Intelligently data-driven SOCIAL PROOF

Press Kit – September 2016

http://www.sparkamplify.com
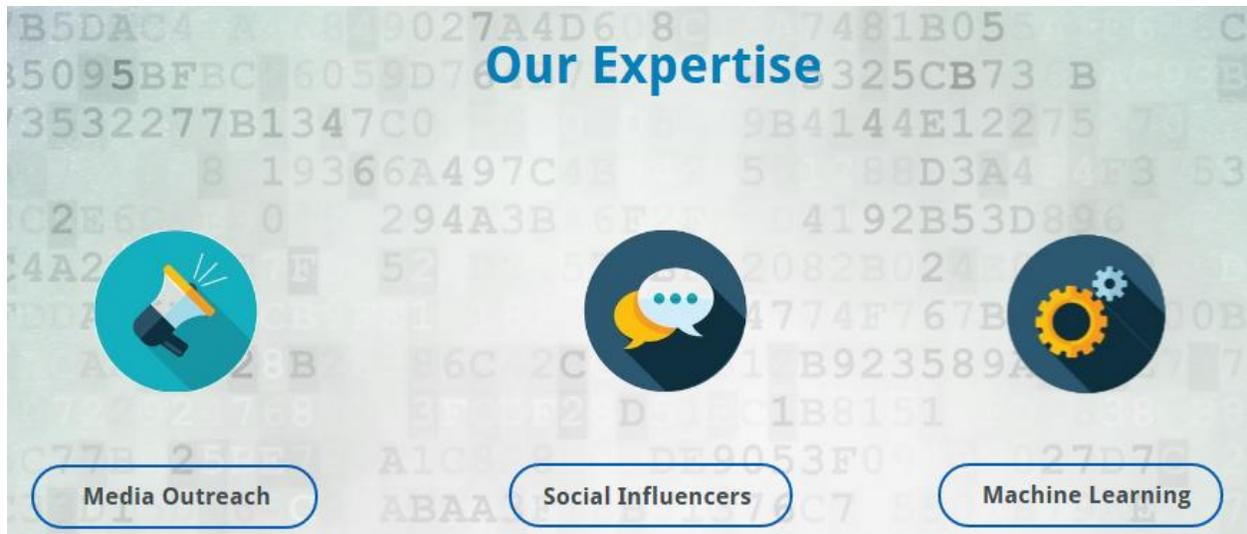
At a glance

SparkAmplify is incredibility intelligent, utilizing advance machine learning techniques to help marketers identify their best storytellers.

The seamless media outreach process minimizes the research phase and allow marketers to focus on communicating to the right media with the right message.

Influencer engagement has never been simpler, SparkAmplify helps marketers identify the most relevant (and effective) social media influencers based on carefully studied behaviors and patterns.

Every action is tied to a result. Whether it is media outreach or influencer engagement, SparkAmplify's tracking dashboard provides key insight to a successful campaign launch.

SparkAmplify is a system that learns with the user, allowing for precision targeting through time and experience.
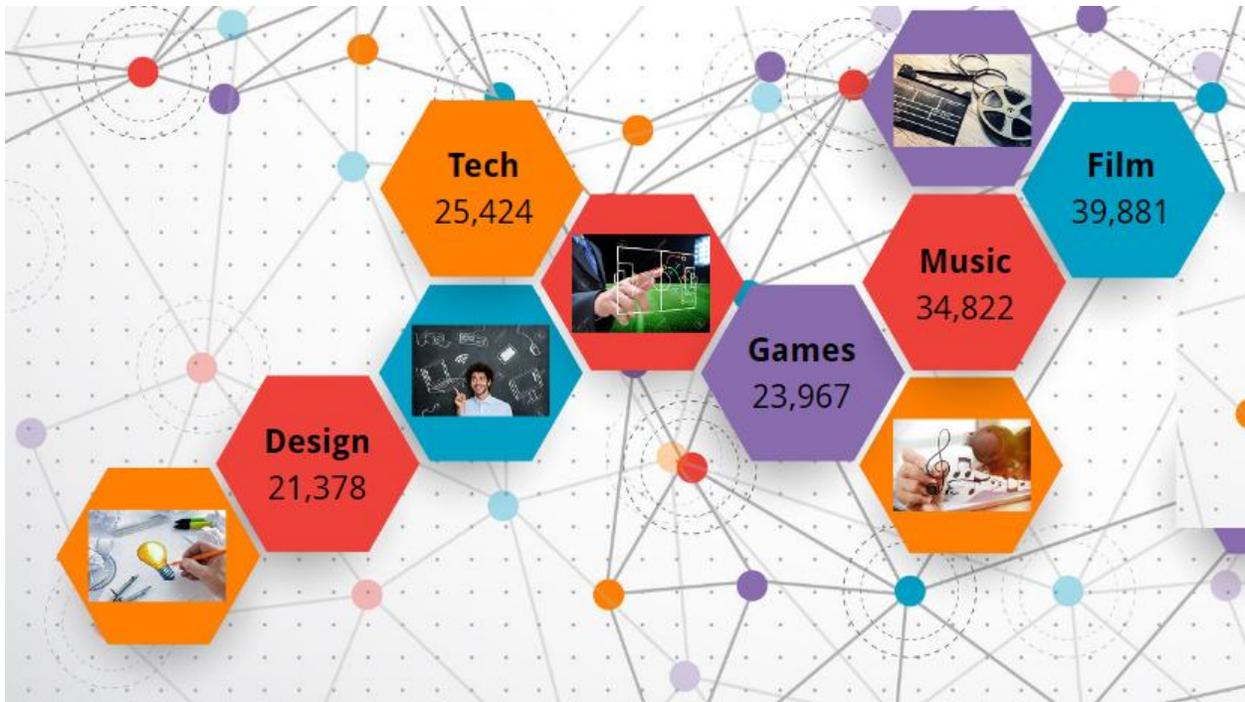
The facts

SparkAmplify:

- Founded by Chien Lee, Chief Scientist in 2015
- Based in California and Taipei
- A team of data scientists, engineers, and marketers
- Specializes in media outreach, influencer engagement, and machine learning
- Targeted campaign categories: design, technology, games, music, and film
- Current database include:
  - Media outlets: 12,671
  - Content contributors: 18,322
  - Social influencers: 235,245

We've Had Our Clients Featured In:

Media outreach

- SparkAmplify's proprietary SPARKINDEX evaluates a media placement potential via four criteria: Reach, Engagement, Influence, and Contribution.

- The targeted outreach approach improves media placement, allowing marketers to focus on the right communication message based on recommended past content

- SparkAmplify integrates the outreach process (research, more research, construct pitch, send, track, revise) into a simple and efficient workflow.

Influencer engagement

- SparkAmplify improves (and accelerates) the influencer relationship building process by identifying the right influencers at the right time with the right content.

- The power of social media is relationship networks. SparkAmplify utilizes advance machine learning algorithms to identify the path with least amount of resistance in reaching your target audience.

- With the tracking dashboard, SparkAmplify can help analyze engagement results, and also discover top influencer engagement potentials based on behavioral analysis.

The journey

"SparkAmplify was created by campaigners for campaigners." – Chien

With extensive marketing campaign experience, Chien wanted to build a self-service model that truly bridges the gap between marketers and media/influencers with the use of artificial intelligence. SparkAmplify is set out to disrupt the traditional PR marketing model by allowing marketers to identify their most relevant (and influential) storytellers directly without information gatekeepers such as PR or marketing agencies.

Furthermore, Chien wanted to level the playing field, enabling marketers with limited budget to still have the same reach in the media and social media space as those with deep pockets. With a subscription-based model, marketers are able to affordably reallocate a minimal portion of their paid advertisement dollars and explore the new influencer marketing trend.

And so, SparkAmplify – **your all-in-one intelligent influencer marketing companion to all** – was born.

Additional Information:

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