

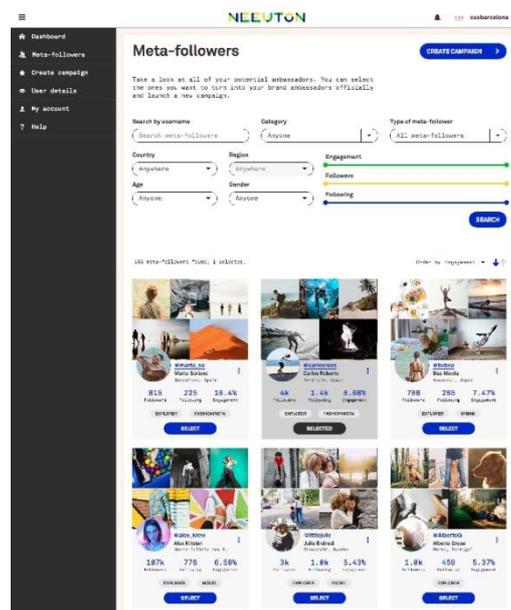
NEEUTON

The only tool that can turn your Instagram account into a CRM of your most loyal followers

- It analyses your fanbase and allows you to your followers to reach your ideal target
- It allows you to launch CRM actions through automated DMs on Instagram

Barcelona, May 2018.- Instagram already has more than 800 million active users a month who spend an average of 32 minutes a day on the application. Taking into account the power of influence that this channel is generating for brands, it is not surprising that they have dived in head-first to Instagram to attract customers through influencers, a market that is growing at a rate of 49% per year. But many brands do not know that they may have potential influencers among their followers with which they can win over future customers. But, ahead of this scenario, the question resides in how to detect them and turn them into brand ambassadors?

Entrepreneurs of the advertising sector have created Neeuton, a tool that automates the process of creating campaigns with influencers that are followers of a brand on Instagram. The tool analyses the fanbase and segments it by age, gender, location, interests and number of followers to have a complete overview of each of them. The platform uses Big Data and Image Recognition to analyse the followers. In turn, Neeuton allows you to contact them through the automation of Instagram DMs (making the channel more profitable), allowing subscribers to launch CRM actions with their followers and collaborate with the most influential of them.



Once the campaign has started, the tool provides the campaign results, measuring contacts and conversations among followers, as well as the results of the influencers' activation: number of participants, scope and engagement of each of them.

“Neeuton is the only tool that allows you to segment your followers and activate them through Instagram. They will go from being simple followers to meta-followers” says

Eduard Corral, Neeuton CEO. Corral insists that Corral "it is important to highlight the benefits that the tool offers to the brand, from the analysis to discover if it is talking to the right target, and which segments of the audience to focus on, and the detection of potential followers based on their behaviour on the platform, like the brands they have started following in recent days - ".

With Neeuton, brands can also launch loyalty programs such as samplings, invitations to events, discount coupons or market surveys among their followers, who won't just be mere followers, but maybe celebrities following the brand may have gone unnoticed, or photographers, illustrators and video-makers you may need in the present, as well as parents, pet owners or motor enthusiasts to address in their next campaigns.

More about – <https://www.neeuton.com/>

Neeuton was founded in February 2018 by Eduard Corral (CEO) and Dani Alcaraz (CFO). It is a B2B platform in SaaS (Software as a Service) format for managing campaigns with brand ambassadors on Instagram. Through the development of their own algorithm, the brand's Instagram account is analysed and the potential ambassadors that follow the brand are detected. It allows automating campaigns with influencers from the first contact to the analysis of the results.

The platform is aimed especially at consumer goods companies around the world (fashion, food, tourism, automotive ...) that have a presence on Instagram and want to make the most of the database of followers they have on the platform.