



By: Team Impact

InstaImpact



Team Impact

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InstaImpact– Revolutionizing Influencer Marketing with GenAI

Empowering Brands with AI-Driven Influencer Insights

Leveraging **Gemini - Multimodal GenAI** capabilities to transform how brands identify and engage with influencers. Delivering a Curated List of Influencers with In-Depth Profiles and Predictive Success Metrics.

- **Visual Information Seeking:** Gemini GenAI-driven analysis of visual content to identify right influencers
- **Object Recognition:** Deep dive into style compatibility through Gemini's advanced object recognition technology.
- **Digital Content Understanding:** Extracting valuable insights from infographics and digital content.
- **Structured Content Generation:** Building comprehensive influencer profiles for targeted marketing strategies.

Leveraging **TruLens - real-time** monitoring of Gemini's performance in different scenarios – from answering queries to generating augmented content for influencer profiles.

Beyond Traditional Analysis, A Paradigm Shift in Influencer Marketing with Influencer Insights through InstaImpact



NatureVogue

Brand: NatureVogue is a fashion brand committed to sustainability and eco-friendly practices. Their collections feature clothing made from organic, recycled, and biodegradable materials.

Goal for Influencer Collaboration:

- **Increase Brand Awareness:** Leverage influencer reach to introduce NatureVogue's eco-friendly line to a broader audience.
- **Authentic Engagement:** Create genuine buzz around the brand through authentic storytelling and personal experiences shared by influencers.
- **Drive Sales:** Utilize influencer platforms to drive traffic to our online store and increase sales of the new collection.

Pain points:

- Difficulty in tracking and measuring the direct impact of influencer campaigns on consumer behavior and sales, especially in the niche market of sustainable fashion.
- The transient nature of influencer collaborations often leads to short-term partnerships, making it hard to build long-term brand ambassadors.
- Difficulty in ascertaining whether an influencer's followers are truly interested in sustainable fashion, or if they are more engaged with other aspects of the influencer content.



NATURE VOGUE
— FASHION —

Case Study

Challenge

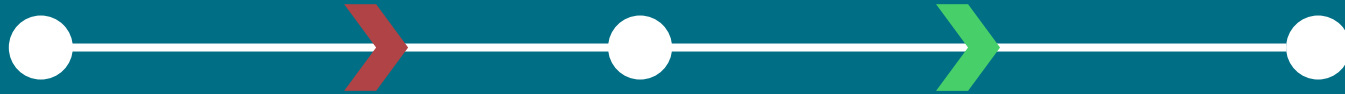
Finding influencers whose personal values and lifestyle authentically align with the brand's commitment to sustainability and eco-friendliness

Solution

InstaImpact identify Influencers who are passionate about sustainability and have a track record of supporting eco-friendly initiatives.

Results



The brand receives a handpicked list of influencers with comprehensive profiles, including visual analysis, audience demographics, style compatibility, and success forecasts, enabling informed decisions for eco-fashion collaborations.





Target Market



- **Primary Audience:** Marketing Managers and Brand Strategists
 - **Industry Focus:** Fashion, Beauty and Lifestyle
 - **Company Size:** Small to Medium-sized Enterprises (SMEs) and Large Corporations
 - **Geographic Reach:** Global, with a focus on urban centers
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Market Size

By 2025

\$21.4B
TAM

\$16B
SAM

\$1.8B
TM

Target market by region:

- **North America:** \$6.4 billion
- **Asia Pacific:** \$7 billion
- **Europe:** \$4 billion
- **Middle East & Africa:** \$4 billion

Our Plans



Free
(Small Brands
and Limited
Number of
Influencer
Profiles)

Free



49\$/month
(Small to Medium Size
Business)

Basic



199\$/month
(Large Enterprises and
Marketing Agencies)

Advanced

Next Steps



January

Design UI and UX, and refine algorithms and logic



February

Software Development phase I: version alpha



March

Gather feedback about version alpha and refine



April

Software Development phase II: version beta



May

Launch Solution



June

Maintain & Upgrade

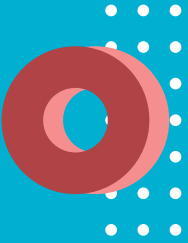
Product Demo

The screenshot shows the InstaImpact web application. The browser address bar displays "paces LabLabImpact InstaImpact". The page title is "Influencer Search and Analysis". Below the title, it says "Discover influencers by name, niche, location, follower count, and more." There is a search bar with the text "Who is more committed to sustainable fashion". A "Search influencers" button is visible. A navigation sidebar on the left lists: "Homepage", "Influencer Search", "Onboard Influencers", "Campaign Analytics", and "Market Trends". The main content area displays the details for "Megan McSherry's Details":
Handle: acteevism
Bio: practical slow fashion advice low-waste living tracking what
Emails: katherine@thewell.agency
Country: USA
Location: LA
Followers Count: 37050
Engagement Rate: 6.17%
Frequent Hashtags: ["#sustainablefashion", "#closetaudit", "#thrifffinds", "#capsulewardrobe"]

The screenshot shows the "Onboard Influencers" section of the InstaImpact web application. The browser address bar displays "huggingface.co/spaces/LabLabImpact/InstaImpact". The page title is "Onboard Influencers". Below the title, it says "Upload a file with influencer handles". There is a "Drag and drop file here" area with a "Browse files" button. A navigation sidebar on the left lists: "Homepage", "Influencer Search", "Onboard Influencers", "Campaign Analytics", and "Market Trends". The main content area displays the details for "Megan McSherry's Sustainable Fashion's Details":
Handle: acteevism
Bio: practical slow fashion advice low-waste living tracking what I wear in 2023 LA partnerships - katherine@thewell.agency
Email: katherine@thewell.agency
Country: USA
Location: LA
Followers Count: 37050.0
Engagement Rate: 6.17%
Frequent Hashtags: ["#sustainablefashion", "#closetaudit", "#thrifffinds", "#capsulewardrobe", "#slowfashion"]
Post Summary

InstaImpact: Revolutionizing Influencer Marketing with GenAI

<https://huggingface.co/spaces/LabLabImpact/InstaImpact>



Thanks!

Do you have any questions?

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