

of Bloggers



We save > 40% of the budget for advertisers through Bloggers with a unique audience!

Quality analysis of followers



Количество подписчиков	Процент пересечения	Уникальные подписчики	Качественная аудитория	Возраст аудитории
1 367K	91.0%	1236584	57%	25-34
91K	40.6%	26416	44%	25-34
280K	60.3%	165853	70%	25-34

Cross analysis of followers

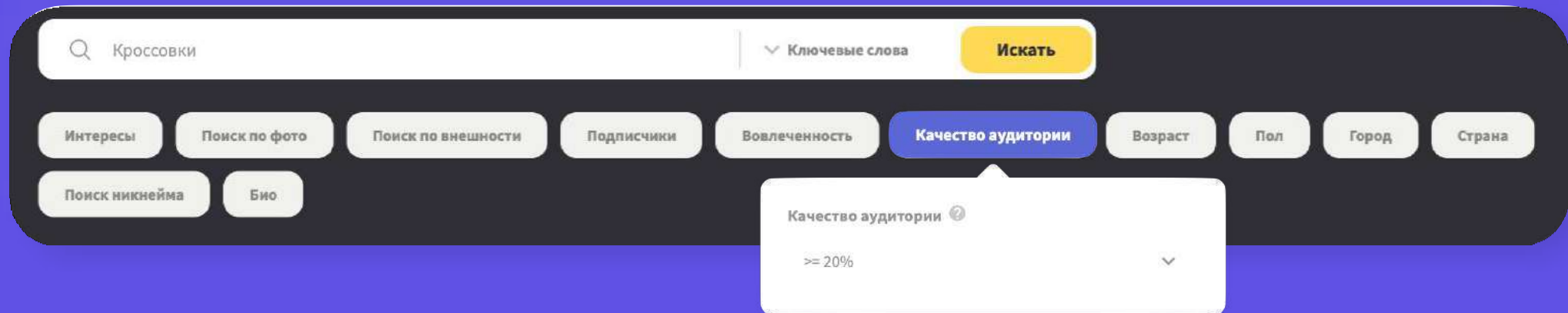


## Blogger Search

1

A unique filter for searching Bloggers by 20 criteria!

Search for competitor publications  
by tags and brands



The image shows a search interface for bloggers. At the top, there is a search bar with the text "Кроссовки" (Sneakers) and a magnifying glass icon. To the right of the search bar is a dropdown menu labeled "Ключевые слова" (Keywords) and a yellow button labeled "Искать" (Search). Below the search bar, there are two rows of filter buttons. The first row includes "Интересы" (Interests), "Поиск по фото" (Search by photo), "Поиск по внешности" (Search by appearance), "Подписчики" (Subscribers), "Вовлеченность" (Engagement), "Качество аудитории" (Audience quality), "Возраст" (Age), "Пол" (Gender), "Город" (City), and "Страна" (Country). The second row includes "Поиск никнейма" (Search nickname) and "Био" (Bio). The "Качество аудитории" button is highlighted in blue. A tooltip is visible over this button, showing the text "Качество аудитории" with a question mark icon, and below it, the value ">= 20%" with a dropdown arrow.

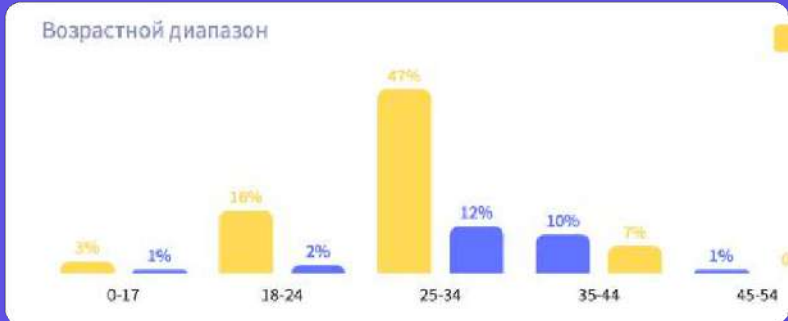
Search for  
real followers  
by %

# Blogger's account Analysis

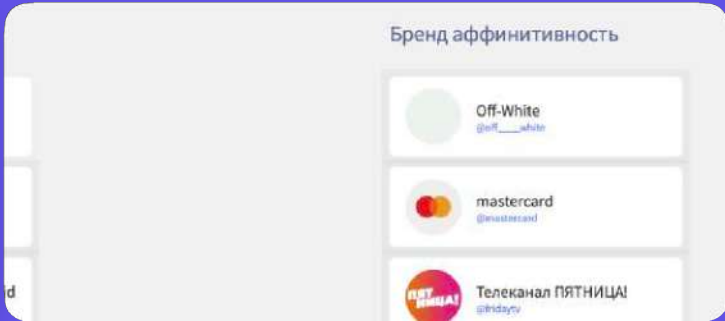
Data update on followers every 7 days!

Report download in PDF

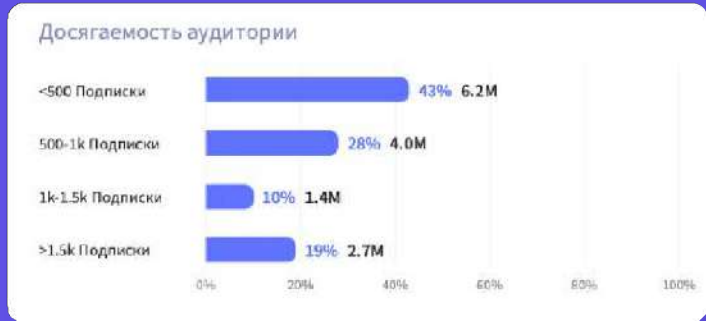
by sex and age



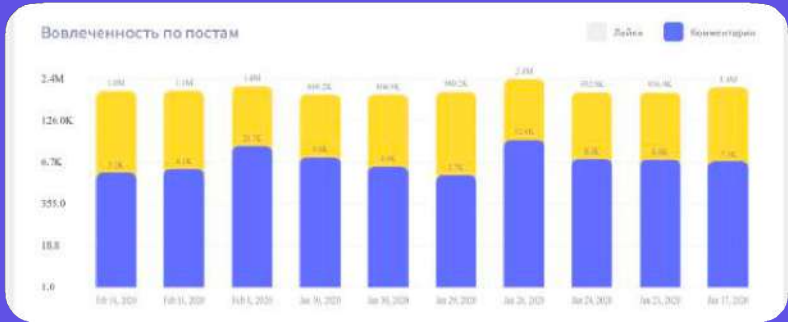
by affinity for Brands



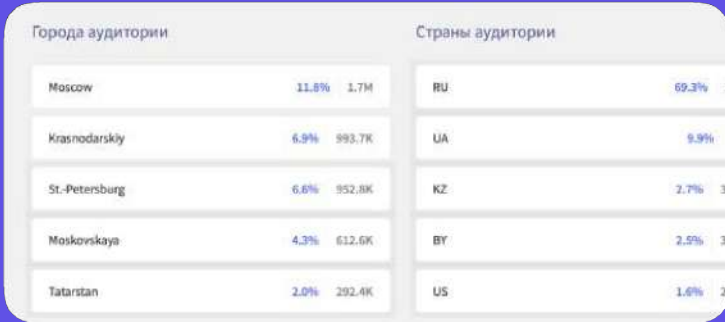
by active and available TA



by post involvement



by countries and cities



by quality of followers



## Cross Audience Analysis

Advertisers lose more than 40% of the budget during campaigns through Bloggers with the same Target Audience!

Cross Audience  
Analysis

Unique coverage  
optimization



## Comment Analysis

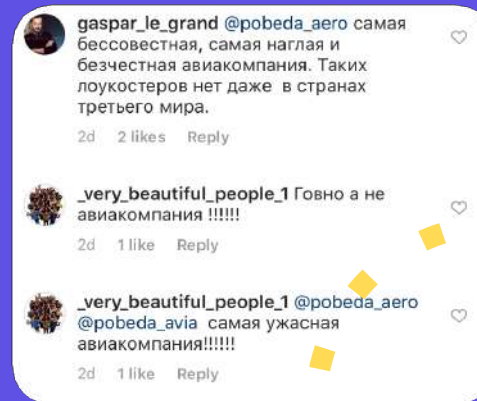
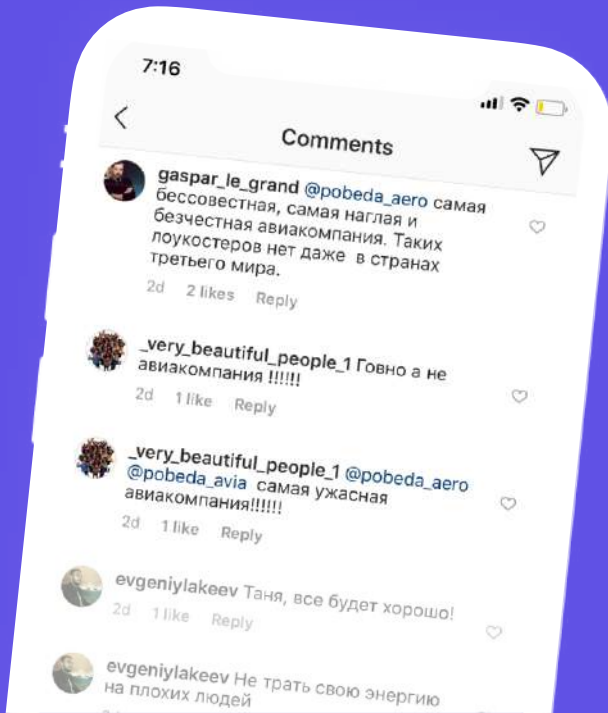
1

We help companies to increase customer traffic by 22% by quickly disclosing and processing of negative comments!

Authenticity of comments

Sentiment of comments

Insights of followers



бесовестная, самая наглая и безчестная авиакомпания. Таких лоукостеров нет даже в странах третьего мира.

ужасная



## User Steps



1



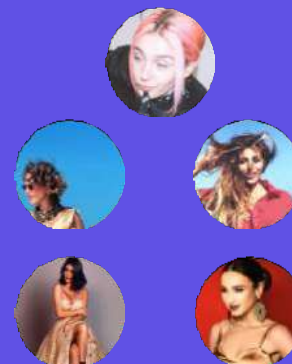
### Blogger's search by criteria:

- audience quality
- blogger's interests
- look
- objects in the photo
- ER
- keywords in posts and bio
- number of followers
- blogger's social demography
- social demography of blogger's audience
- age of blogger's children
- look-a-like
- affinity with brands

2

### Analysis of Blogger's Target Audience

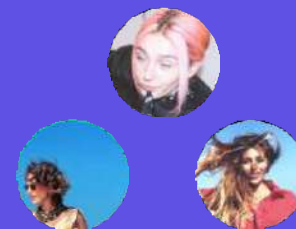
Bloggers' selection with a quality audience



3

### Optimisation of Blogger's Reach

Reduction of Bloggers, saving only the ones with a unique reach.



Segments

# E-COMMERCE

20  
campaigns

## Clothes

10 campaigns



Fashion  
Travel  
Events  
FinTech



We have already saved over \$ 8,000,000  
for our customers!

# ELECTRONICS

12 campaigns



## Partners and Customers

1

### Large advertising groups



### Partners



Microsoft  
For Startups

### Advertising agencies



### Brands

DIVAGE



## Service Plans

**Blogger's  
Search** by more  
than **20 filters**

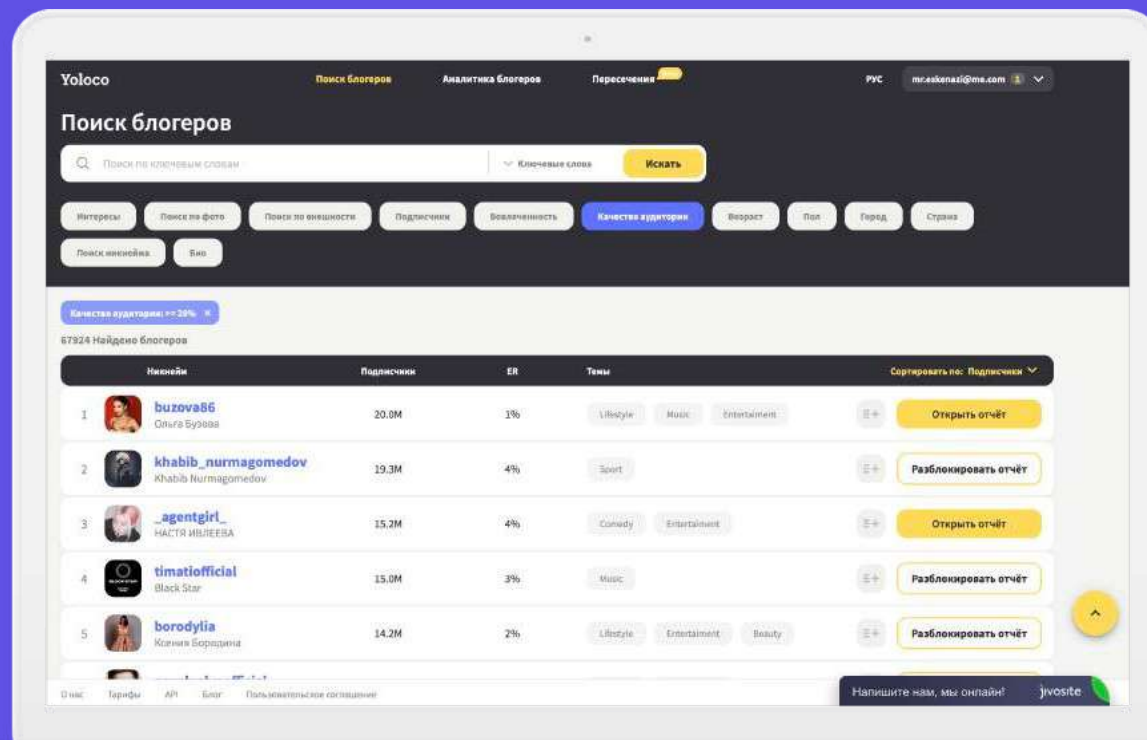
**Blogger  
Account  
Analysis**

The most **advanced Analytical Services**  
and **individual approach**  
for business and agencies

**FROM**  
**₽16 000**

**Cross Audience  
Analysis**

**Sentiment Analysis**  
of comments





Campaign Launch

We **can conduct** and analyze campaign **instead of you**

**FROM ₱100 000**

Strategy  
development

Blogger's  
Search

Blogger's  
Analysis

Campaign  
Running

Report  
Preparation



**1-5**

days

**> 14**

days

**1**

day



BUY

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