evalmyBRAND

The Ultimate Data Storyteller!

T-AIM POWERED by NASSCOM

Microsoft
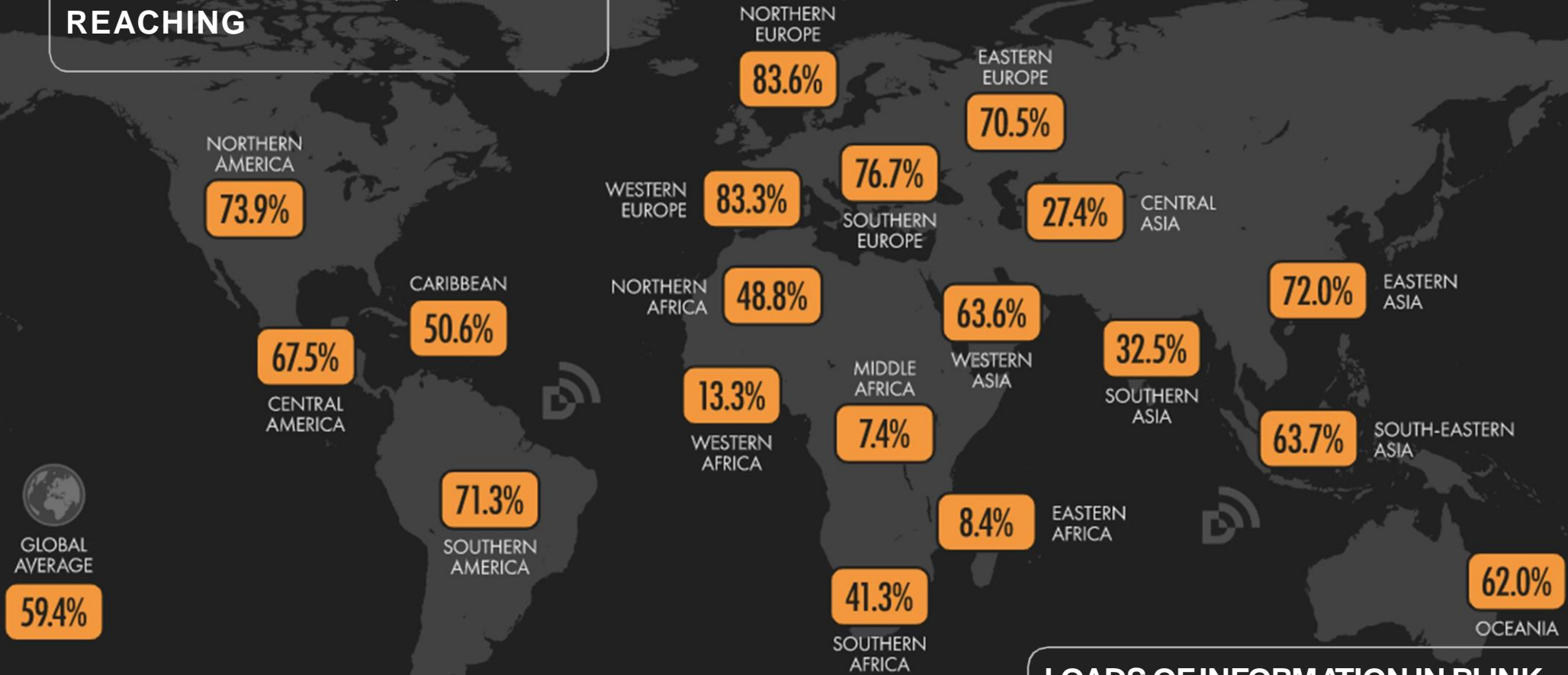Microsoft for Startups
Founders Hub

#startupindia

SOCIAL MEDIA USERS vs. TOTAL POPULATION

JAN 2023

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW

SOCIAL MEDIA IS VAST, FAST & FAR REACHING

NORTHERN EUROPE 83.6%

EASTERN EUROPE 70.5%

NORTHERN AMERICA 73.9%

WESTERN EUROPE 83.3%

76.7% SOUTHERN EUROPE

CENTRAL ASIA 27.4%

CARIBBEAN 50.6%

NORTHERN AFRICA 48.8%

EASTERN ASIA 72.0%

CENTRAL AMERICA 67.5%

WESTERN ASIA 63.6%

SOUTHERN ASIA 32.5%

MIDDLE AFRICA 7.4%

WESTERN AFRICA 13.3%

SOUTH-EASTERN ASIA 63.7%

SOUTHERN AMERICA 71.3%

EASTERN AFRICA 8.4%

GLOBAL AVERAGE 59.4%

OCEANIA 62.0%

SOUTHERN AFRICA 41.3%

LOADS OF INFORMATION IN BLINK OFANEYE

2

Business Problems

Trend Identification & Market Insights

By analyzing online conversations and sentiment, businesses need to identify emerging trends, stay up-to-date with industry changes, and adapt their strategies accordingly.

Competitor Analysis

Businesses need to monitor competitors' activities, stay informed about their strategies, and identify areas where they can gain a competitive advantage.

Customer Engagement

Businesses needs to identify and engage with influencers, prospects, and customers, fostering stronger relationships and improving customer satisfaction.

Customer Support Issue Resolution

By tracking customer complaints and inquiries on social media, businesses need to quickly address issues, leading to improved customer satisfaction and loyalty.

Crisis Management

By identifying potential crises or negative sentiment early on, businesses can quickly respond and mitigate any damage to their reputation.

Lead Generation & Sales

Businesses need to identify potential leads and prospects by monitoring conversations around their industry, products, or services, enabling them to target their sales and marketing efforts more effectively.

Existing Social Listening Challenges

Language & Regional Barriers

Social listening platforms need to handle multiple languages and dialects, which can pose challenges in data analysis and interpretation.

Managing Information Overload

The sheer volume of data generated from social listening can lead to information overload, making it difficult for users to prioritize and act on the most relevant insights.

Customization vs Personalization

Businesses need social listening platforms that can be tailored to their unique needs and objectives, with the ability to create custom alerts, filters, and reports.

Platform Diversity

With a growing number of social media platforms, social listening tools need to adapt to the unique features and data formats of each platform.

AI-Powered Social Listening Monitoring Platform

evalmyBRAND offers a range of services to help businesses listen, analyze, and engage with social media conversations.

Listening & Monitoring social media conversations

Sentiment analysis

Topics Identifications

Case/Crisis Management

Competitor analysis

Campaign Reporting

Recommendations and SWOT Analysis

evalmyBRAND as CXM Suite

evalmyBRAND is on the path to transform into a comprehensive CXM suite, enriched with features such as Influencer Identification, Social CRM integration, and Fake Account/Bot detection.

Social Media Platforms

Our USP STACEngine

Sentiment

Understand brand sentiment with more specifics

Theme/Topic

Domain specific themes/topics give customers more advantage
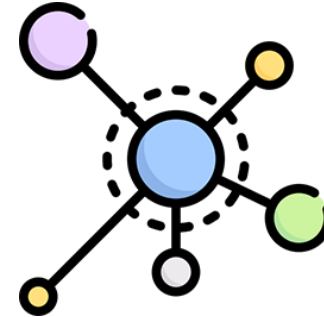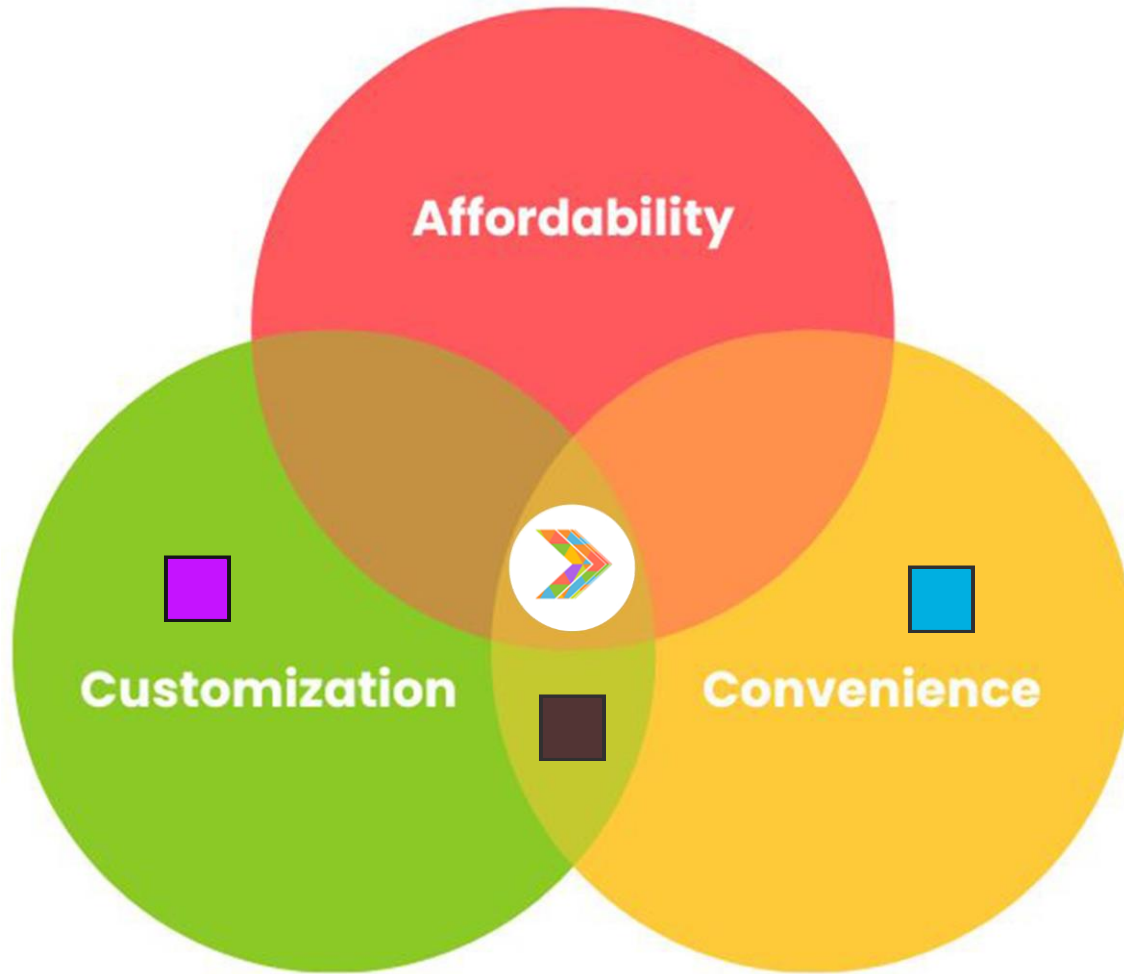
Annotated Categories

Provide best Retrospection of Customer feedback

Crafting Custom Scrapers

Fetch social media's publicly available data.

Our Competition

Brandwatch

Meltwater

Unbox Social

Business Model

For Marketing Agencies

Accelerate business growth with evalmyBRAND's AI-powered tools. Partner with us to empower your agency and expand client services
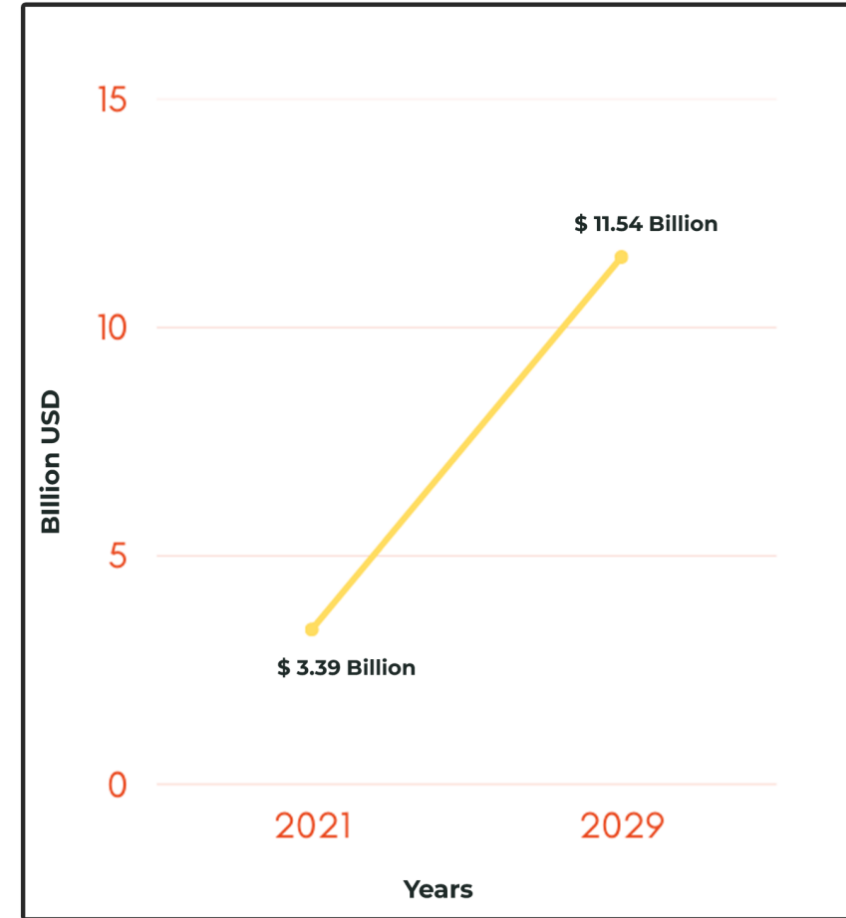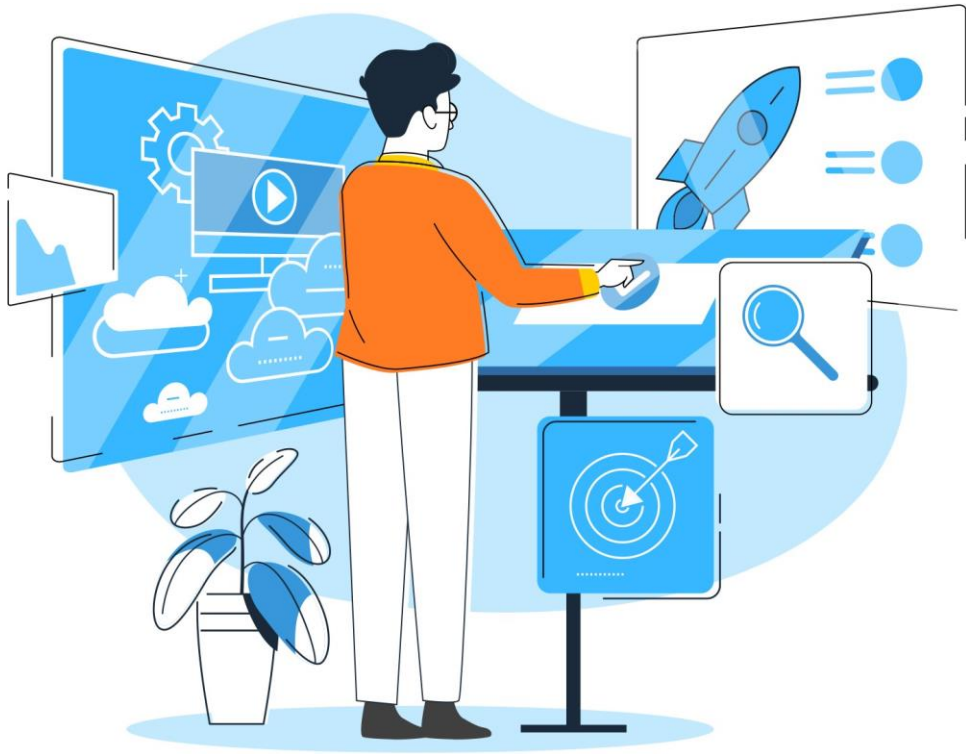
For Brands (B2B/B2C/D2C)

Elevate your customer experience with evalmyBRAND's affordable pricing bundle. Empower your brand with streamlined learning, customer insights, and adaptable support for every growth stage!
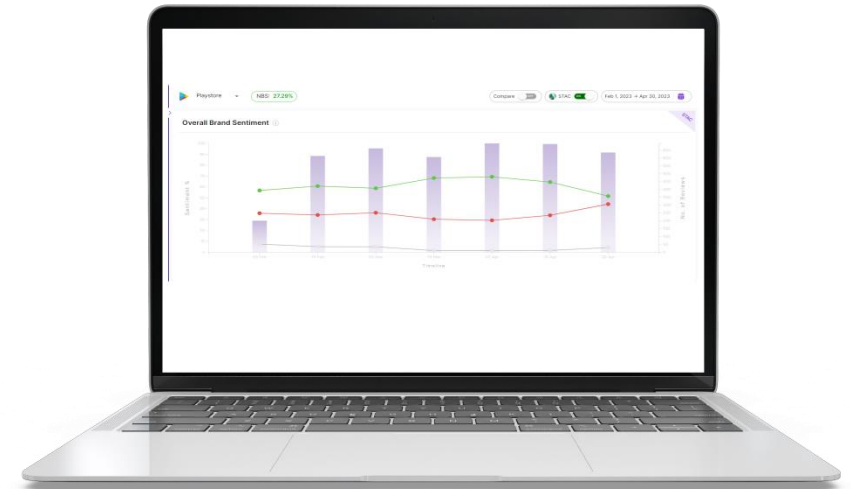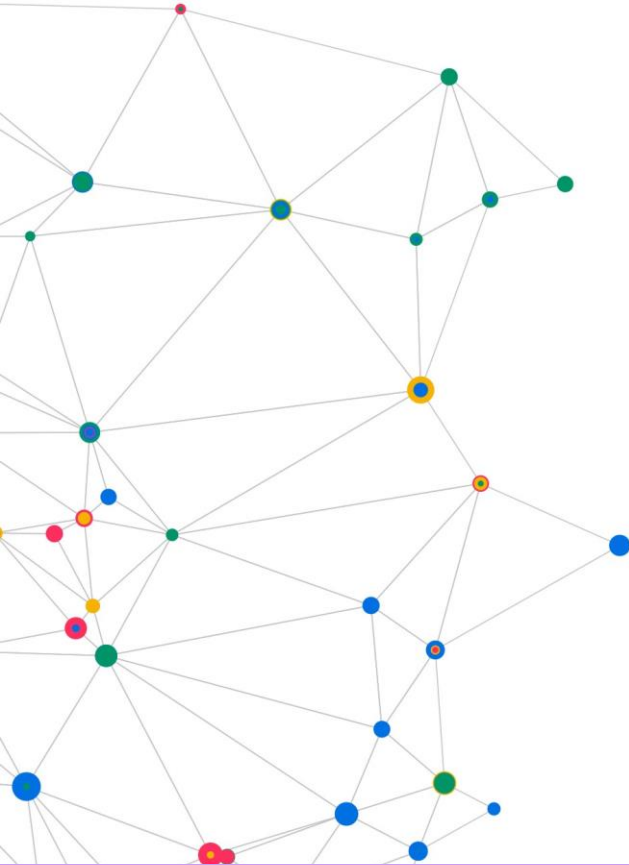
Opportunity Size & Target Group

Chart: Billion USD vs Years
- $ 3.39 Billion (2021)
- $ 11.54 Billion (2029)

Our target group is not limited to B2B/B2C. We can understand and analyze the reviews and social presence of different segments: B2B, B2C, B2I (Influencer) and B2G (Government)

*Source: Fortune Business Insights

Value Proposition

evalmyBRAND offers unique features and ease of use for categorizing reviews, comments, and reactions, as well as deriving sentiment.

This platforms helps businesses reduce customer churn and build or change branding strategies.

Additionally, it increases profits by encouraging loyal customers to spend more money with the company.

Case Studies

EV Rental Ap

Textile Manufacturing

The BUD-E CaseStudy

Bud-e, an electric two-wheeler rental startup, faced challenges in expanding to the B2C market, addressing B2B rider issues, and keeping up with the evolving EV industry.

- Bud-e turned to evalmyBRAND's social listening platform to gain a deeper understanding of the industry, latest trends, and public interests in EVs.

- evalmyBRAND analyzed mobile app reviews to identify discussed themes, negative reviews, and their impacts.

- Competitor analysis was conducted to identify strategies for staying ahead of the competition.

- EvalmyBRAND's platform helped Bud-e grow its social media presence by 2.5 times.

Bud-e is now gaining significant traction on social media and is well-positioned for continued growth and success.

The WELSPUN Case Study

Welspun Group faced challenges in attracting and retaining top talent due to negative employee reviews on Glassdoor.

- evalmyBRAND's platform was used to identify the root causes of negative feedback and benchmark against competitors specific locations, categories, and job roles.

- Manual analysis was not effective due to a lack of benchmarks for comparison.

- Key areas of improvement were identified, and action was taken to improve employer brand, culture, and talent acquisition strategy.

- As a result, negativity reduced [existing employees were surveyed on happiness index], and the company was able to retain and provide better service to employees.

Welspun Group saw a 20% increase in brand score and a 2x increase in reach compared to its competitors in the same industry.

Pricing Model

SILVER PLAN

$ **199** User/month

- ✓ Self Brand Analysis
- ✓ Competitor Analysis
- ✓ STAC Analysis
- ✓ CASE Management
- ✗ Recommendations and SWOT Analysis Report
- ✗ Campaign Reporting
- ✗ Mentions and Hashtags
- ✗ Keyword based live dashboard

One Time Cost

One time setup cost- For 1 GB data 12$
Historical Data of past 6 months
Dedicated Account Manager

GOLD PLAN

Contact us
to know more

- ✓ Self Brand Analysis
- ✓ Competitor Analysis
- ✓ STAC Analysis
- ✓ CASE Management
- ✓ Recommendations and SWOT Analysis Report
- ✓ Mentions and Hashtags
- ✗ Campaign Reporting
- ✗ Keyword based live dashboard

One Time Cost

One time setup cost- For 1 GB data 12$
Historical Data as per the request
Dedicated Account Manager

PLATINUM PLAN
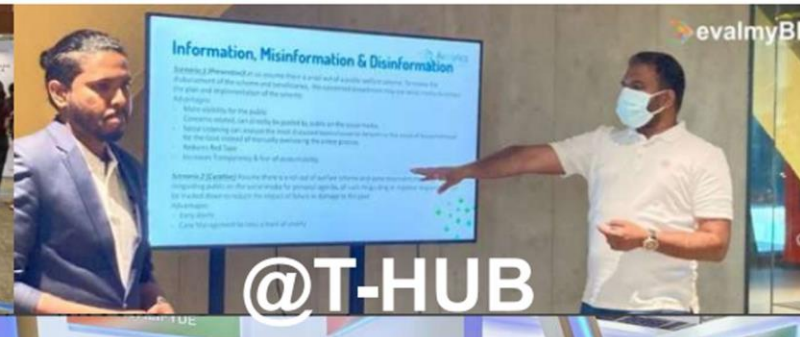
Contact us
to know more

- ✓ Self Brand Analysis
- ✓ Competitor Analysis
- ✓ STAC Analysis
- ✓ CASE Management
- ✓ Recommendations and SWOT Analysis Report
- ✓ Mentions and Hashtags
- ✓
- ✓ Campaign Reporting
  Keyword based live dashboard

One Time Cost

One time setup cost- For 1 GB data 12$
Historical Data as per the request
Dedicated Account Manager

Our Footprint

THANK YOU

What Next **?**

- ➢ Quick Tour
- ➢ Free Trial
- ➢ Best Offer Subscription

10thFlor, Sanali Spazio
Madhapur, Hyderabad- 50081
Telangana, INDIA

Phone:+91-80742468
Email :contact@evalmybrand.com

evalmyBRAND

A product of Aimlytics Technologies