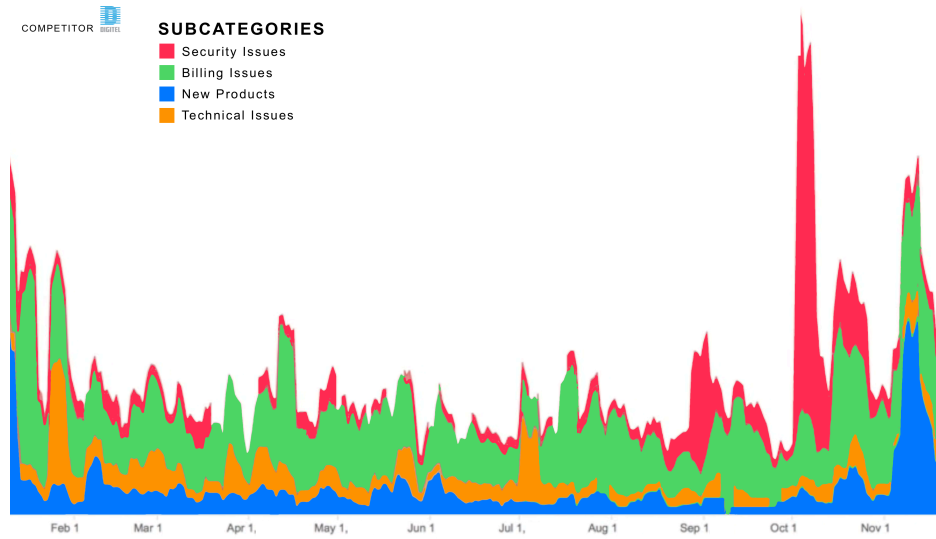


loop.ai Group REAL-TIME COMPETITOR MONITORING DASHBOARD



BUSINESS CHALLENGE

The client's marketing team successfully implemented a real-time competitor dashboard that enabled them to gain actionable insights by continuously analyzing key aspects of their competitors' strategies. The dashboard tracked competitor websites, social media discussions, customer issues, content strategies, and email marketing efforts, offering a comprehensive view of competitor activities. This innovative approach allowed for faster, more accurate actionable insights of competitors, replacing the previous method, which relied on slow and costly phone surveys. By adopting the real-time dashboard, the client stayed ahead of competitors, responding swiftly with targeted campaigns while also tracking their own customer base.

COGNITIVE SOLUTION

The cognitive application developed by a Loop Certified Partner utilizes the Loop Cognitive Platform to analyze real-time competitor dark data, including their website, social media, forums, and email marketing.

Dark data used for training:

Competitor websites, social media channels, and email marketing.

Dark data used for inference:

New real time data created in the different public channels above.

Industry: Telecommunications

ASIAN TELECOM OPERATOR

A leading telecommunications provider in Asia operates one of the largest mobile, fixed-line, and broadband networks in the country, serving 48 million mobile subscribers, nearly 3.5 million broadband customers, and 850,000 landline subscribers.

RESULTS

\$1M REDUCTION
in yearly costs associated with creating phone surveys

5% INCREASE
in micro-campaigns performance targeting competitor's issues

60% REDUCTION
Time to track actionable marketing insights on competitor issues