

RANK ME ONLINE

EFFORTLESS CONSUMER ANALYTICS

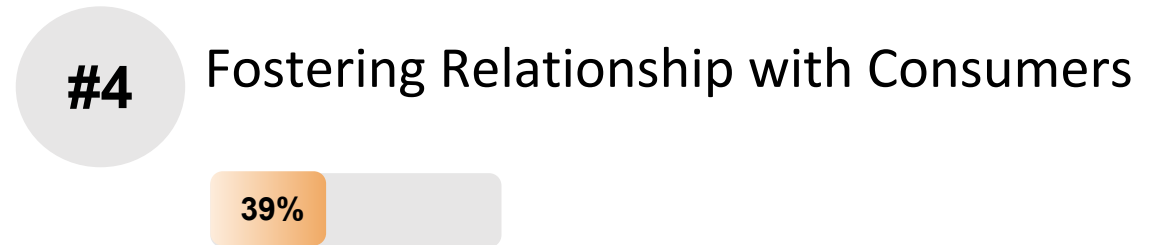
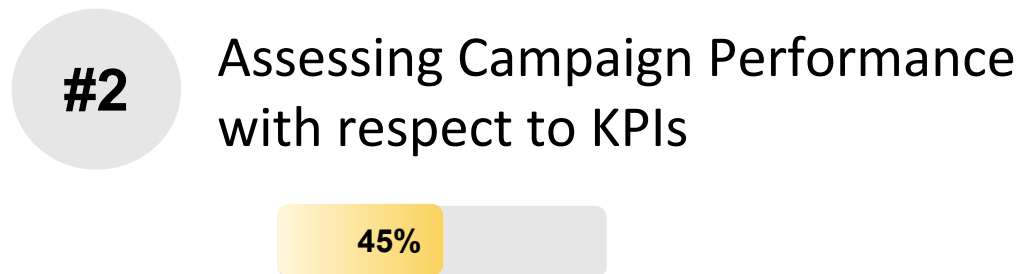
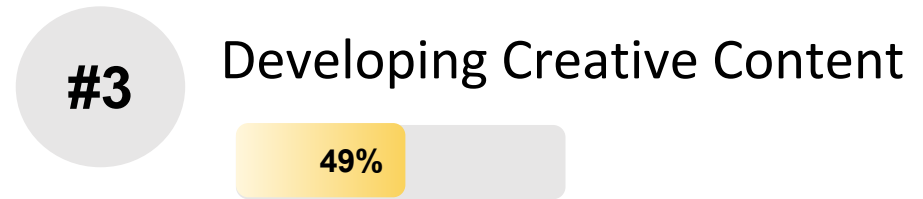
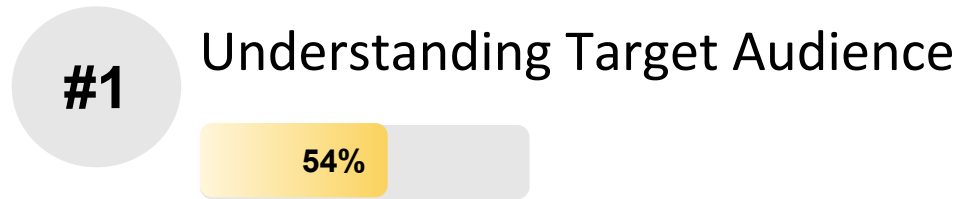
OUR MOTTO

Listen to your customers
Listen to your competitors!

Drive Actionable Insights
Be a TRAILBLAZER!



PROBLEMS OF CURRENT MARKETER



* Data collected from the survey of over 1000 social marketers in US, Europe and UK in 2018

PROBLEMS OF C LEVEL LEADERS DECISION MAKING

01

Constraint by Human Resource

Insights are dependent on the analyst/consultant generating them. If the resources are not available, the decision making goes for a toss.

02

Biased Insights

Decisions made using surveys and focus groups are completely dependent on the audience participating in that. The wrongly targeted group of participants provide data points that can deviate the answers from actual.

03

Late and Reactive Decision Making

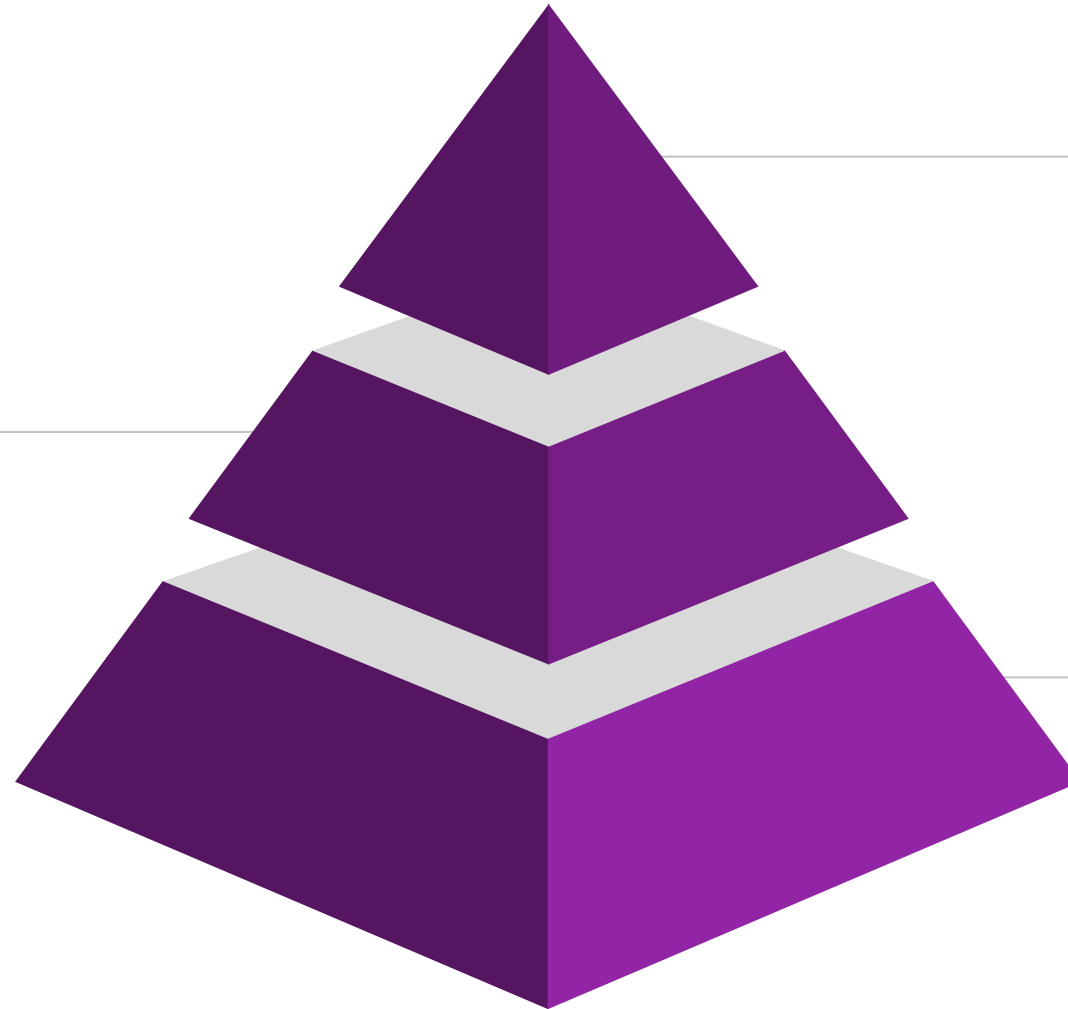
Traditional approaches for arriving at concrete answers needs gathering and analysing past data which takes a lot of time. By the time the insights are derived, it becomes obsolete in this rapidly changing digital world.

SOLUTION

Artificial Intelligence driven structured insights

Structure the data to make
meaningful insights necessary
to make decisions.

2



Consumer Oriented Decision Making

1

By a mix of artificial intelligence
and human brain, all CXO level
questions can be answered.

Harnessing Free Flowing Consumer Opinion

3

Gathering data from all digital
channels with all the relevant
parameters necessary to make
decisions


OUR CAPABILITIES



Social Intelligence





Our powerful crawlers gather publicly available data from all digital platforms- Articles, News, Blogs, Reviews, Forums, Social Media - Facebook, Twitter, Instagram, Youtube

Our platform analyses social data to find analysis on demographics, hashtags, content topics, influencers and digital platforms. Our platform finds **actionable insights** using artificial intelligence.




 How Moving Continents With A Toddler And No Job Prospects Was A Blessing Influence Score: 10/10 

 www.womensweb.in

 2 months ago

For many women, moving with the husband effectively means an end to a career. Here is my story of finding a new career as a maths enrichment tutor. My career has involved a lot of moving around. After finishing my schooling, I stayed at home only for the holidays. I studied in BITS, Pilani, Rajasthan, and after my graduation worked in Bangalore and Hyderabad for a year. I got married soon and had [read more...](#)

 Sentiment

OUR CAPABILITIES

Sentiment & Feature Analysis



Our Artificial Intelligence clearly segregates mentions on the basis of tonality. It also identifies and categorises features talked in the mentions

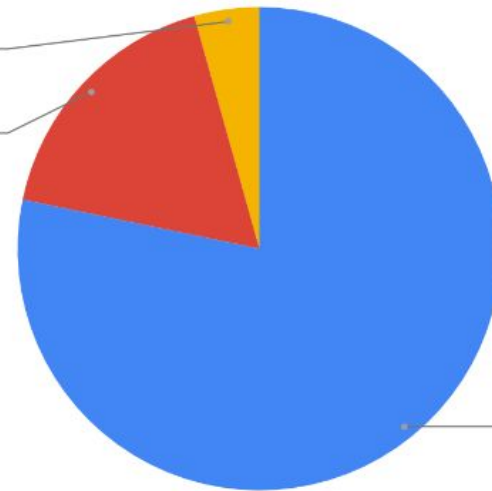
Aspects of Food

Portion Size

4.3%

Variety

17.4%



Flavour

78.3%

OUR CAPABILITIES




Influencer Discovery & Analysis

Our proprietary algorithm of Influence Score clearly filters the genuine influencers and helps brands get more ROI from Influencer Marketing Campaigns.

Top 5 Brand Advocates by Influence Score

📍 These are the most influential people who have mentioned your brand online at least once. These people have authority in their field of expertise and can make or break your brand. Keep engaging with these people to establish presence among their followers



Sarah Pittard(solomontakesflight)

Travel writer offering free advice to parents looking to plan epic adventures. Featured in Lonely Planet Kids Ebook. Click link to download for free.

Macro-Influencer

6 Influence	10 Reach	2 Active
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niharika pandey(shrimatisays)

Co-founder @myladybabbls ♡ Daughter since 1987 ♡ Wife since 2013 ♡ Mother since 2016 ♡ Montessori Lover since 2017
DM for collaboration

Micro-Influencer

3.7 Influence	9.9 Reach	2 Active
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Fresh Kid Nation(freshkidnation)

"Celebrating the unique style of the freshest kids on the planet!" • Kids Fashion & Lifestyle Blog Atlanta • London • Los Angeles • Miami • New York

Macro-Influencer

1.3 Influence	4 Reach	10 Active
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OUR USP

Review Analyser

Artificial Intelligence based NLP model to get actionable insights from any text without reading it.

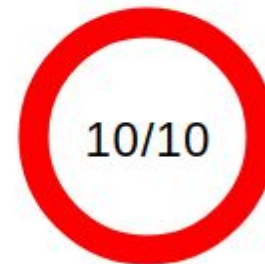
[Review Analyser Demo Link](#)

Actionable Insights	
Amazing → Ambiance	POSITIVE
Road → Very Rough	NEGATIVE
Bad → Service	NEGATIVE

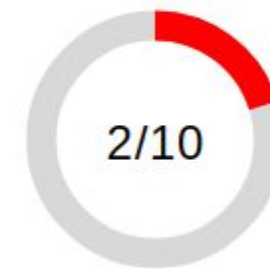
Influence Score

Our proprietary algorithm uses community of the influencer and engagement as true factors of determining the genuinity of the person as a potential influencer.

Influence Score



Reach Score



Active Score



PLATFORM

Rank Me Online is an **AI** based **consumer analytics** platform which provides **actionable insights** tailored to brands needs.

Rank Me Monitor



Brand Monitoring



Content Discovery



Sentiment Analysis



Automated Reports

Rank Me Evaluate



Review Analysis



Campaign Analytics



Competitive Analysis



Influencer Marketing

Rank Me Analyst



Industry Analysis



Lead Generation



Net Promoter Score



OUR CLIENTS



OUR CLIENT TESTIMONIALS

“Rank Me Online helped us in collecting and analyzing real-time information about our competitors. Insights from the platform proved very useful for us in making strategic live decisions. It is our first go-to destination if I need to gather conversational intelligence about our competitive space.”

Rachit Chawla
Founder & CEO, Finway Capital



“What I like about the platform is its versatility. It makes it easy to find meaningful insights from a large volume of data that our clients get on a regular basis. It provides insights about our clients and their audience also; these insights directly impact the RoI received from our marketing campaigns.”

Hitesh Dhawan
Founder & CEO, Neuronimbus



OUR CLIENT TESTIMONIALS

“We have been using Rank Me Online for sentiment analysis for a long time now. In the past, this analysis was done manually but in the wake of the ever growing volume of data, Rank Me Online has made it superbly easy to get this analysis for our clients.”

Bhupendra Kunwar

CoFounder & CEO, SYMB Technologies



“The future is data! To drive the digital strategy for our clients, we started using Rank Me Online as a monitoring tool but then discovered that the analysis provided could help us with our entire social media strategy. Now we can't go without it.”


Ravi Bilochi

Founder & CEO, FellaFeeds






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