



SEarchOwl

AI21 Labs Hackathon

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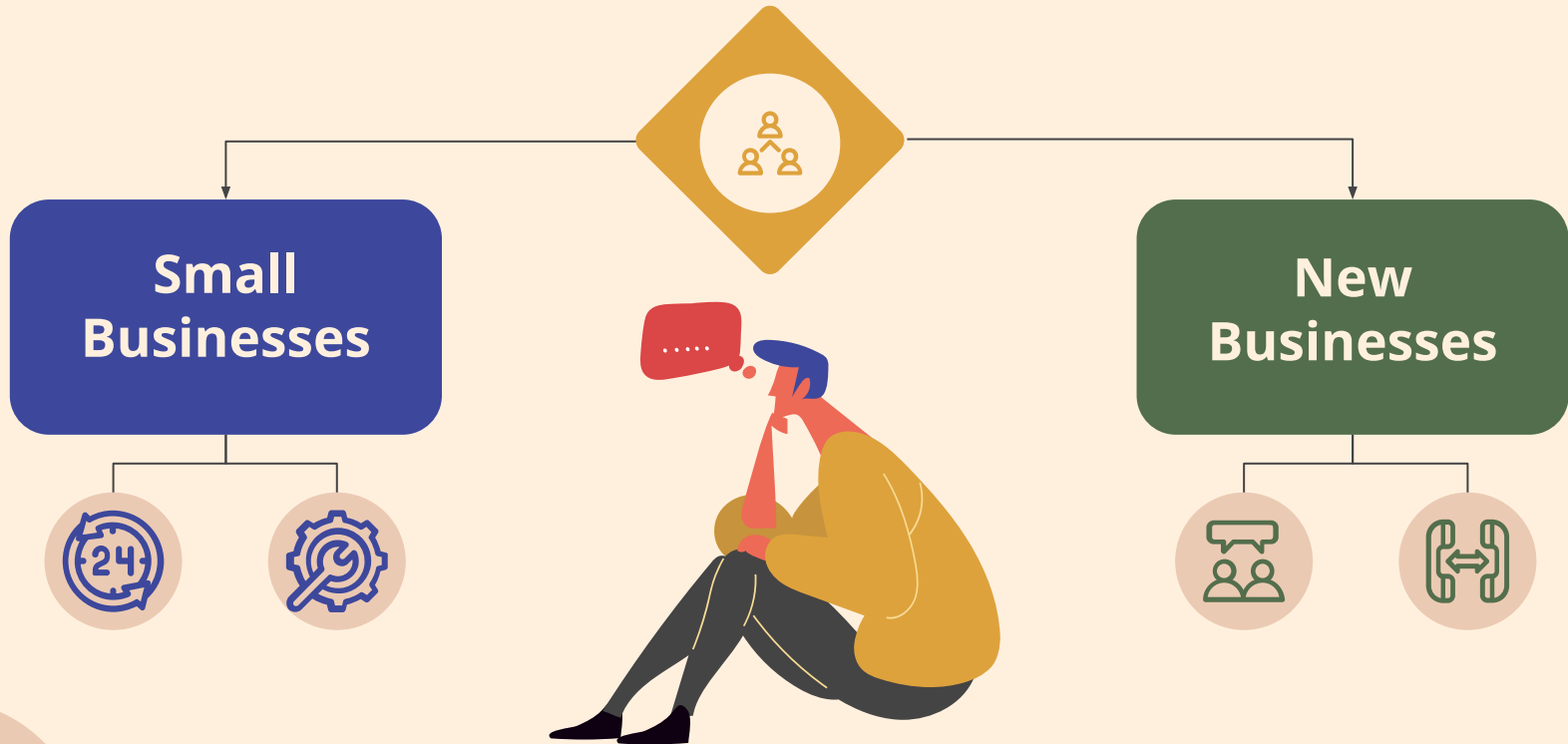
The Problem

Limited Visibility in Network Searches

The Solution

Customizable Keyword Generation Feature

Target Audience



Advertisement & Marketing

**Pay-Per-Click
(PCC) Advertising**

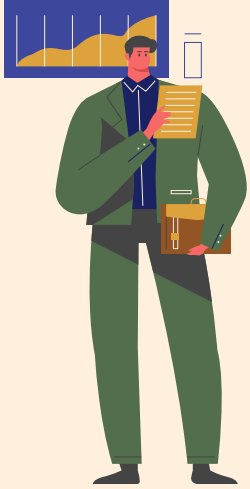
**Social Media
Advertising**

**Search Engine
Optimization**

**Email
Marketing**



Competitors



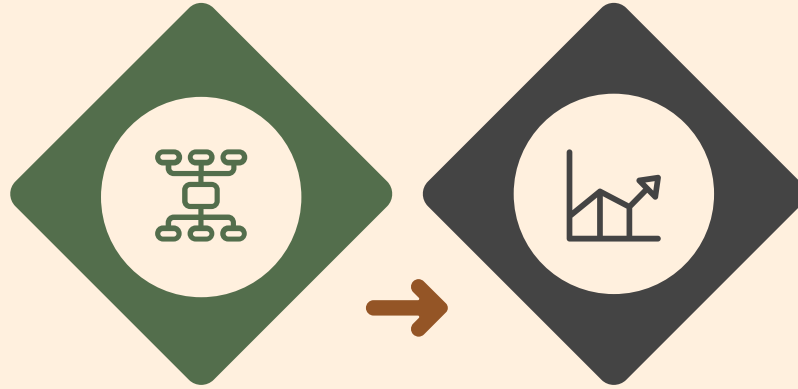
SURFER



SEO.AI



Our performance (how we do it)



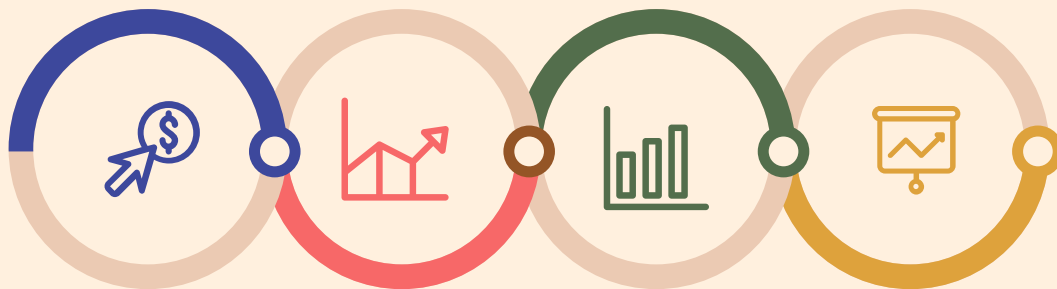
Natural
Language
Model

Streamlit
Application

Success Criteria

Active User
Growth

Conversion
Rate



User Retention
Rate

Return on
Investment



Thanks!

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