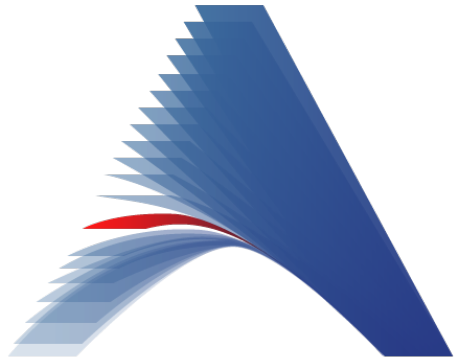

theAnswr

Use data to get you closer to the answer

Official Platform https://get.theAnswr.com

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Most of business users want to use Analytics

82%

of business state that analytics are very important to their business strategy

Enterprise Management Associates (EMA), Informatica and Deloitte

57%

are experiencing faster, more effective decision making through their data and analytics use

MicroStrategy

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The Challenge

“Data Analytics is not user friendly!”

focus group findings from our Lego Serious Play workshops

Isolated
Existing data analytics tools pull from a limited set of data sources

Unadaptable
Products developed are technology-driven and difficult to apply into real-life user workflows

Complicated
Information presented is not easy to access and interpret

Costly
Fixed pricing structures, high trial and error costs for existing offerings

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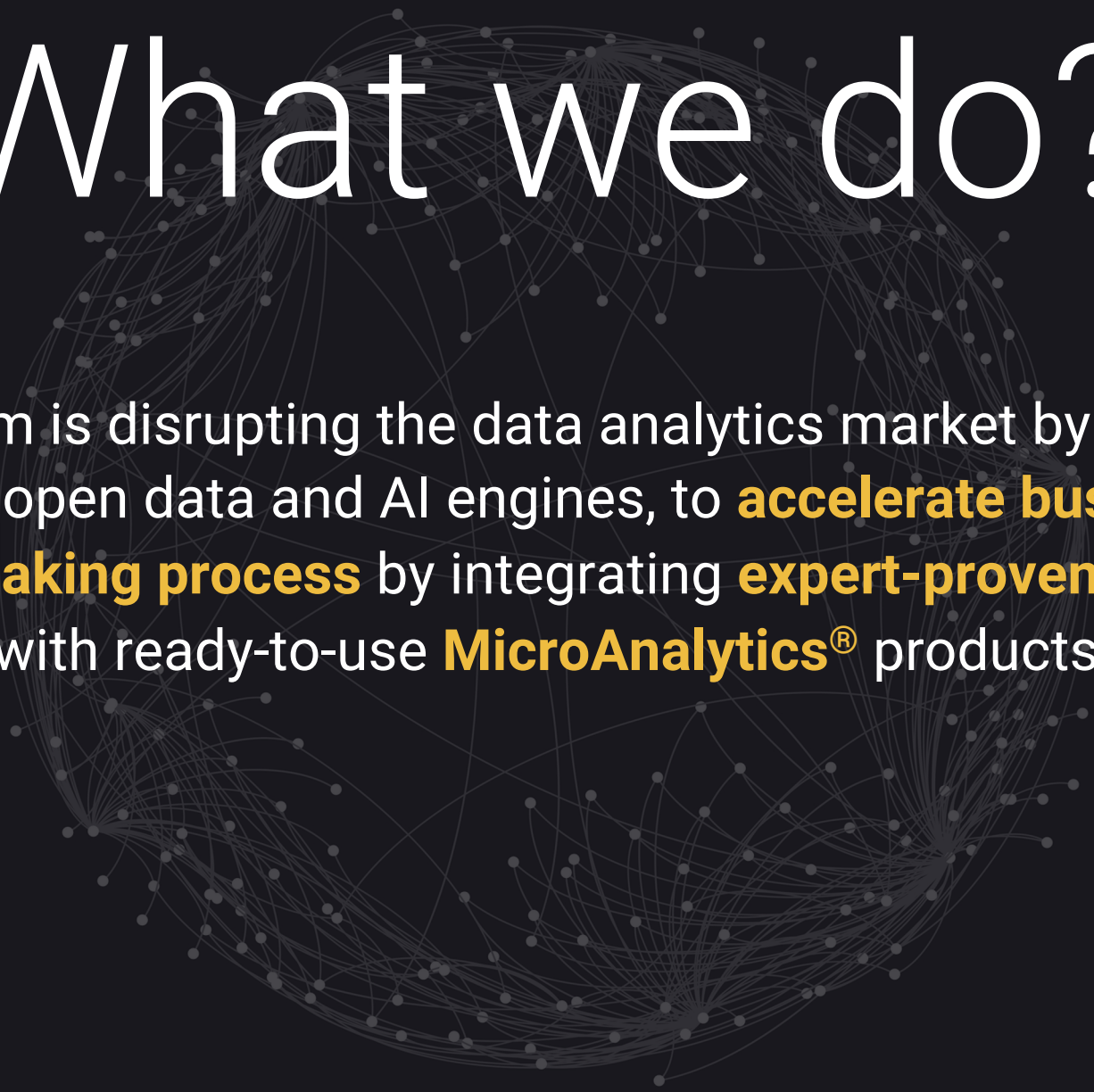
What we do?



Our platform is disrupting the data analytics market by connecting the world's open data and AI engines, to **accelerate businesses' decision-making process** by integrating **expert-proven analytic workflows** with ready-to-use **MicroAnalytics®** products.

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A cloud based **MicroAnalytics® marketplace** providing ready-to-use data analytics tools to create insights to inform business decisions

MicroAnalytics products

- Data insights combined into a product that is presented as infographic insights that are easy-to-understand
- Constructed using the Micronisation process decomposing market available data sources and A.I engines into minimum data elements

Benefits

- Efficient to construct specific products required by the market
- MicroAnalytics can be used together to form customised insights to fit customer needs
- Ability to incorporate flexible pricing

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A platform to deliver data driven insights to businesses

1.

Choose from many different data driven products called MicroAnalytics®

2.

Intuitive steps to generate customised results

3.

Automated Output

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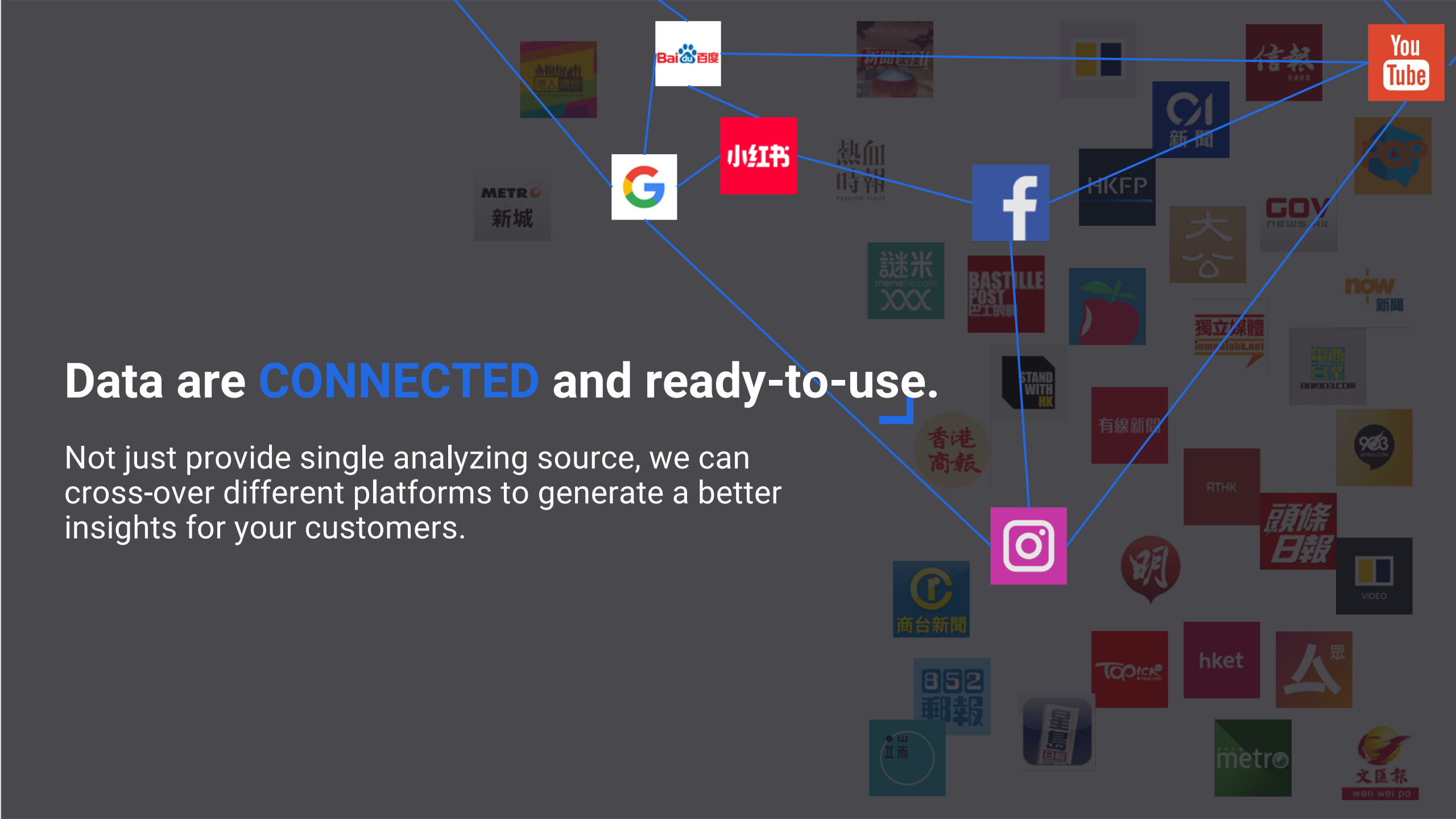
Collects various online data source.

Save your time sourcing data at theAnswr.
We connects the world's online data source to do one mission – to provide insights and information, allowing every marketers to improve their marketing campaigns.



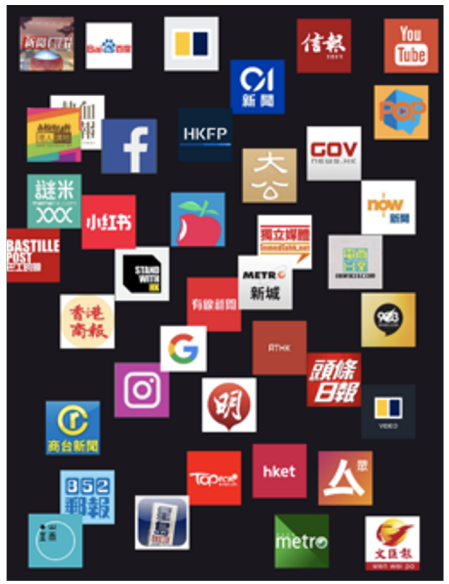
Data are CONNECTED and ready-to-use.

Not just provide single analyzing source, we can cross-over different platforms to generate a better insights for your customers.

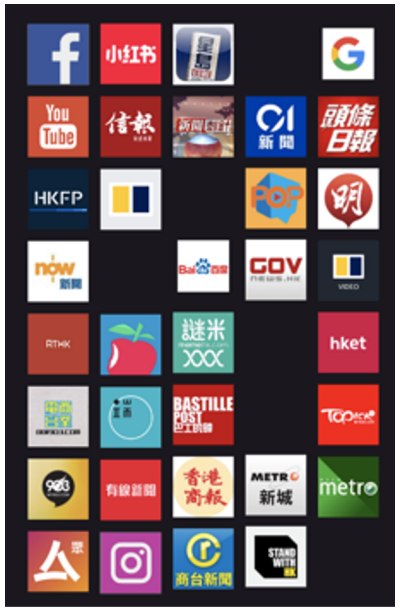
What's next? Your decisions!

theAnswr collects, connects and convert complicated data into straight-forward answers, accelerate your decision-making process.

DATA



ANALYTICS



DECISIONS

Enables everyone to become

a Smart Decision Maker.

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數據驅動的KOL行銷策略

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Why do you want to use KOL in your marketing?

- Increase the Brand Awareness
- Boost the sale of a product shortly

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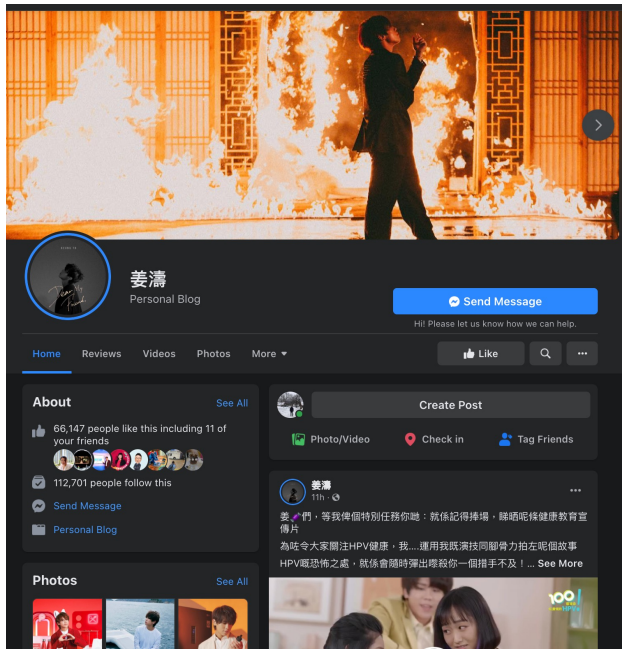
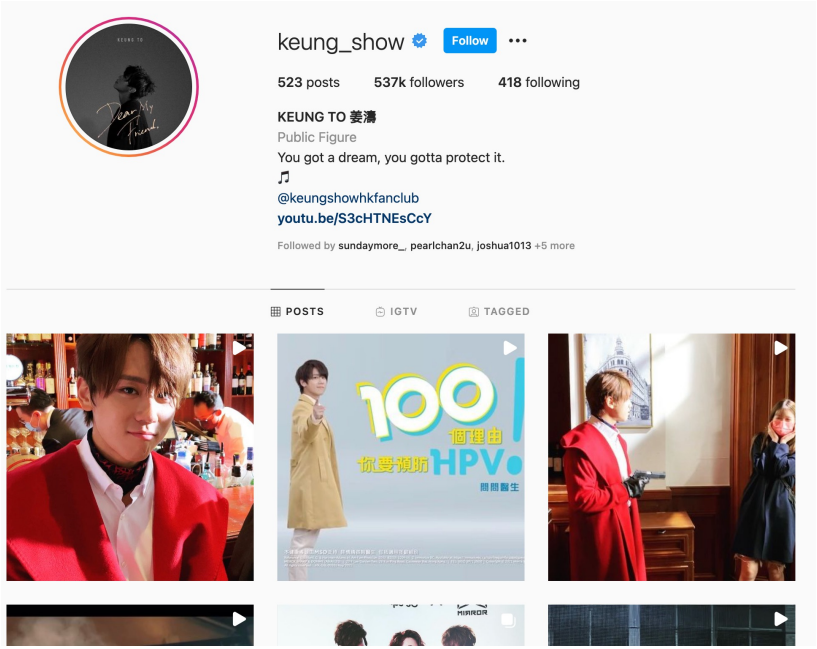
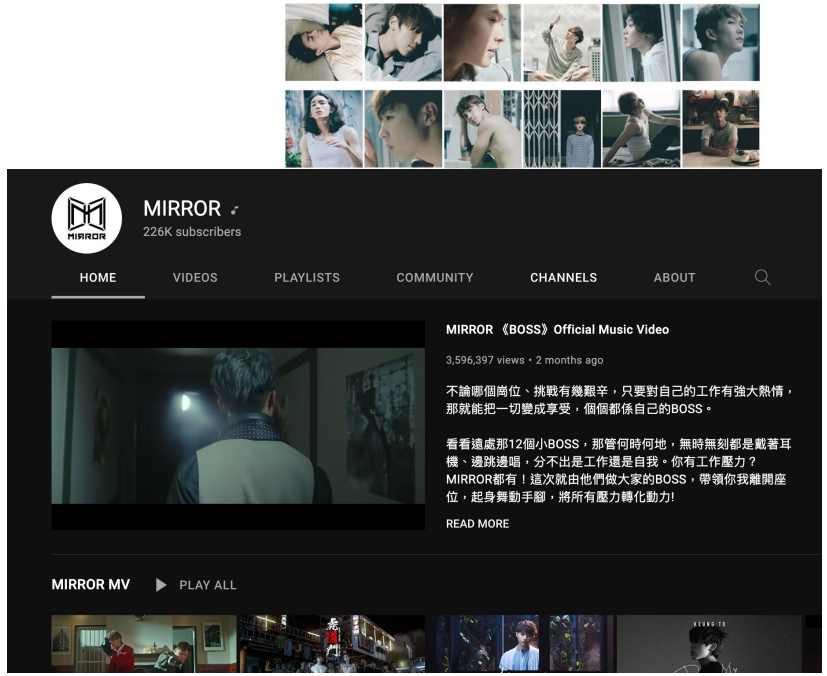
Where are the KOL?







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What are the criteria to choose the best KOL for my brand?

1. Is the KOL popular now?
2. What is the public impression of the KOL?
3. How many brands cooperated with the KOL?
4. What is the advertising cost of the KOL?
5. are the KOLs matched with my Brand?

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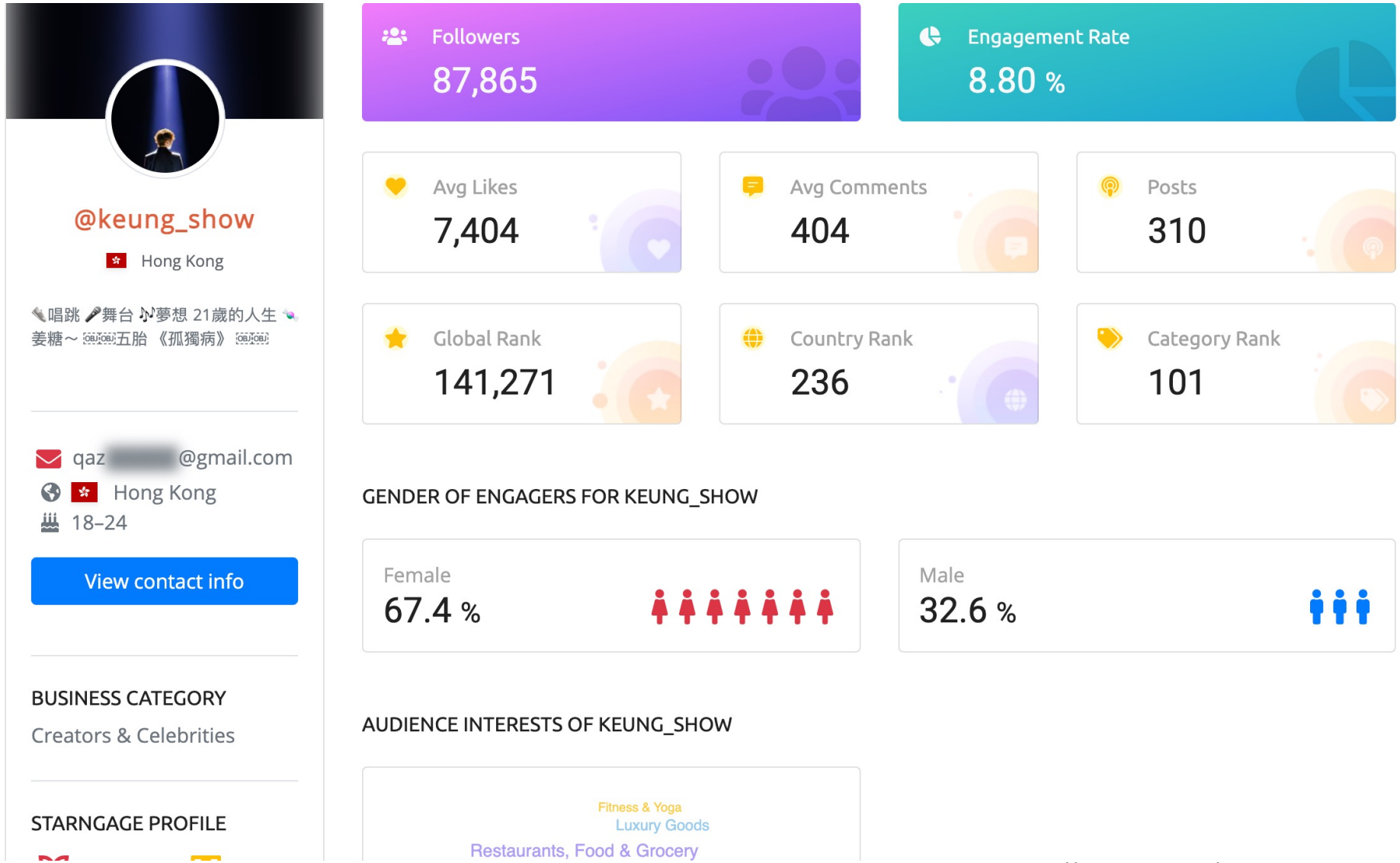
How to measure popularity of KOL?



data source: https://starngage.com/

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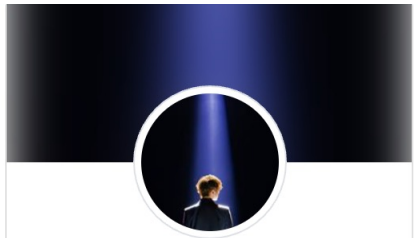
How to measure popularity of KOL?



@keung_show

Hong Kong

唱跳 舞台 夢想 21歲的人生
姜糖～ 五胎 《孤獨病》

qaz[redacted]@gmail.com
Hong Kong
18–24

View contact info

BUSINESS CATEGORY

Creators & Celebrities

STARNGAGE PROFILE

Beauty & Fashion	72.58 %
Art & Design	49.48 %
Photography	40.66 %
Restaurants, Food & Grocery	40.50 %
Travel & Tourism	36.74 %
Entertainment	36.43 %
Music	36.37 %
Movies and TV	34.47 %
Luxury Goods	34.07 %

data source: https://starngage.com/

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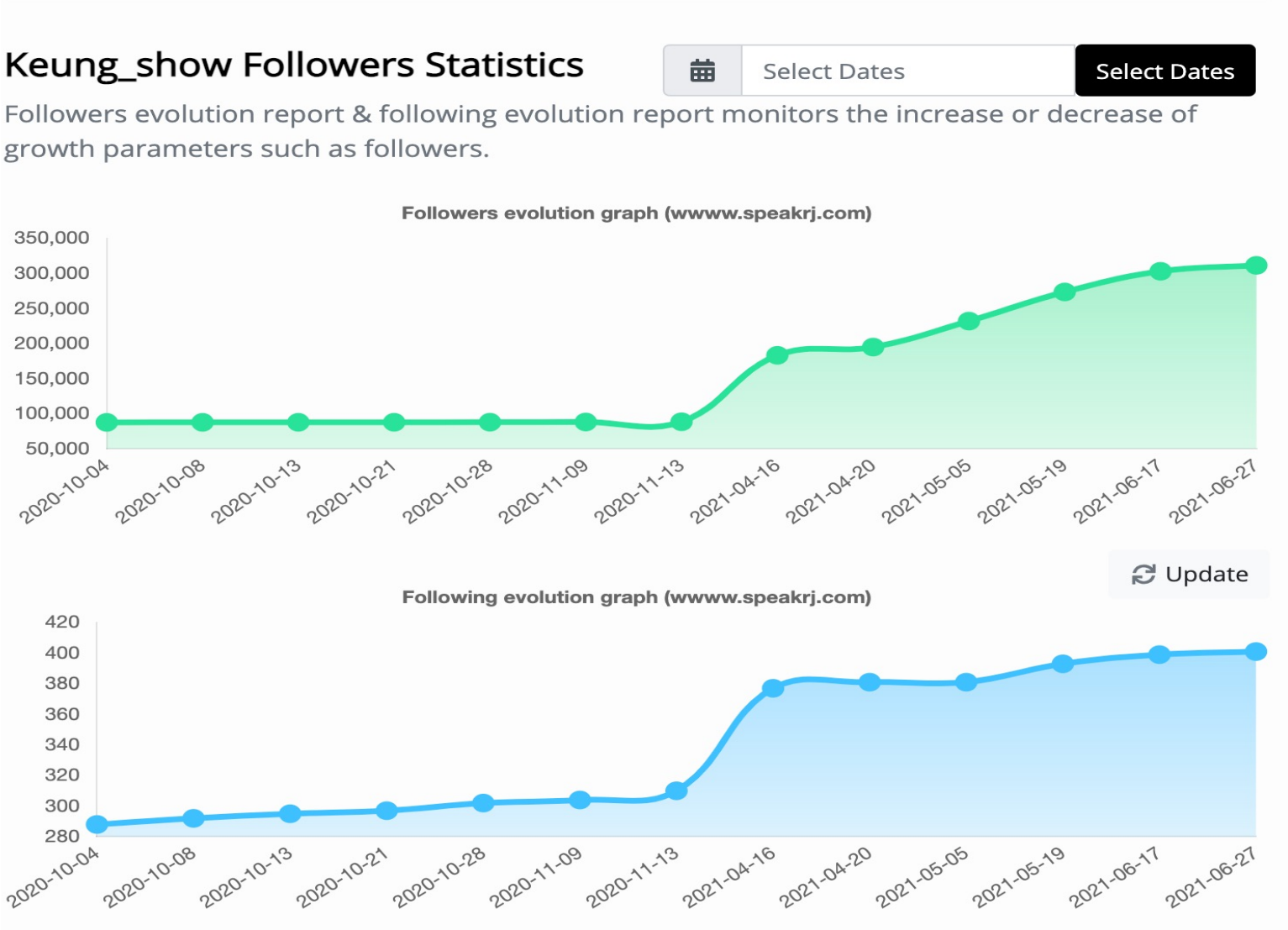
How to measure popularity of KOL?



data source: https://speakrj.com/

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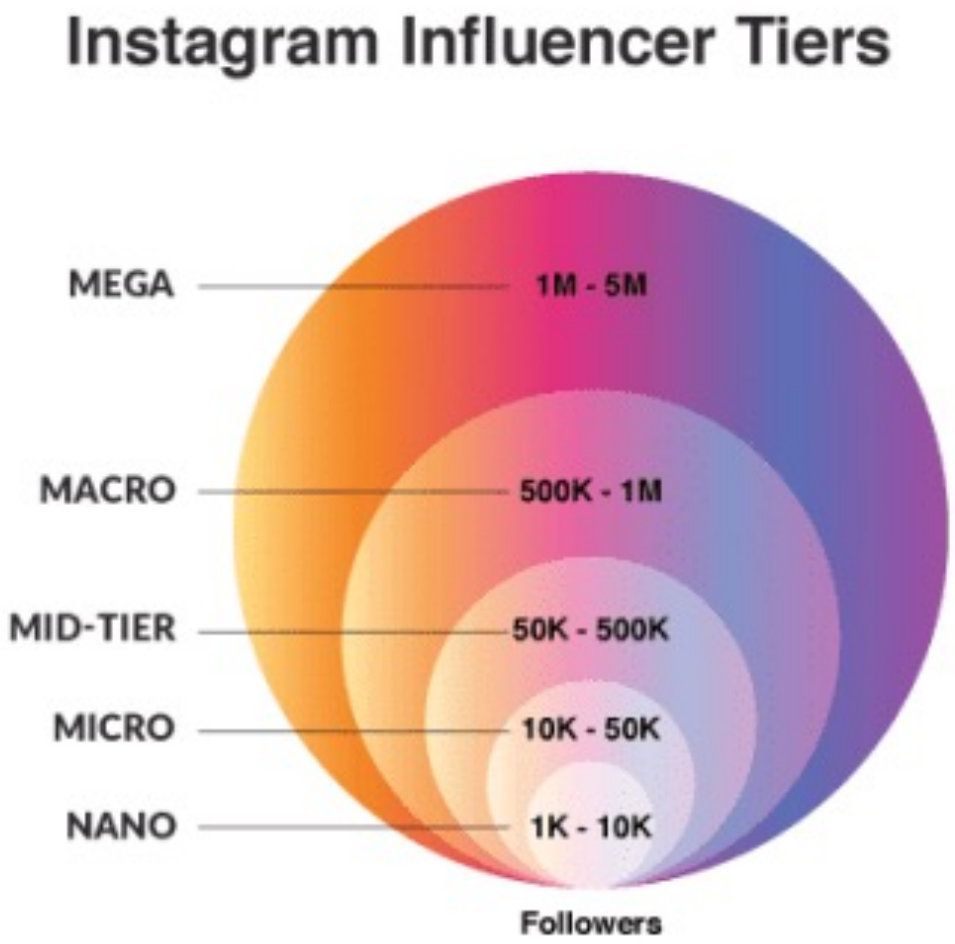
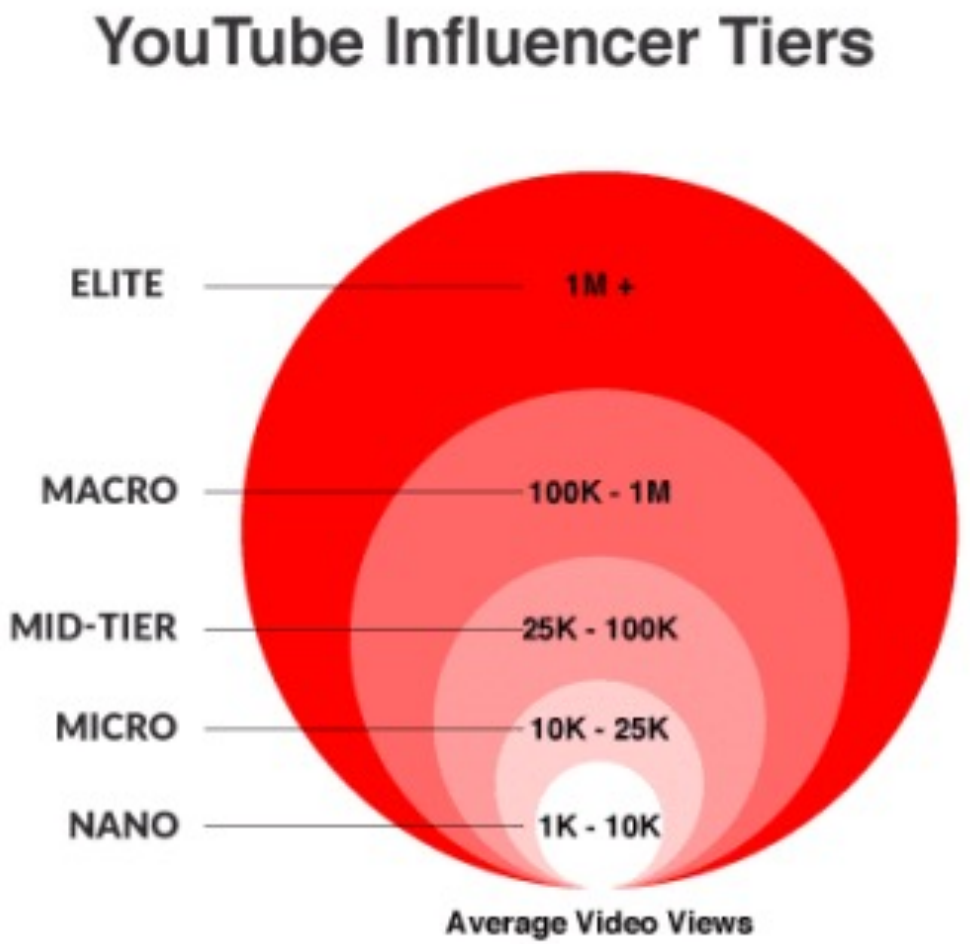
The levels of KOL





mediakix

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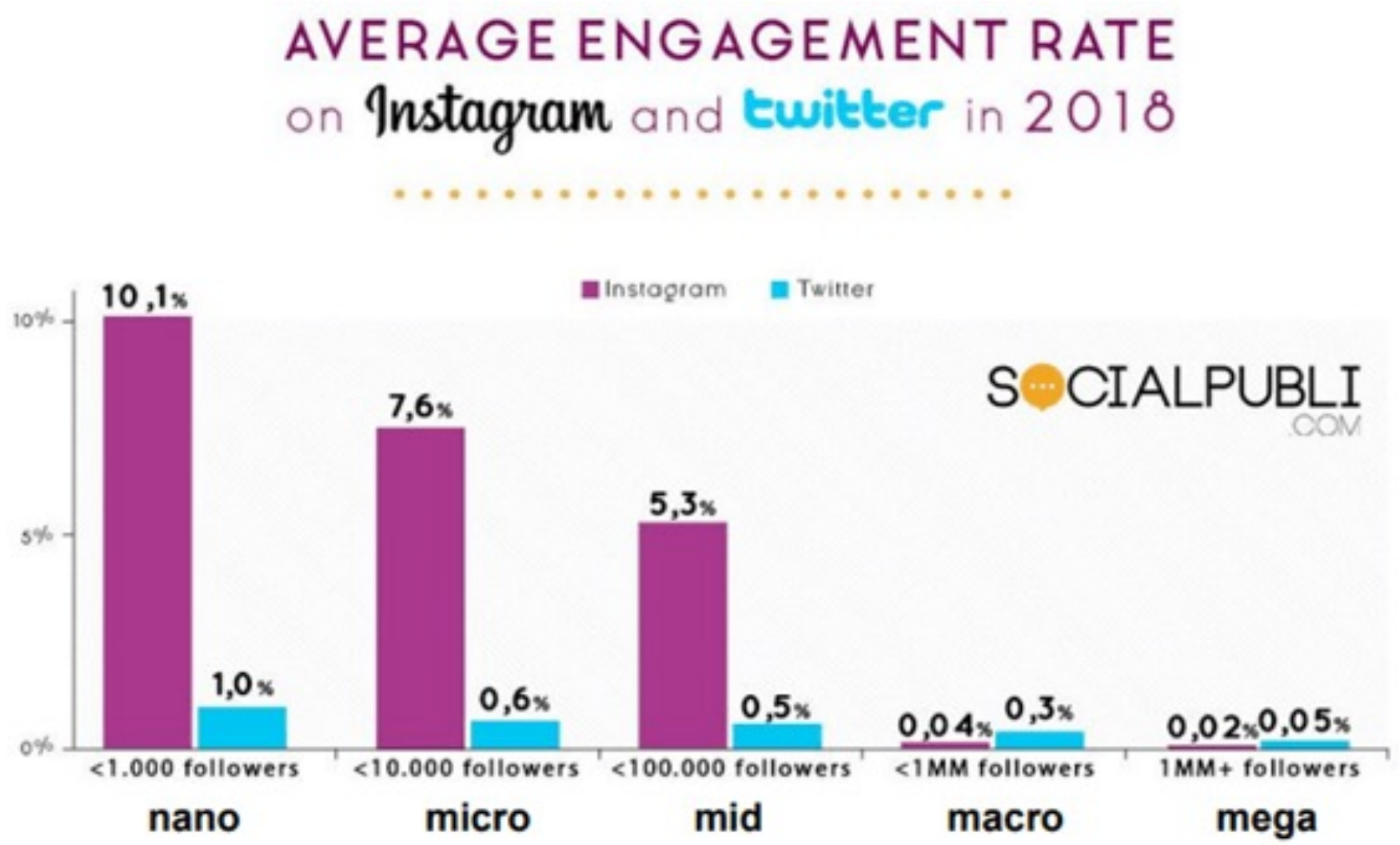
The levels of KOL



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Why Nano Influencers

Level of Trust

Opinions evoke high degrees of credibility and confidence from friends & followers.

Brand Relevance

Very high connection with a brand, product and brand-relevant topics.

Degree of Volume

Exist in greater numbers than micro, mega-or macro-influencers and are able to generate content at scale.

Level of Loyalty

Usually have the strongest relationship with a brand compared to micro, macro and mega influencers.

Range of Followers

100 to 10000

Level of Influence

Have a very strong influence over their small but tight-knit network of followers.

Image credit: Pinterest

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Is the Fans Growth of KOL predictable?

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Seven stags of Brand Advocacy

Image credit: savagebrands

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Wikipedia Page is top 10 websites in HK

Rank	Website	Category
1	google.com	Computers Electronics and Technology > Search Engines
2	youtube.com	Arts and Entertainment > TV Movies and Streaming
3	facebook.com	Computers Electronics and Technology > Social Networks and Online Communities
4	yahoo.com	News and Media
5	google.com.hk	Computers Electronics and Technology > Search Engines
6	wikipedia.org	Reference Materials > Dictionaries and Encyclopedias
7	hk01.com	News and Media
8	baidu.com	Computers Electronics and Technology > Search Engines
9	on.cc	News and Media
10	instagram.com	Computers Electronics and Technology > Social Networks and Online Communities

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The power of Google + Wikipedia

姜濤

全部 圖片 新聞 影片 地圖 更多 工具

約 4,800,000 項搜尋結果 (0.50 秒)

https://zh.wikipedia.org › zh-hk › 姜濤

姜濤 - 维基百科

姜濤（英語：Keung To，1999年4月30日－），香港男歌手及演員，現為香港男子組合MIRROR成員、2018年《全民造星》冠軍。2019年「叱咤樂壇生力軍銅獎」及《第42屆十大 ...

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经纪公司： 香港電視娛樂　　罗马拼音： Keung To

邱子文高中學校[编辑] · 鄧肇堅維多利亞官立中學[编辑] · 蒙著嘴說愛你[编辑]

焦點新聞

TOPick

【MIRROR成員】姜濤+AK+邱士縉演繹Burberry TB印花創意總監Logo小魔法提升品…

2 小時前

明報OL網

合唱歌View數破56萬姜濤「欺負」髮型師片段曝光- 20210829 - SHOWBIZ

1 天前

明報OL網

嘲MIRROR正職廣告從業員C AllStar經理人見姜濤嗌討厭- 20210829 - SHOWBIZ

2 天前

姜濤

演員

播映服務供應商

YouTube

Spotify

YouTube Music

姜濤，香港男歌手及演員，現為香港男子組合MIRROR成員、2018年《全民造星》冠軍。2019年「叱咤樂壇生力軍銅獎」及《第42屆十大中文金曲》最有前途新人獎金獎得主。 維基百科

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The power of Google + Wikipedia

姜濤（英語：Keung To，1999年4月30日－），香港男歌手及演員，現為香港男子組合MIRROR成員、2018年《全民造星》冠軍。2019年「叱咤樂壇生力軍銅獎」及《第42屆十大中文金曲》最有前途新人獎金獎得主。 2020年度在香港主要樂頒獎禮上，先後奪得《叱咤樂壇流行榜頒獎典禮》「叱咤樂壇我最喜愛的男歌手」及「叱咤樂壇我最喜愛的歌曲大獎」，為兩項大獎之最年輕得主；並同年度奪得《第43屆十大中文金曲》男歌手銅獎及《Chill Club推介榜年度推介》男歌手銀獎及年度十大歌曲等大獎。

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- 1.2 演藝事業
- 1.3 出道前比賽歷程
  - 1.3.1 《2017快樂男聲歷程》
  - 1.3.2 《全民造星歷程》

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- 2.1 個人唱片
- 2.2 創作作品
- 2.3 演唱會/音樂會
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  - 2.3.2 線上音樂會
  - 2.3.3 團體 MIRROR
  - 2.3.4 演唱會嘉賓演出

3 派台歌曲成績

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- 4.2 綜藝/實況娛樂節目
- 4.3 音樂錄像
- 4.4 微電影
- 4.5 公開活動 / 商場演出

5 廣告 / 代言

6 慈善公益大使 / 活動

7 其他相關事件

8 獎項紀錄

9 註釋

10 資料來源

11 外部連結

姜濤

姜濤在《一號種籽演唱會》的演出

男歌手

羅馬拼音	Keung To
暱稱	姜B、姜man、姜姜、姜仔
國籍	中華人民共和國（香港）
出生	1999年4月30日（22歲） 香港
語言	粵語、英語、國語
母校	愛群道浸信會呂郭碧鳳幼稚園 軒尼詩道官立下午小學 鄧肇堅維多利亞官立中學 青年學院（邱子文）
音樂類型	粵語流行音樂
出道地點	香港
出道日期	2018年11月3日，2年前
出道作品	團隊：《一秒間》 個人：《一號種籽》
代表作品	《蒙著嘴說愛你》 《Master Class》 《Dear My Friend,》

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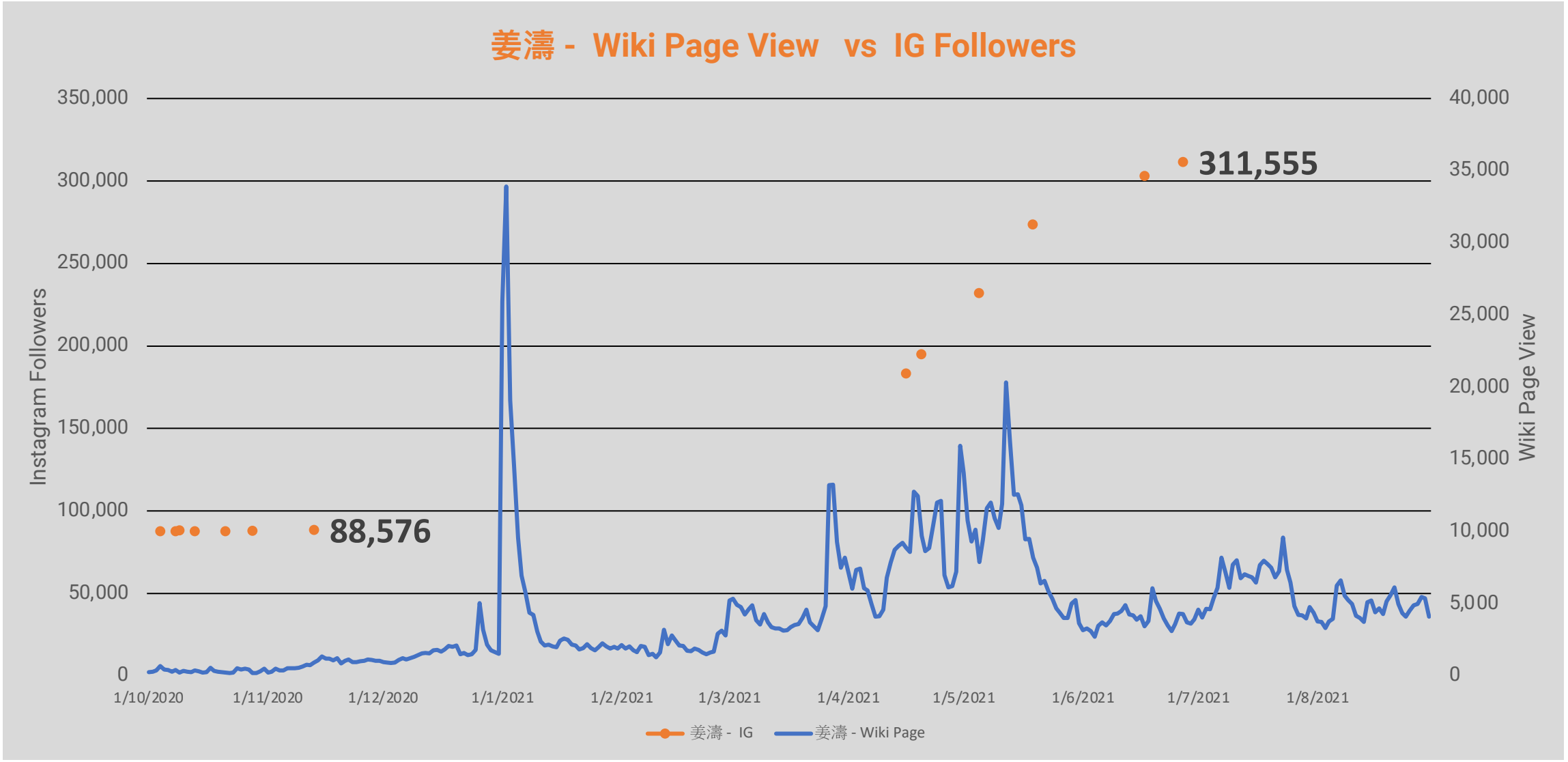
The IG Follower Growth is predictable



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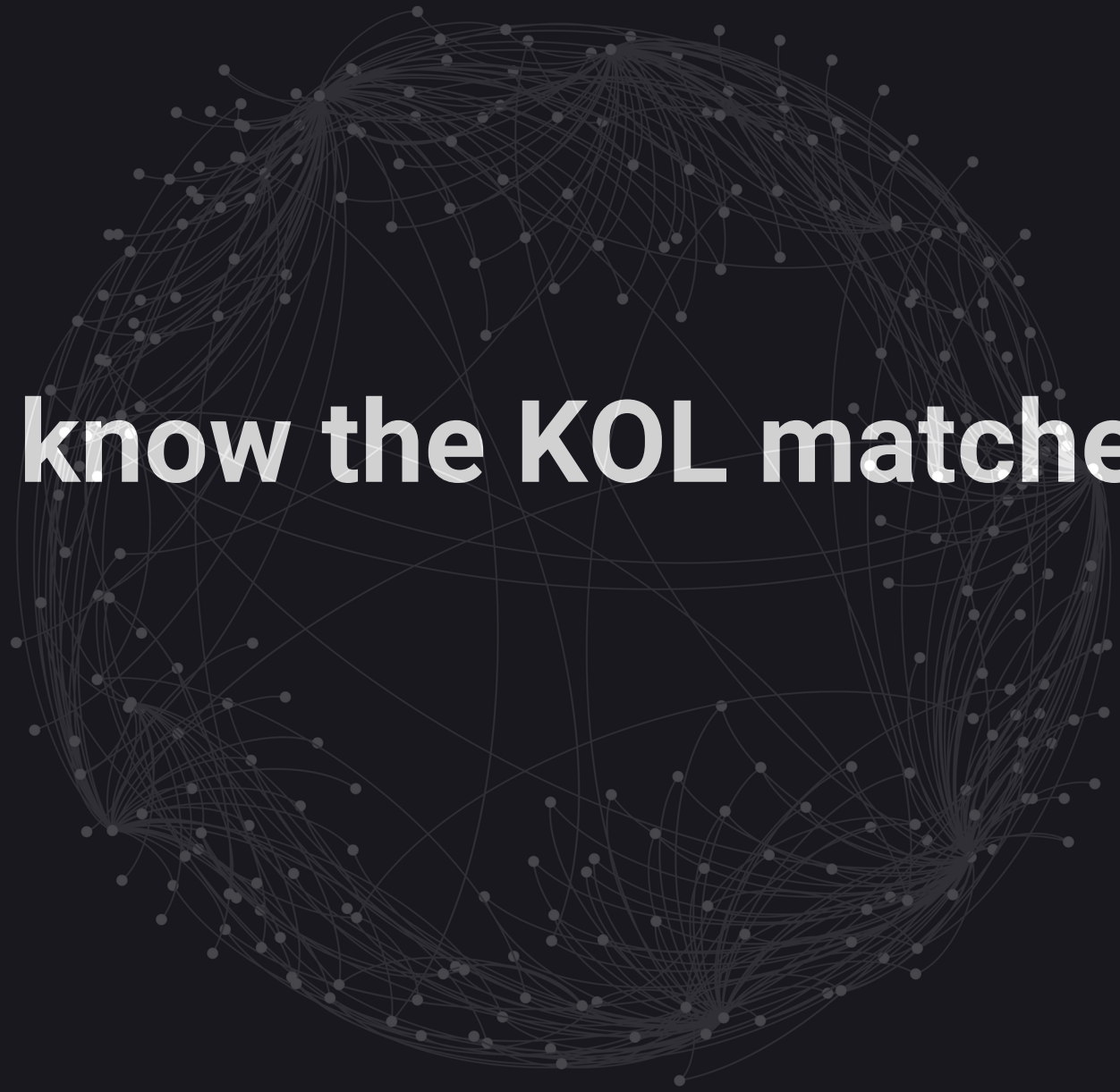
How to know the KOL matched to my Brand?



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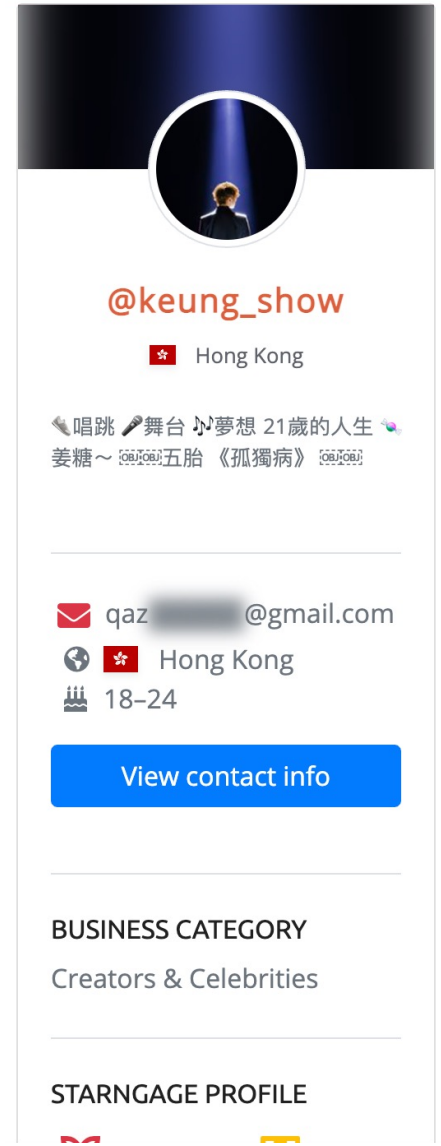
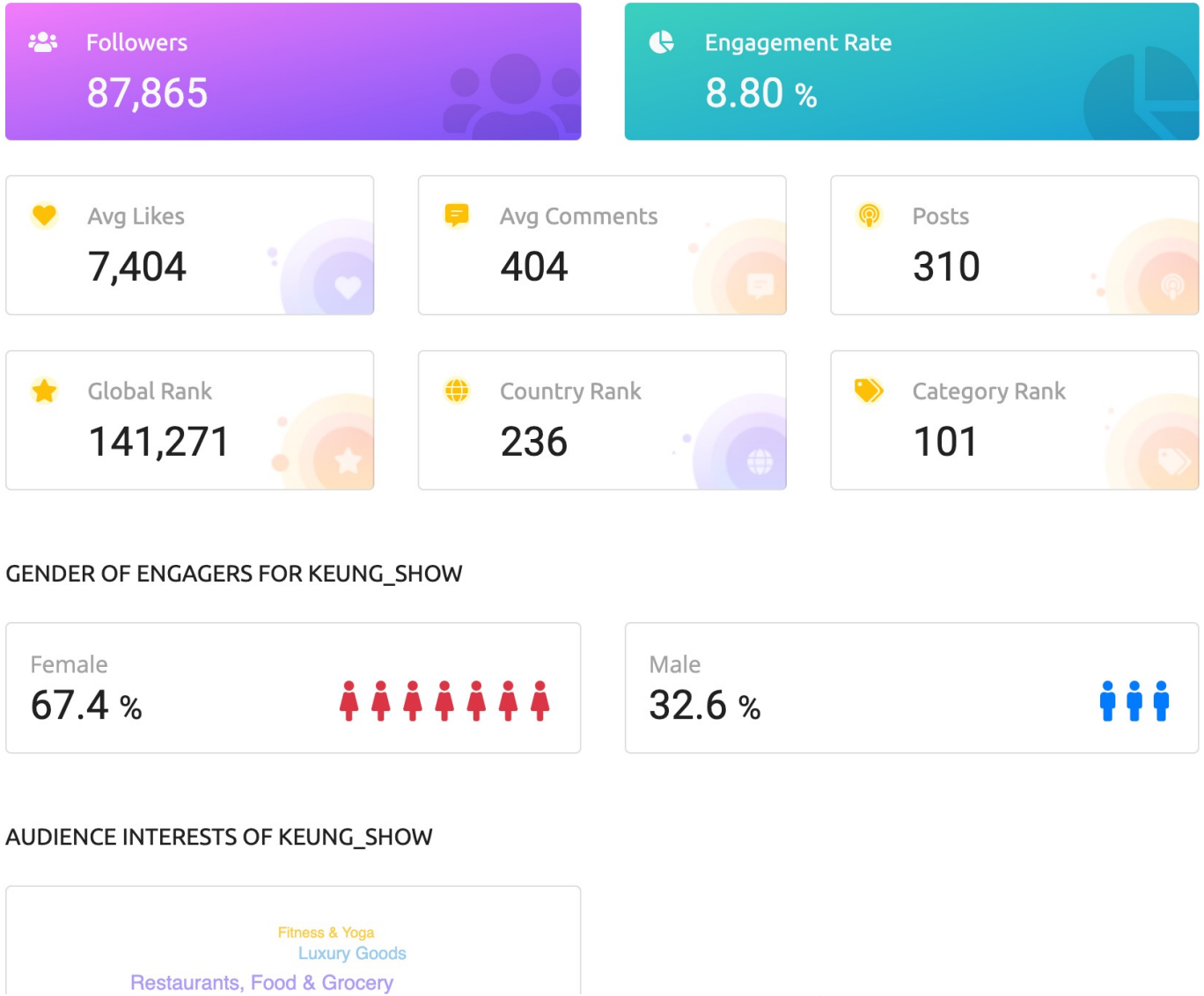
Review the behaviour of KOL





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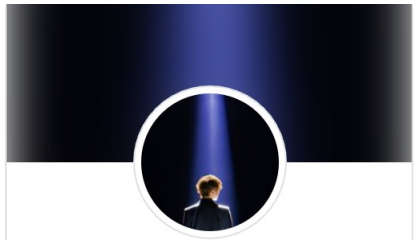
Review the behaviour of KOL



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Hong Kong

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18–24

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BUSINESS CATEGORY
Creators & Celebrities

STARNGAGE PROFILE

Beauty & Fashion	72.58 %
Art & Design	49.48 %
Photography	40.66 %
Restaurants, Food & Grocery	40.50 %
Travel & Tourism	36.74 %
Entertainment	36.43 %
Music	36.37 %
Movies and TV	34.47 %
Luxury Goods	34.07 %

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Review the behaviour of KOL

Top @Mentions

Top mentions used in last 20 posts

903ahjeng	2
cheongfat	2
hillarylau	2
EauThermaleAveneHK	2
SHISEIDO	1
edanlui	1
pinkxnik	1
rockinair	1
HSBC_HK	1
riccardotisci17	1
oliviatsanghk	1
pipa.creative	1
gentlemonster	1
burberry	1

Top #Hashtags

Top hashtags used in last 20 posts

#投資A0	5
#HSBCOne	5
#投資從滙豐One開始	5
#滙豐One	5
#滙豐	5
#告別投資A0	4
#ZEditorial	3
#ztylezhk	3
#滙豐One投資A0出POOL大作戰	2
#HSBC	2
#Avenesuncare	2
#Avenehk	2
#AveneHK抗敏防曬	2
#防水防汗防敏防曬	2

Similar Accounts

Instagram accounts with similar influencer

- @ Allegra Shaw
- @ Benyamin Jahromi
- @ Bri Martinez
- @ Bomba Estéreo
- @ Seda Oficial
- @ BTS FASHION & RELATED++
- @ Roberto García Moritán
- @ YAIR RODRIGUEZ PORTILLO
- @ Yoshimura R&D
- @ Good Food

Recent Blog Posts

All About Product Life Cycle – Stages and

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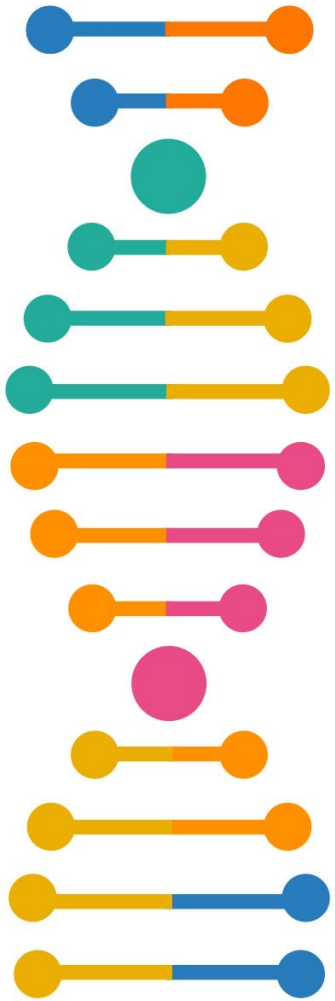

Social DNA

/makes data simple

/makes data available

Categorizing your Active Fans into 6 Fan Segments by enhanced RFM model in Social DNA

Fan Segments	Recency	Frequency	Monetary
Die-hard Fans	• The fans always engaged with different type of posts in the brand, still active recently		
Brand Likers	• The likers always engaged with popular posts in the brand only, but still active recently		
Lost Interest Likers	• The likers is losing their interest in the brand recently, but they are always engaged with the brand before		
Potential Brand Likers	• The likers recently engaged with the brand with the middle-level frequency		
First-time Fans	• The fans are recently attracted to engage with the brand for the first time		
Hit & Run Fans	• The fans have engaged the brand for the first time before, but haven't engaged again		

Die-hard Fans	• 20.94%
Brand Likers	• 19.19%
Lost Interest Likers	• 12.39%
Potential Brand Likers	• 9.05%
First-time Fans	• 9.21%
Hit & Run Fans	• 29.22%

民眾證券
FREEMAN SECURITIES

6 Active Fan Segments of FreemanSec (Total 8,480 Active Fans/ 11,783 Fans)

Die-hard Fans	• 1.64%
Brand Likers	• 0.0%
Lost Interest Likers	• 19.66%
Potential Brand Likers	• 0.0%
First-time Fans	• 3.05%
Hit & Run Fans	• 75.65%

Consumer Profiling of different Customer Segments

Dressing and styles Interests

Housing Interests

Business Interests

Travel and Transportation Interests

Shopping Interests

Food and Beverage Interests

Family and Healthcare Interests

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Top Interested Posts of the Brand Audience

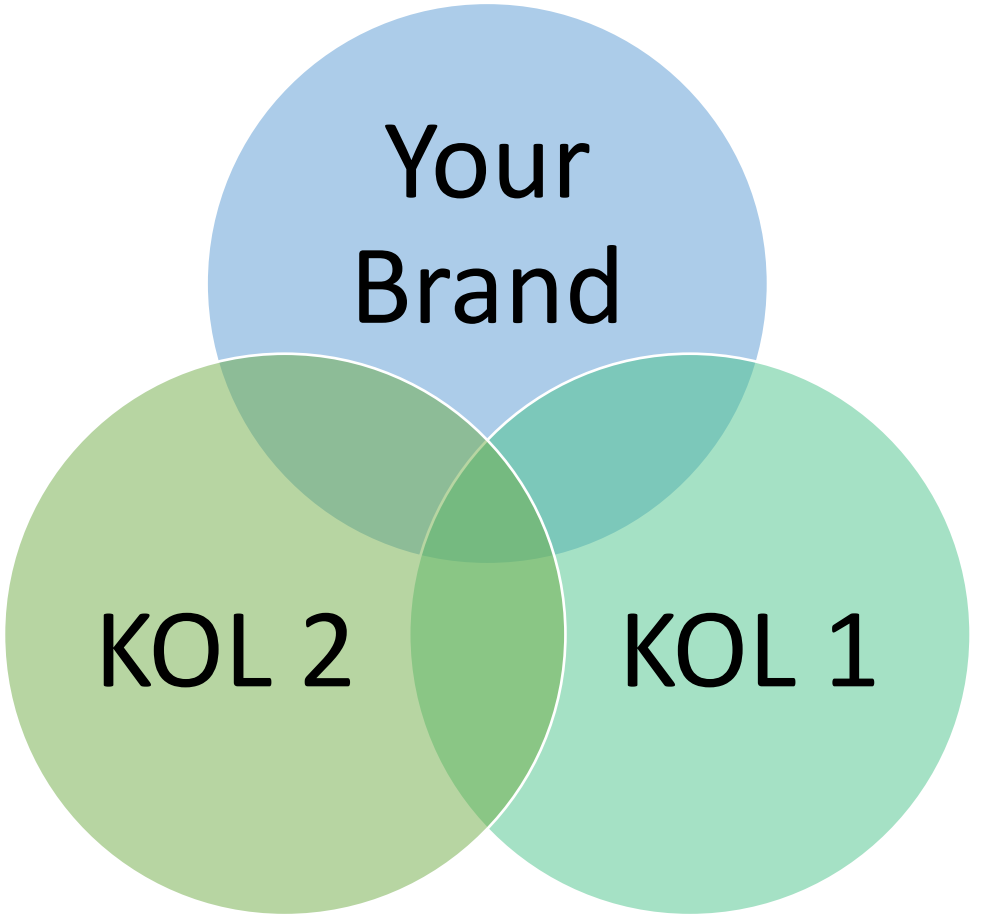
Die-hard Fans

- 1.64%

民眾證券
FREEMAN SECURITIES

Other Brand Name	Content	Total Interactions
UNWIRE.HK	利用主子的天性拍片應該很順利吧，貓奴們可以試下！！！XD 日本呢位貓奴仲有 Youtube ...	5201
Kiehl's	【📣170周年獎賞預告📣賞你皇牌產品旅行試用裝】 延續 Kiehl’s170周年嘅喜悅，我哋特...	3070
Lancôme	【#LiveMyStrength 💪Sammi從內強韌到外】 渾身充滿力量的 Sammi，努力...	2466
NINA CLUB by 如心廣場 NINA MALL	【#有獎遊戲 多點心思，夏日甜絲絲！】 夏天口淡淡，自然就想食下甜品🍰！不過一係唔食，一食就...	1983
Friso HK 荷蘭美素佳兒	【#HEREWEGROW】 讓故事延續📣 分享成長故事送你 Patagonia $200 ...	823

Find out the Same and Different audience attributes of Brand and KOL



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Prepare your Digital Asset for the customer from KOL

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Brand Content by KOL

【「PayMeow × 姜濤」粉絲福利時間！】
多謝大家咁支持我同PayMeow新組成嘅PayMe天團🐱👦，粉絲福利？畀緊你畀緊你，唔使通宵排頭位，隨時拎部電話📱出嚟就攞到！

而家用PayMe去全城過萬間商戶消費🛍️，食買玩夠港幣100元， 就可以玩「PayMeow全民轉轉賞」一次，隨時贏高達港幣500元獎賞，獎賞總值超過港幣4百萬，仲有獨家精品等你攞🎁！

快啲下載PayMe贏福利，已經download咗，記住更新到最新版本玩遊戲贏獎賞！
iOS: https://grp.hsbc/6187y9Or9
Android: : https://grp.hsbc/6188y9Ori

此優惠適用於身處香港人士。
優惠須受條款及細則約束：https://grp.hsbc/6189y9Orc
儲值支付工具牌照編號：SVFB002

#滙豐 #PayMeHK #PayMeow #姜濤 #PayMe天團 #PayMeow全民轉轉賞

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Seven stags of Brand Advocacy

Image credit: savagebrands

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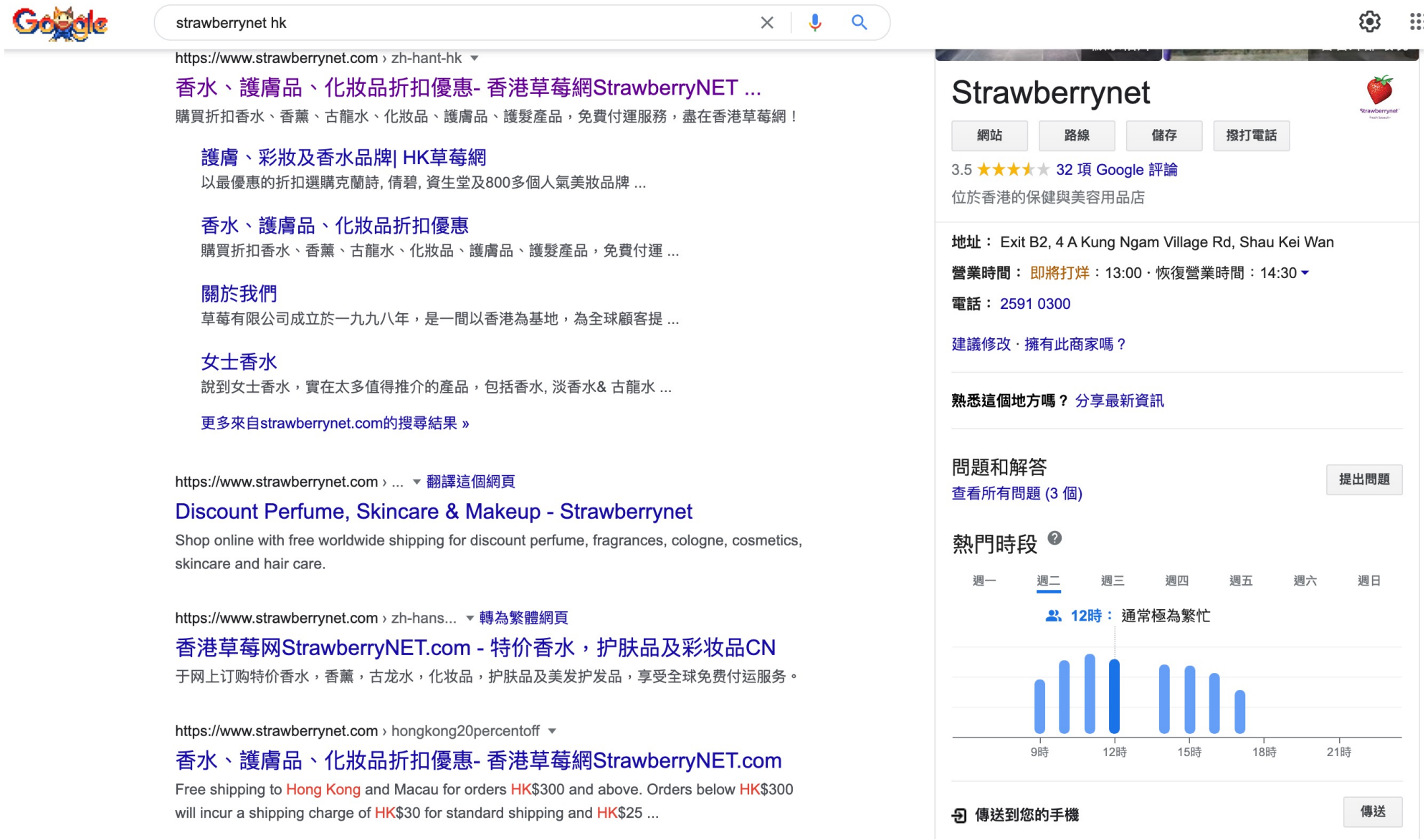
Google search results



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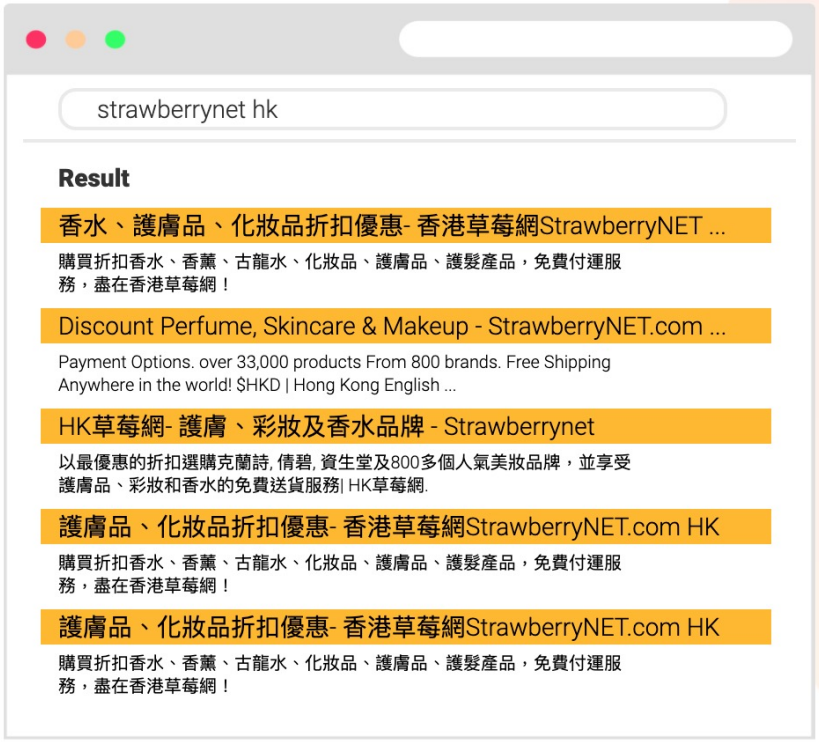
Using PR Vision to look at Google search results

有多少人關注這個關鍵字"strawberrynet hk"？



右圖1顯示過往12個月平均有多少人搜尋，數值愈高代表愈多人關注此關鍵字；右圖2顯示多少網站參與該關鍵字的內容產生：

數據來源：第 1 到 100 個 Google 搜尋結果

答案於 2021年08月17日 由 theAnswr 產生

theAnswr

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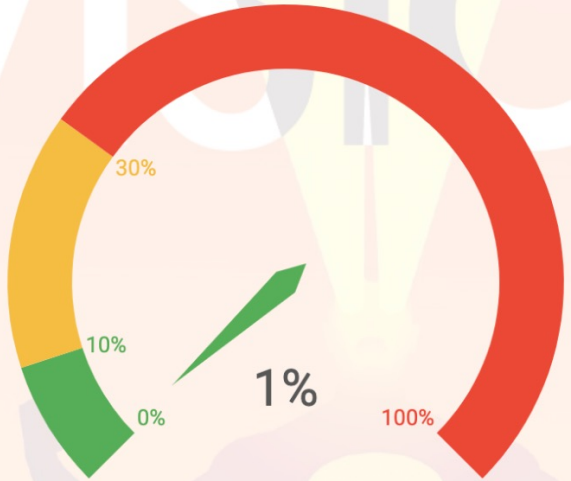
Using PR Vision to look at Google search results

內容產生網站想帶動網民如何看 "strawberrynet hk"？

以下從 Google 搜尋結果彙整出來的相關字雲及負面情緒分析，相關字雲中的字體大小展現該相關字在網或生產出來的內容裡的出現次數。而在負面情緒比例上，數值反映搜尋結果內容具有負面情緒字眼的數量。



負面情緒比例

數據來源：第 1 到 100 個 Google 搜尋結果

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What are the criteria to choose the best KOL for my brand?

1. Is the KOL popular now?
2. What is the public impression of the KOL?
3. How many brands cooperated with the KOL?
4. What is the advertising cost of the KOL?
5. are the KOLs matched with my Brand?

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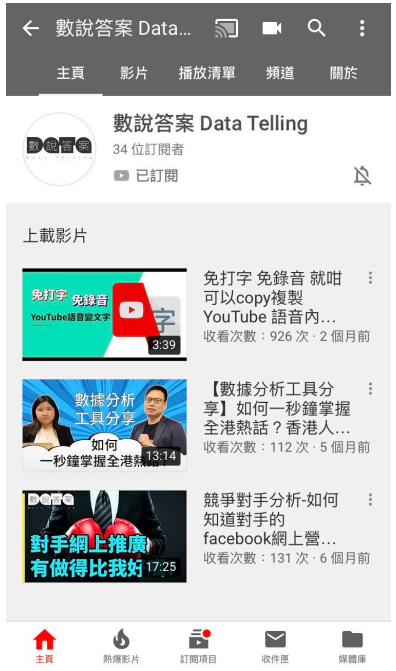
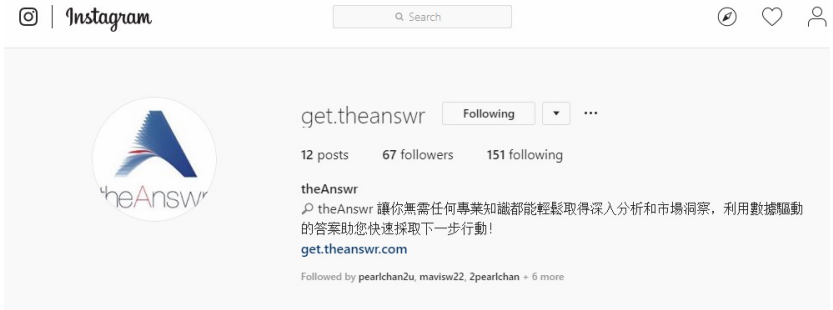
YouTube HK 數說答案



Instagram get.theanswr



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