



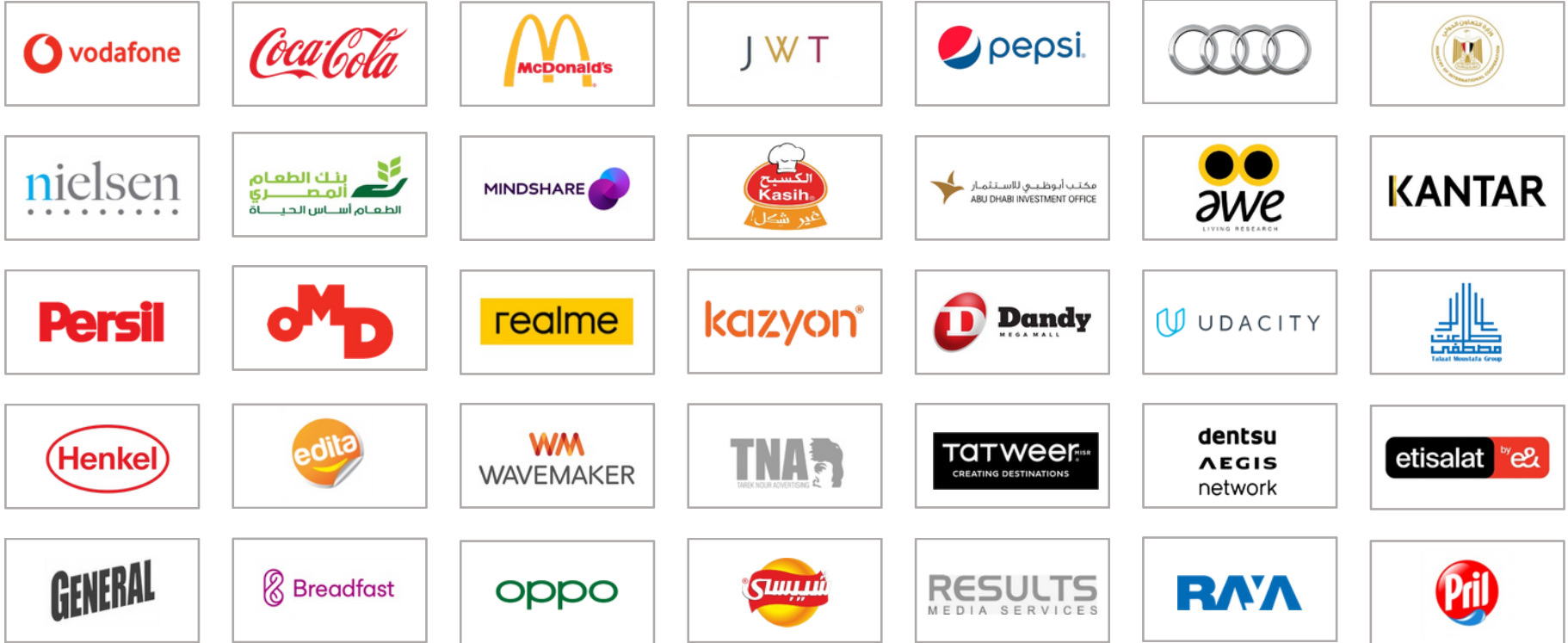
Vision

We empower companies to **capture & action on opportunities** powered by Artificial Intelligence



Our Partners

With gratitude and humility, we proudly present our esteemed multinational clients, whose trust we have earned through our dedication and exceptional service.



AIM INSIGHTS

AI based
multilingual,
real time text
analytics
platform



PRODUCTS

AIM RESEARCH

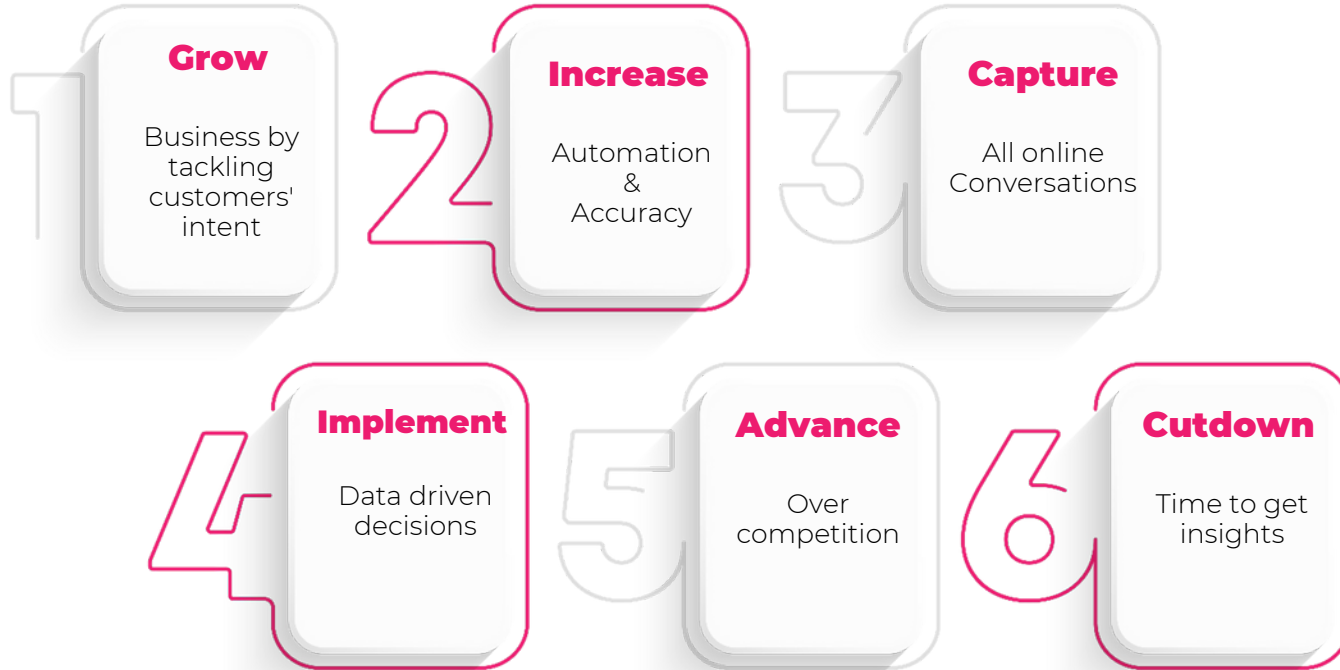
Online Market
Research
Platform

01

AIM Insights

SOCIAL MEDIA LISTENING AI based multilingual real time text analytics platform

Why AIM Insights



AIM Insights Key Strength Points

HIGH ARABIC LANGUAGE ACCURACY

85+ % accuracy, 12 Arabic dialects + franco Arab

MULTIPLE DATA SOURCES

Supports multiple platforms for self and competition (Facebook, Twitter, YouTube, Instagram)

SMART FILTRATION

Ability to filter by date, brand, platform, keywords everywhere in the tool

TRENDS AND KEYWORDS IDENTIFICATION

Dynamic topics and drivers' identification using specific keywords for each topic/driver

REAL TIME ALERTS

Real time alerts capturing all social media mentions with e-mail notifications
Customize alerts to keywords, influencers, & sentiment

UNLIMITED HISTORICAL DATA

Unlimited data extraction for current and historical data

COVERING 7 LANGUAGES

(Arabic, English, French, German, Spanish, Italian, Portuguese)

APIS INTEGRATION

Ability to extract all data to 3rd party applications & upload additional data from different sources

Use Cases



BRAND AMBASSADOR SELECTION

Monitor key influencers in the market to choose the right brand ambassador



**BRAND
REPUTATION**
Discover key social media insights related to your brand & competition



**CRISIS
MANAGEMENT**
Detect crisis that relates to you brand & actively manage it



**MEDIA
PERFORMANCE
AUDIT**
Monitor campaign KPIs across your competitors identify top content



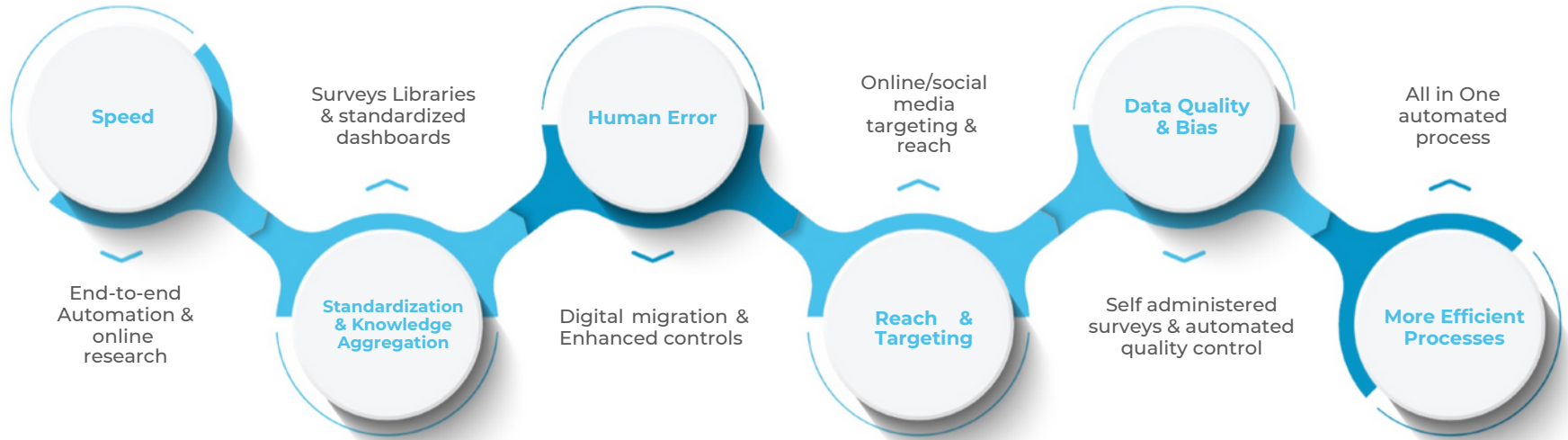
**WINNING A
PITCH**
Generate insights about your potential clients to create a winning pitch

02

AIM Research

End-to-end FullyDigital & Automated Online Market Research Platform

Overcome Industry Challenges



Industry Problems

SLOW
EXPENSIVE
PRONE TO HUMAN ERROR

Proposed Solutions

FAST
RELIABLE
FULLY AUTOMATED

What AIM Research is Offering?

End-to-end Fully Automated Digital Platform



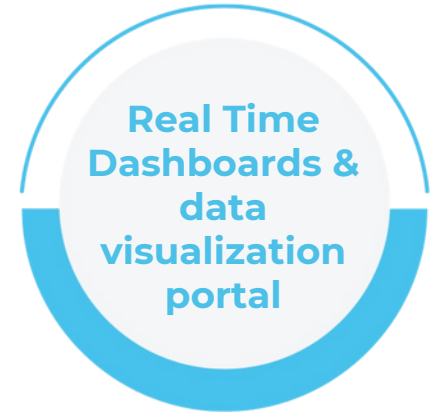
With Libraries Creation capabilities



With reach to various market profiles & segments



Quota Control Quality Control Incentives



AIM Research Benefits

End-to-end Fully Automated Digital Platform

1 Speed

Ability to turn-around projects in days or hours

2 Quality

Self administered Surveys & fully automated processes

3 Reach & Targeting

Ability to reach various market profiles, segments & geographies through Online/social media targeting

4 Scalability

Expanding on scale without significant effect on time & resources

5 Efficiency

All research steps in one tool with minimum human intervention

Research Types

01 Brand Health Tracker (BHT)

Track brand health and performance vs. competition, including brand awareness, usage, preference, image/positioning and brand personality.

04 Concept/ product/ service Test

Select the best concept/product for the brand or competition from customers' perspective. Understand the strengths and weaknesses of each concept/product on different relevant KPIs/parameters.

07 Media consumption tracker

Monitor the offline & online media consumption habits & discover top content watched across multiple AIM Technologies categories & platforms.

02 Customer Satisfaction Tracker

Monitor customer experience and track customer satisfaction vs. competition across the different touchpoints of the brand and various KPIs.

05 Pricing Test

Test customers' perspective on different price points and its effect on purchase intention.

08 Trending topics tracker

Discover and monitor what topics are trending on social media and/or word of mouth.

03 Usage & attitudes (U&A)

Profile the market, understand consumer dynamics and consumption habits/purchase behavior, Measure brand image, triggers & barriers, and spot opportunities.

06 Advertisement pre or post ad test

Assess effectiveness of new/current ad or campaign, obtain diagnostic data for possible fine-tuning of specific executions, select one or more "winner" ads from a pool, and improve understanding of how ads work.

09 Employee Engagement

Explore employee's engagement & loyalty on different KPIs and aspects.

THANK YOU

WE LOOK FORWARD TO BUILDING YOUR VISION TOGETHER



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