MG Platform.

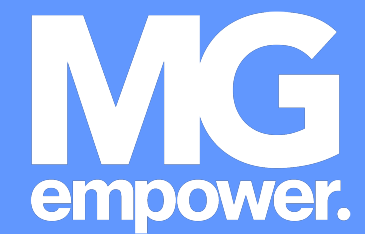**MG empower.**

MG Empower
Agency Deck

The better you understand your digital ecosystem, the bigger the opportunity for impact. So we've built MG Platform: a proprietary data-driven insights and analytics solution that combines the latest AI and ML techniques with 5+ years of proprietary data to help you unlock, maximise, and accurately measure ROI.
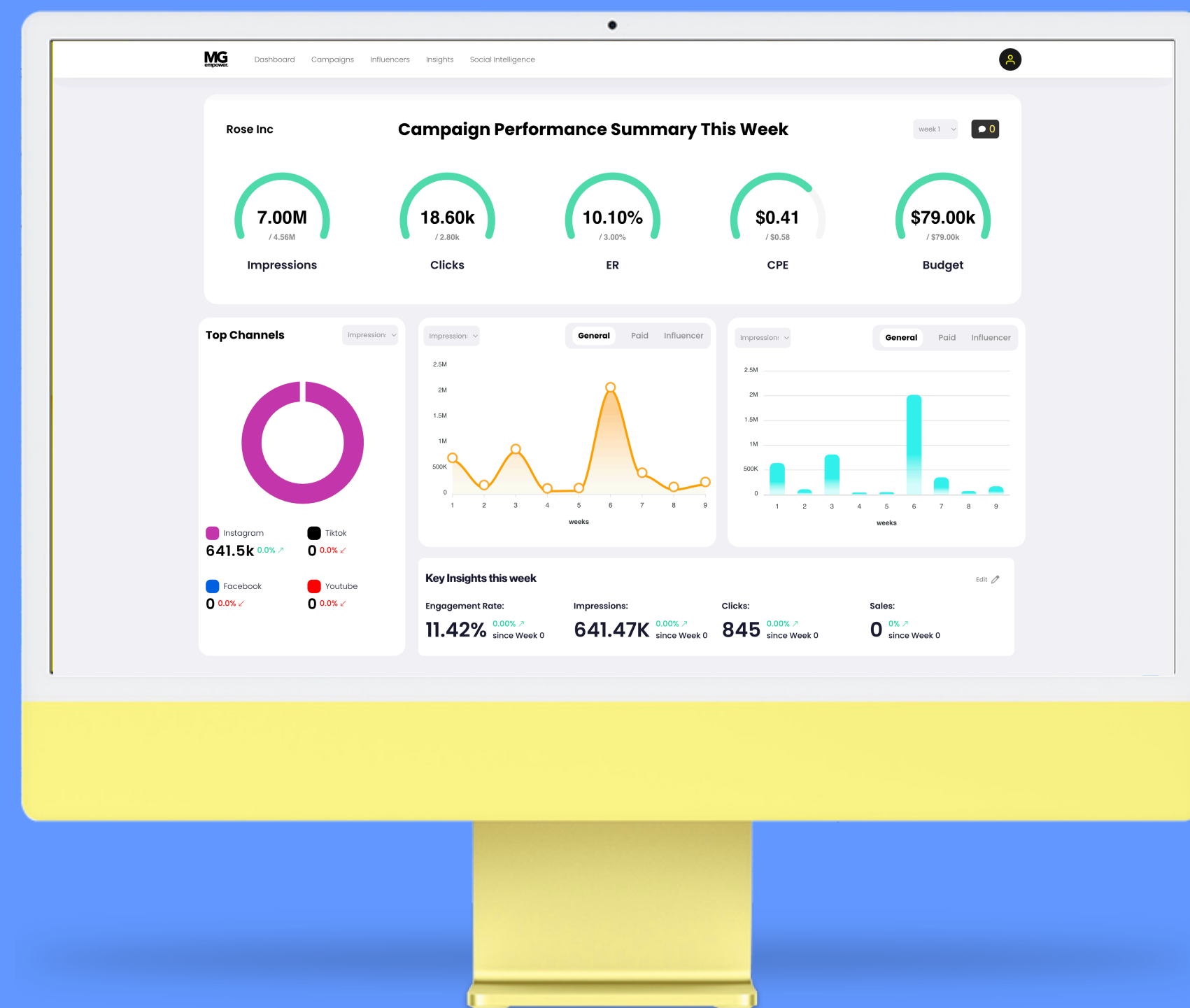
TAP INTO YOUR DIGITAL ECOSYSTEM.

- **Consumer insights and social listening.**
- **Pre, post and real-time campaign intelligence.**
- **Predictive data and analytics.**
- **Intelligent community-building.**

MG empower.

DATA IS ONLY VALUABLE IF IT LEADS TO ACTION.

Insights and discovery.

In-flight optimisation.

ROI attribution.

DATA

MG empower.

A centralised ==data intelligence== platform delivering real-time social insights and analysis.

REAL-TIME CAMPAIGN ANALYTICS.

Monitor live performance across influencer and paid social, allowing us to act fast, identify emerging trends, and optimise campaigns in-flight.

COMPETITOR BENCHMARKS.

Analyse audience and content engagement in comparison to your competitors to power up your digital strategy.

MG platform.

SOCIAL LISTENING.

Keep your fingers on the pulse of your campaign with real-time tracking of brand mentions, consumer sentiment, engagement and beyond.

MG empower.

This is more than social listening, this is ==social intelligence.==

Our Social Intelligence platform leverages and automatically analyses your social channels and social listening data to provide key insights that can elevate your positioning and identify opportunities to innovate.
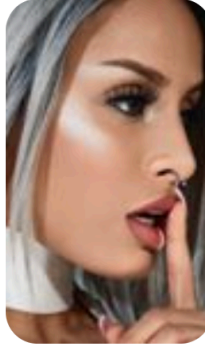
SOCIAL PLATFORM DATA.

Competitor benchmarking.

Social media content.

SOCIAL LISTENING DATA.

Trend insights.

Social conversation.

Influencers and their audiences are constantly moving pieces. Our insight tools identify the people and platforms with the **highest potential to reach your target audience** and **cost-effectively achieve your objectives.**

UNDERSTAND THE INFLUENCER ECOSYSTEM
BETTER THAN EVER BEFORE.

786.25K

70.33K

	Status	Gender
Isabel Bedoya	Open	Female
United States		
Total Subscribers		
4.64M		

	Status	Gender
Ankita Srivastava Corallista	Open	Female
India		
Total Subscribers		
1.28M		
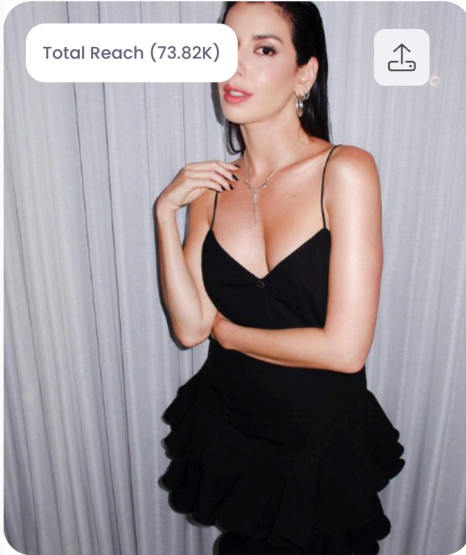
MG empower.

Dashboard   Campaigns   Influencers   Insights   Social Intelligence

Top Performing Content
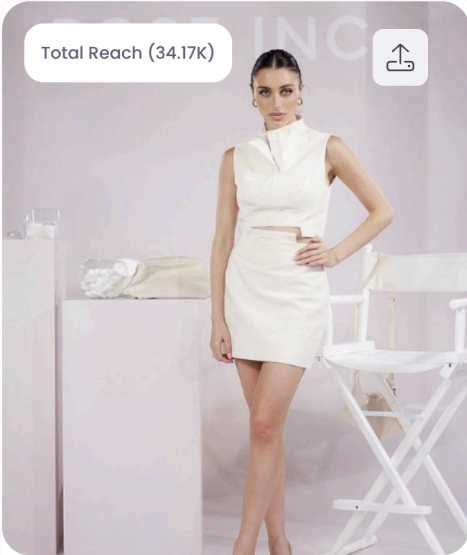
Reach   All

Total Reach (73.82K)
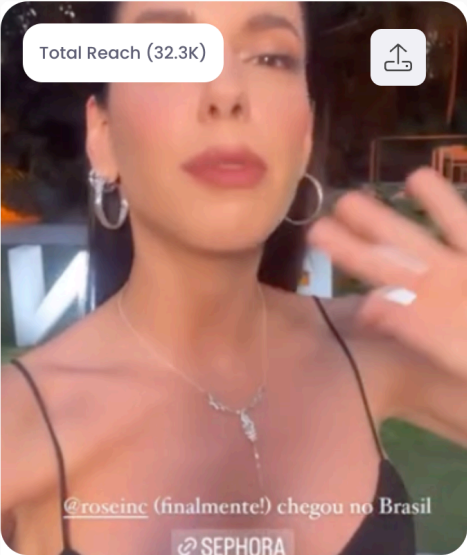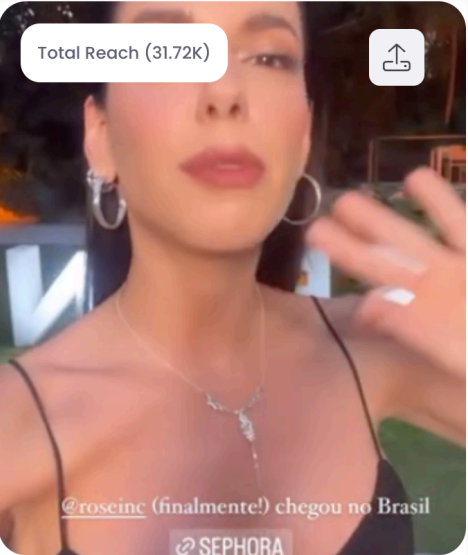Total Reach (34.17K)
Total Reach (32.3K)
Total Reach (31.72K)

#1   @Camila Coutinho
#2   @elisazarzur
#3   @Camila Coutinho
#4   @Camila Coutinho

@roseinc (finalmente!) chegou no Brasil
SEPHORA

Influencer Tiers
Micro — 25 / 57
Mid Tier — 24 / 57
Mega — 8 / 57

Influencer Verticals
Beauty — 17 / 57
Lifestyle — 29 / 57
Fashion — 11 / 57

Content Narrative
Event — 57 / 57

Top Creators
Kaká oliveira
Giulia Song
SahOliveira
Myllena Dalla
elisazarzur

MG empower.

Forecast campaign outcomes with predictive analytics.

Our predictive analytics model uses a combination of AI and ML, social listening and vast databases to **work backwards from your KPIs** - informing everything from influencer selection to creative direction.

WORK BACKWARDS FROM YOUR KPIS

MG empower.
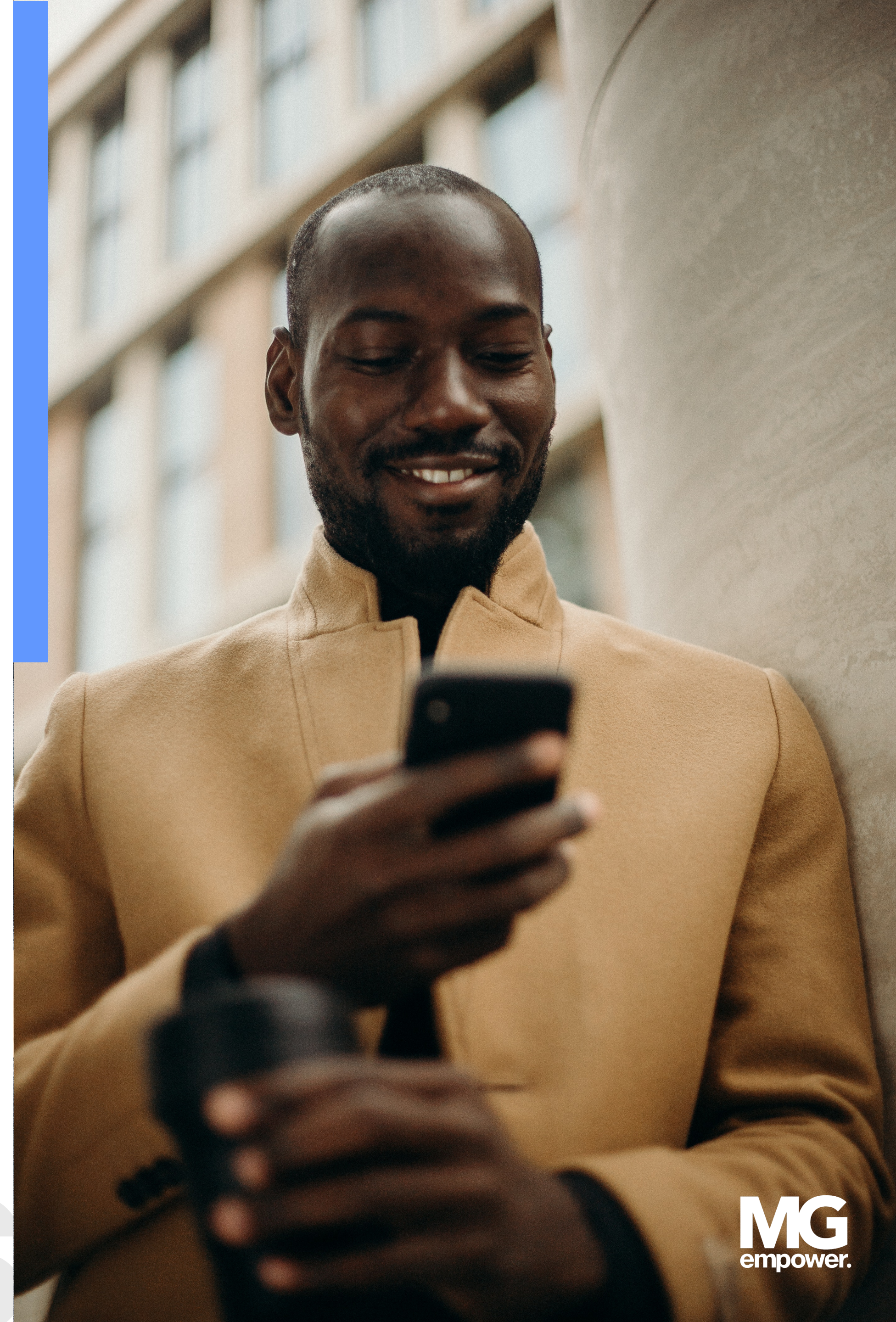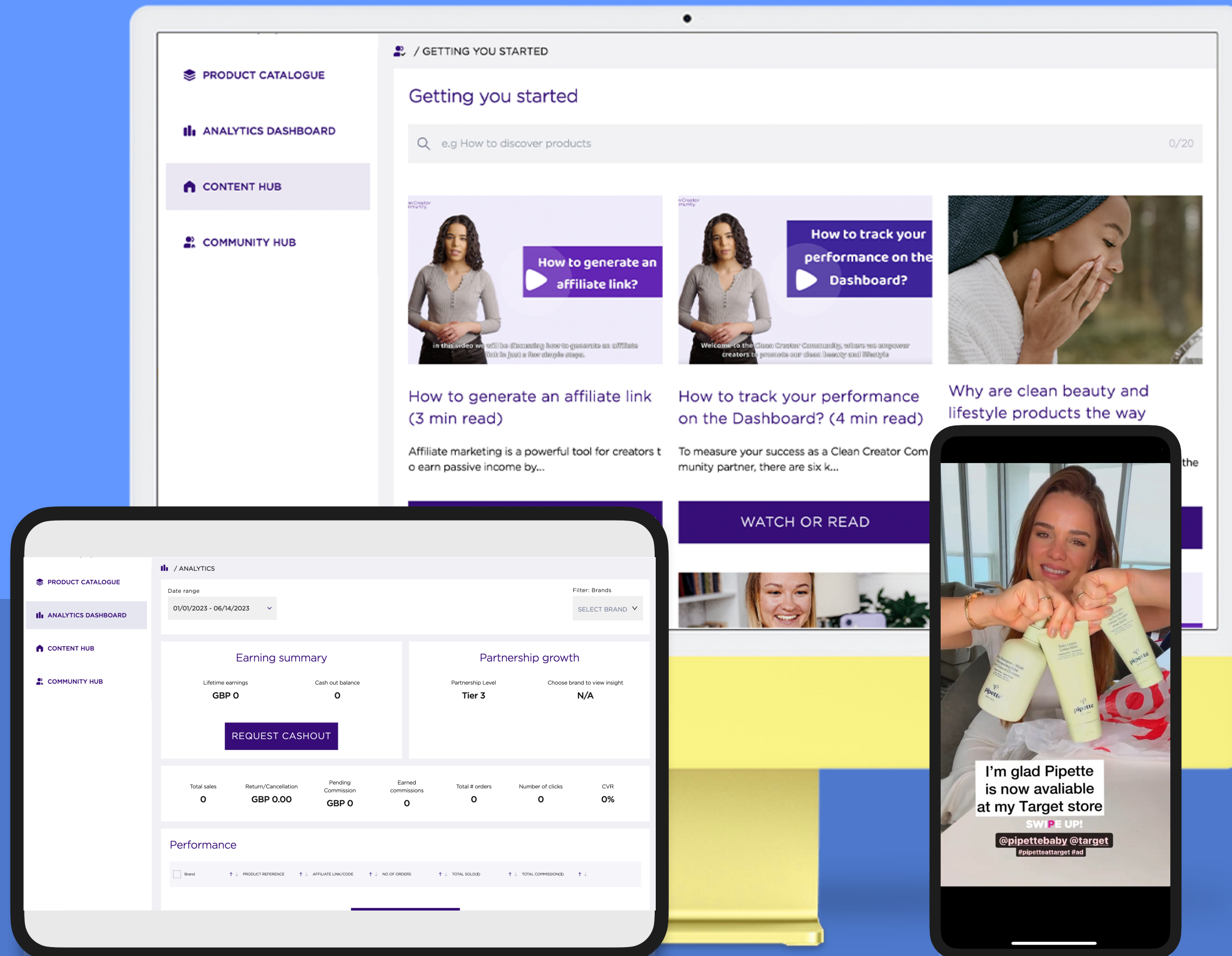
BUILD COMMUNITIES THAT DRIVE SALES WITH OUR STATE-OF-THE-ART AFFILIATE MARKETING PLATFORM.

DISCOVER EVERYTHING ABOUT MG PLATFORM ON OUR WEBSITE.

https://mgempower.com/mg-platform/

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