



ONZU AI Whitepaper

ONZU

So we've built ONZU AI - a technology that uses **machine learning** processing to directly **derive insights** and **calls to action** from data and shares them with you.

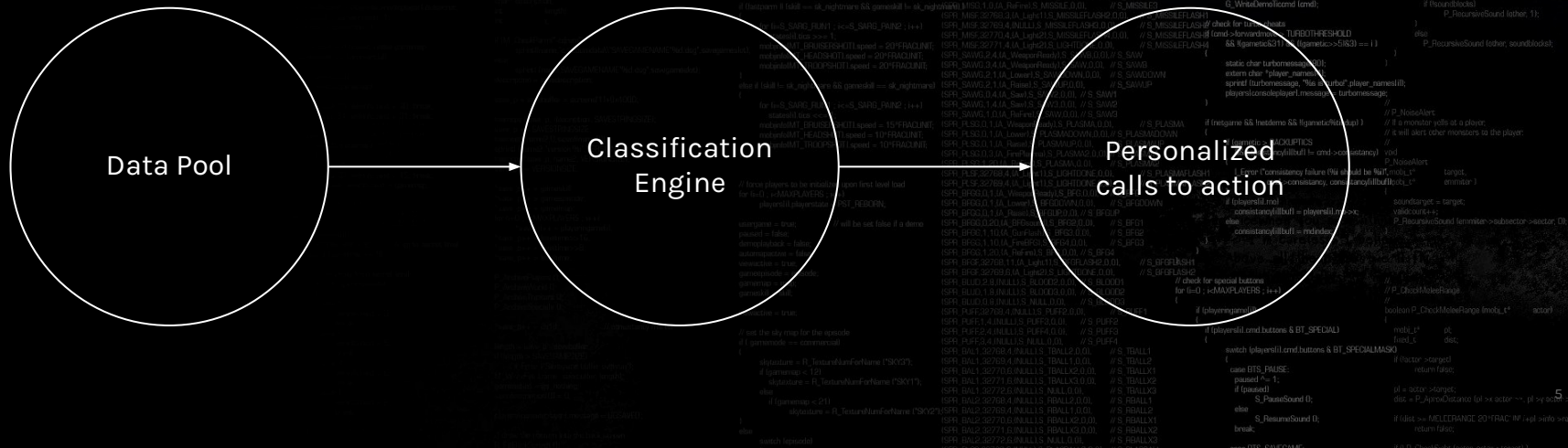
We strongly believe that **nobody** needs another monitoring tool ...

ONZU AI helps you with:

1. **Control** because you'll ultimately see at a glance how your company performs against competitors.
2. **Time** by providing findings, derivations and calls to action instead of flooding with numbers you will have to crunch.
3. **Improvement and innovation** because ONZU AI educates your team by exposing the most successful mechanics and techniques to successfully master content marketing.

How it works:

ONZU AI brings you **knowledge and value**. Our **classification** engine sits right upon **millions of data points**. It's main purpose is to **derive** all data into key **findings**, from there into **conclusions** and ultimately into usable **calls to action**.



Data Sources

1.5 Mio influencer
content pieces daily

100.000+ sources

111 countries

44 languages



Instagram



Influencer



Twitter



Facebook



Publisher



Pinterest



YouTube

Data points

We offer thousands of derivations, predictions and conclusions based on 1.500.000 new data points per day.

Likes	Shares	Retweets	Comments	Social Media Score	Activation Rate
Engagement Likes	Favorites Shares	Subscriber Retweets	Volume Comments	Countries Social Media Score	Languages Activation Rate
Engagement Views	Favorites Engagement Sentiment Likes	Subscriber Stories Subscriber	Volume Sum Volume	Countries Full-Text Countries	Languages URL Languages
Views	Sentiment Tags Entire	Stories Subscribers Sentiment Stories	Sum Influencer Subscribers	Full-Text Minimum Full-Text	URL Ranking URL
Entities	Social Media Fans Tags Relevant Flag Entities	Portals Subscribers Reach Subscribers	Influencer Share Average	Brands Minimum Retweets	Ranking Comments Verticals
Tags	Reach Views Shares Sentiment Fans	Subscribers Retweets Stories Likes	Average Sum Comments	Minimum Social Media Score Full-Text	Ranking Activation Rate URL
Fans	Relevant Flag Social Media Fans Entities	Owner Portals Likes	Embedded Items Shares Influencer	Relations Retweets Brands	Aliases Comments Verticals

Data Segmentation

We strongly believe in comparability of performances, benchmarks and learning from competitors and peers. To get stunning derivations we separate all data into industries, brands and topics.

Industries

For Example:

Automotive

Retail

Sports

Pharma

...

Brands

For Example:

Hyundai

Target

Bundesliga

Bayer

...

Topics

For Example:

E-Mobility

Smart Home

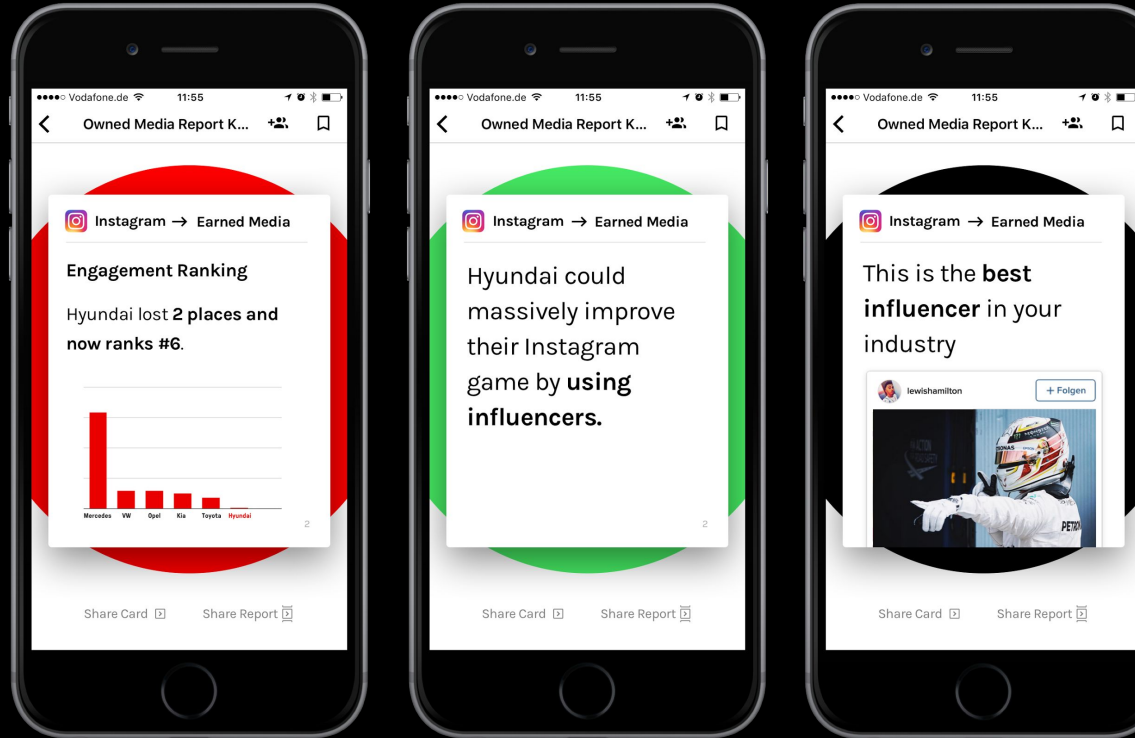
World Cup

Biotech

How ONZU AI provides you with knowledge

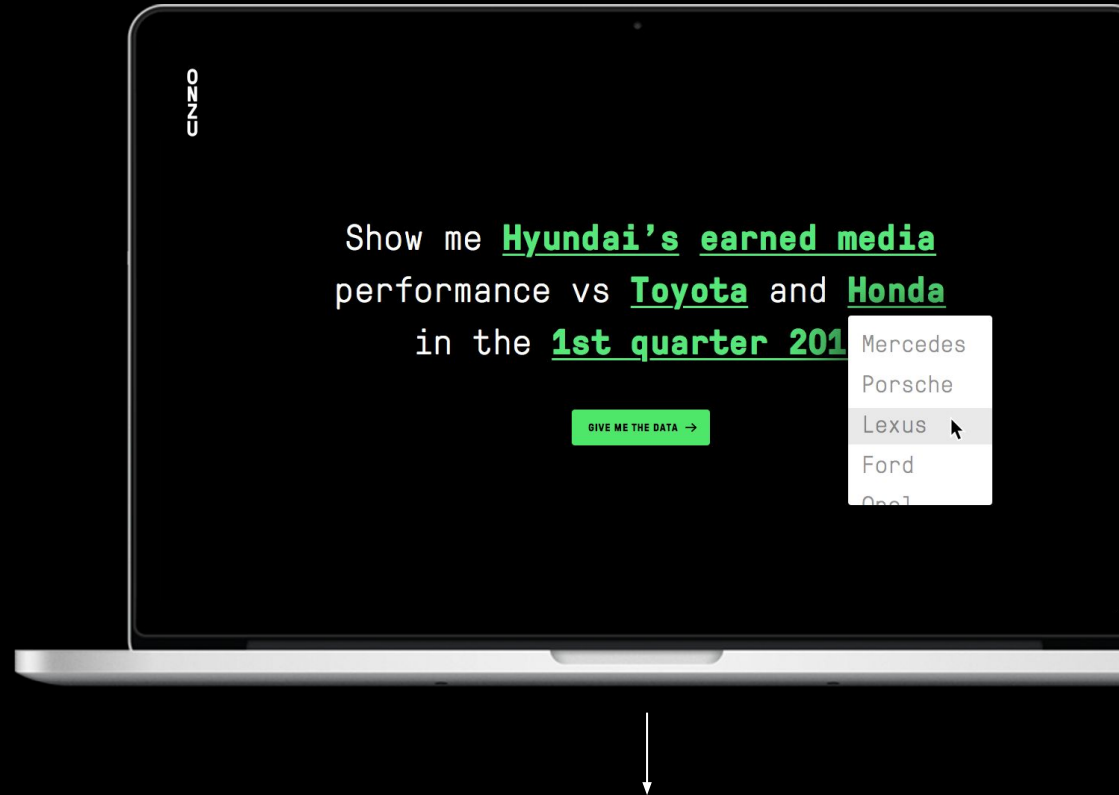
Via App: Snackable Insights

Get snackable and shareable insights straight to your phone. Be connected to everything that's going on with your brand and your competitors. A useful advantage to outscore your industry.



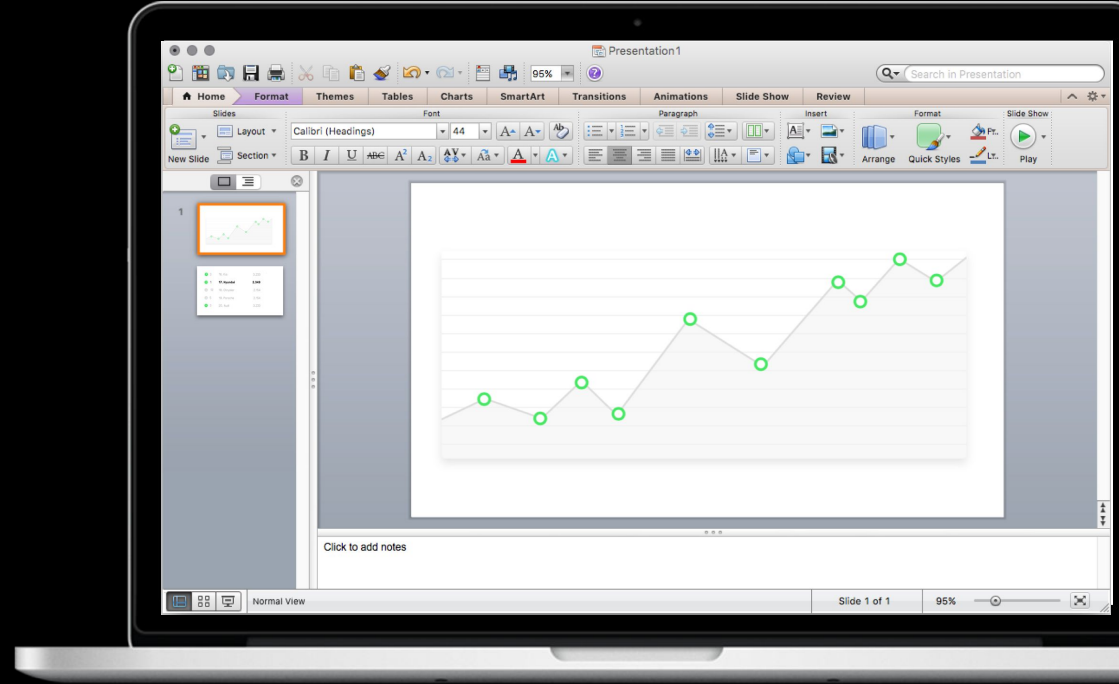
Desktop: Juice for your presentation

Step 1 - An Interface as simple as
a short sentence. You demand
the information, ONZU provides
stunning insights to share
inside your organization.



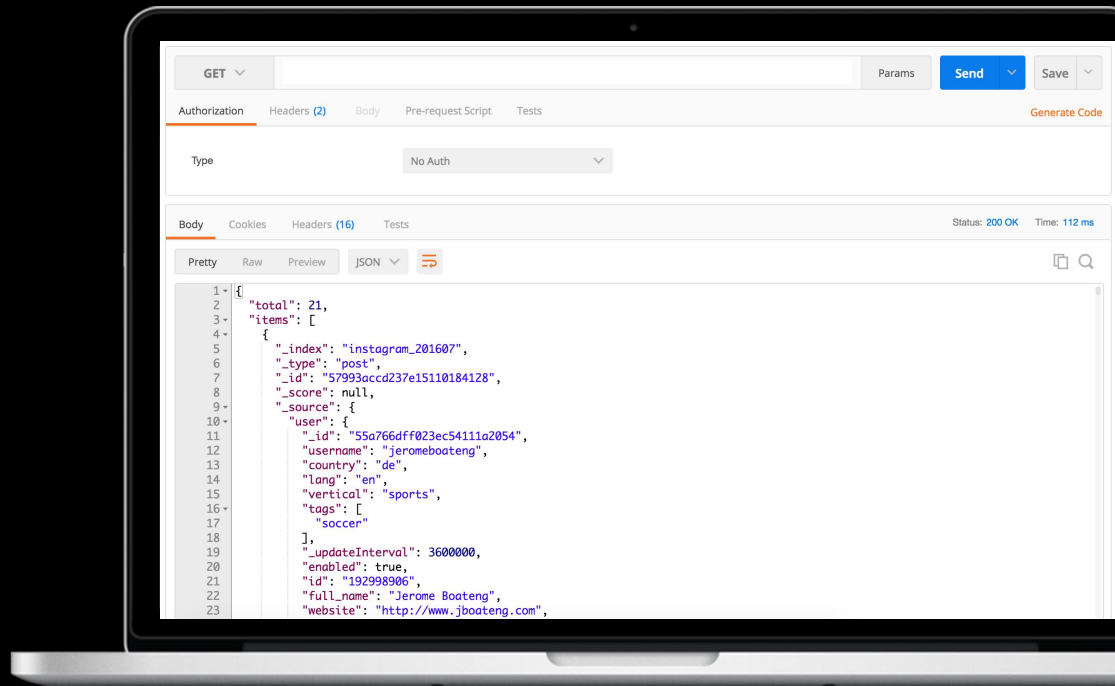
Desktop: Juice for your presentation

Step 2 - Gather all your knowledge and amaze your colleagues at the next meeting or presentation. You can easily download your choices of insights in pdf or ppt format.



White Label: API

You can connect your system to our infrastructure via the very convenient Rest API. All content marketing insights will be added directly into your environment.



Use-Cases: How ONZU AI assists clients

Use Case: Car Brands

🌐 Overall → Owned Media

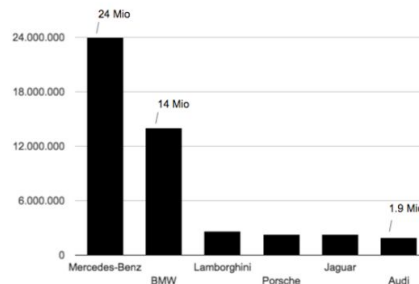
Finding!

49% of Audi's total owned media engagement is being generated by Instagram channels.

Competitors like BMW generate approx. 80% with Instagram.

📷 Instagram → Owned Media

There is a huge gap between position #1 and Audi on #8!
(total engagement / channel)



Use Case: Car Brands

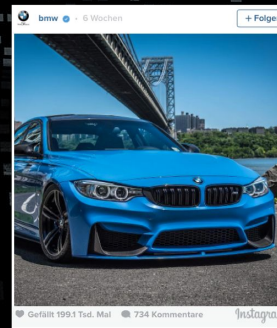
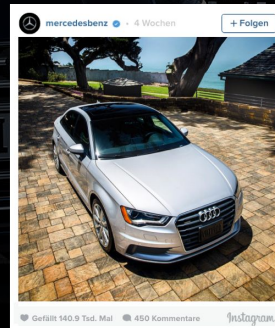
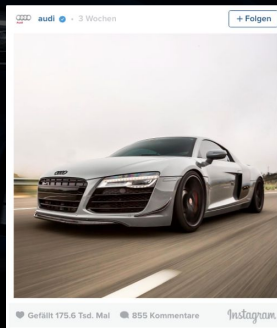
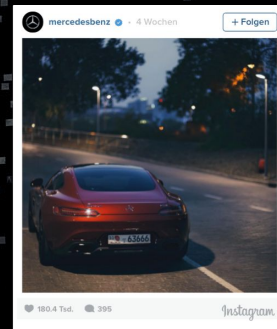


Instagram → Owned Media


Opportunity

ONZU AI says: Instagram offers **huge opportunities** for growth.

Get inspired by the most successful content your competitors create on Instagram:




Use Case: Sports Leagues

 Facebook → Owned Media

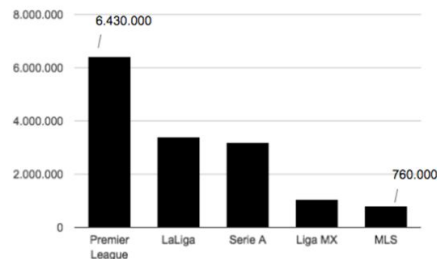
Finding

The **MLS** produced a lot of content on Facebook - but they didn't get any user response worth their efforts.




 Facebook → Owned Media

Engagement is flat
(total engagement / channel)



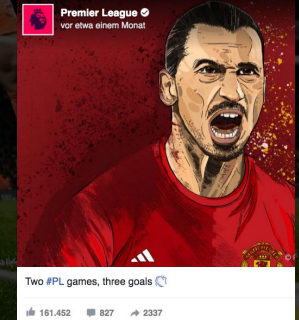
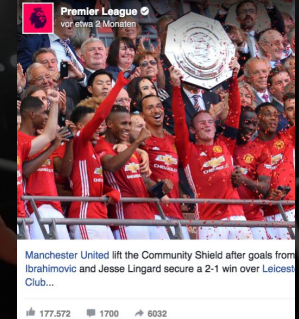
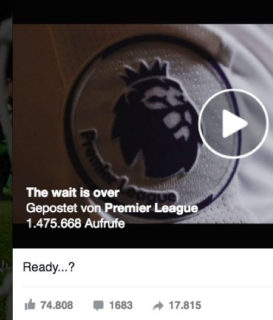
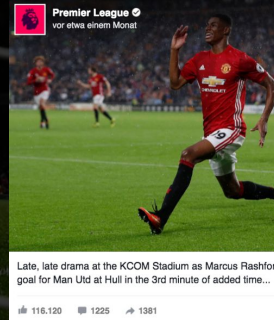
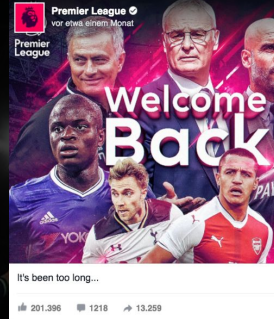
Use Case: Sports Leagues

 Facebook → Owned Media

Opportunity

Analyze your peers with
ONZU AI: The Premier
League published half as
many posts but used
their influencers wisely.

Use League Players and
interact with them.




Use Case: Finance

 Facebook → Owned Media

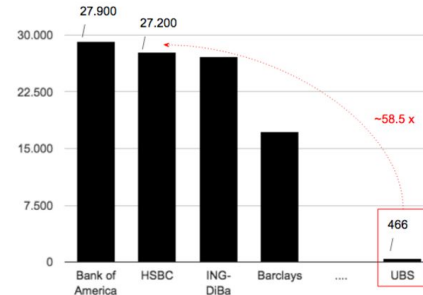
Finding

UBS posted 60% more content than HSBC but gained **58,5 times less owned media engagement on Facebook**



 Facebook → Owned Media

There is a huge gap between rank #1, #2 and **UBS on #22!**
(total engagement / brand)

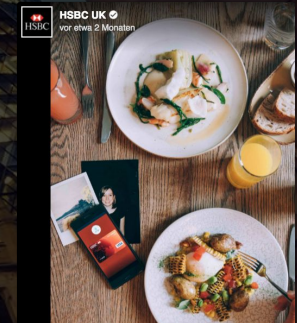
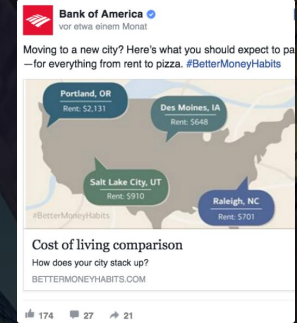
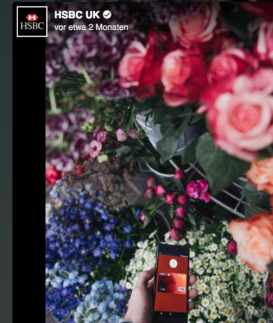
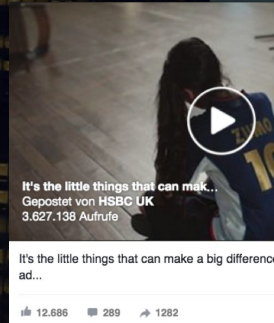
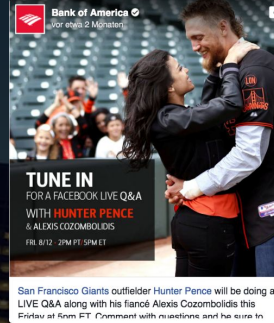


Use Case: Finance

 Facebook → Owned Media

Opportunity

Facebook offers huge opportunities for **UBS** to grow both reach and engagement.



More details?

Just contact us.



Mattias Protzmann
CEO and Co-Founder



Christoph Brennecke
CTO and Co-Founder



Kai Nicolaides
COO and Co-Founder

info@onzu.com

Barmbeker Straße 2, 22303 Hamburg, Germany
Frankfurter Tor 2, 10243 Berlin, Germany