

**LOUPE**

**Robotic Process Automation**

Web Browsing Agent

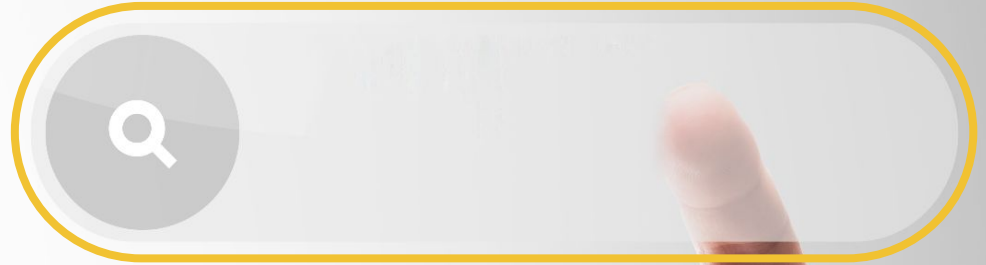
© 2024

# Search Bar is **important**



Advantages of having a search bar on your website:

- Convenient
- User Retention
- + Conversions
- Search Analytics





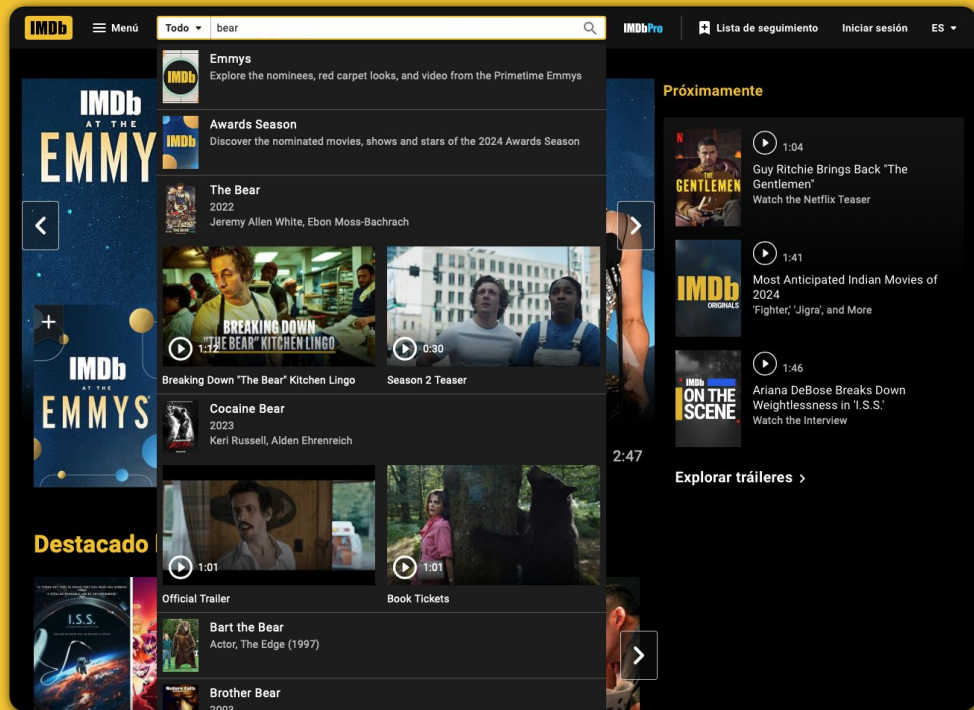
PROBLEM

# Selling search engines is hard

Analyzing prospects to sell a search engine for their website involves **research, interacting** with a lot of websites and search bars just to get a **pre-sales meeting**.

Challenge

Automate the research, website evaluation process and pre-sales deck generation





# Research, interactions, and deck automatically

**Meet Loupe,**

Pre-sales expert assistant

**1**

## **Efficiency and Time Savings**

•

Automates and speeds up the assessment of website search features, saving time and effort in evaluating multiple sites.

**2**

## **Consistency and Objectivity**

•

Ensures a uniform and unbiased evaluation across different websites, providing a standard measure of search functionality.

**3**

## **Targeted Sales Enablement**

•

Generates customized reports highlighting specific areas for improvement, aiding in the effective presentation and sale of enhanced search solutions.



# How it works?

Let's find some search prospects

# How it works?



Step 1

## Provide URL

Provide a URL, or a list of URL's you would like to analyze

### Welcome to Loupe

 Loupe  is an end-to-end leads hunter. It will do the following:

- Analyze the website of your choice
- Understand the strengths and weaknesses of the website's search experience
- Generate a cold call script
- Generate a sales deck

Site URL

Start Analysis

# How it works?



Step 2

## Website Analysis

**Loupe** Will analyze the website, looking for a search bar, or glass icon to click and go through.

After that, it will evaluate fundamental components of a search experience like Autocomplete, facets, sorting, pagination, etc...

**Analysis of <https://www.k12.com>**

**Main page**

**Summary**

This website offers online education programs for kindergarten through career, with a focus on personalized and flexible learning for students and adults. They offer virtual public schools, one-on-one tutoring, private elementary schools, esports, and individual courses for homeschoolers. They also have resources for students such as the Strider Activity Hub and K12 Zone. The website emphasizes the benefits of online education, such as choice, flexibility, and personalized learning, and offers enrollment options and frequently asked questions for interested families.

**Search Results**

**Current search features**

	Feature	Value
0	search	<input checked="" type="checkbox"/>
1	description	<input checked="" type="checkbox"/>
2	highlighting	<input type="checkbox"/>
3	thumbnails	<input type="checkbox"/>
4	filters	<input type="checkbox"/>
5	sorting	<input type="checkbox"/>
6	pagination	<input type="checkbox"/>
7	autocomplete	<input type="checkbox"/>

**Listen the cold call**

Just send this cold message to the k12 representative and prepare for the meeting

0:10 / 0:22

*Transcript: Hello k12, after thoroughly analyzing your website, we've uncovered some information that may be of great interest to you. I've attached a detailed report for your review. Please take a moment to go through it. If you have any questions or would like further clarification, feel free to give me a call. Looking forward to discussing this with you. Thanks!*

KeyError: 'typo\_tolerance'

# How it works?

Step 3

## Pre-Sales deck

A customized pre-sales deck will be generated based on the prospect industry against search best practices

It will use the website content and logo, analysis findings, and AI generated images.

How it works 1. Provide URL · 2. Website Analysis · 3. Pre-sales deck

The image shows a presentation slide for CLARIFAI. At the top, there is a logo consisting of three horizontal wavy lines above the text "CLARIFAI" and "Search Engine Proposal". Below this, a slide titled "Components Analysis" is displayed. The slide contains a summary of search experience status and a table of search components.

**Components Analysis**

The following is a summary of the search experience status

Implementation Impact  
**High**

SEARCH COMPONENT	PASS
Search	Yes ●
Autocomplete	No ●
Typo Tolerance	Yes ●
Title Search	Yes ●
Desc Search	Yes ●
Highlight	No ●
Thumbnail	No ●
Filters	No ●
Sort	No ●
Pagination	Yes ●







**Demo Time!**

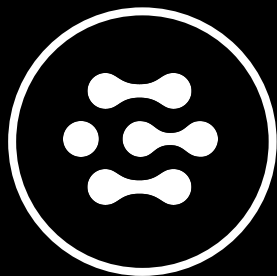


# Technologies

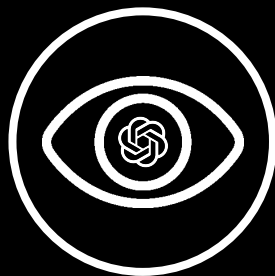
We use top-notch Gen AI vision technologies to navigate and analyze the car damage.



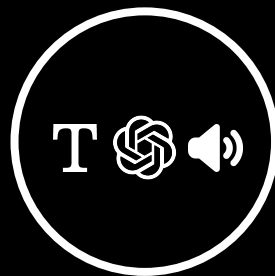
LlamaIndex



Clarifai



GPT-4  
Vision



OpenAI TTS  
(Text to speech)



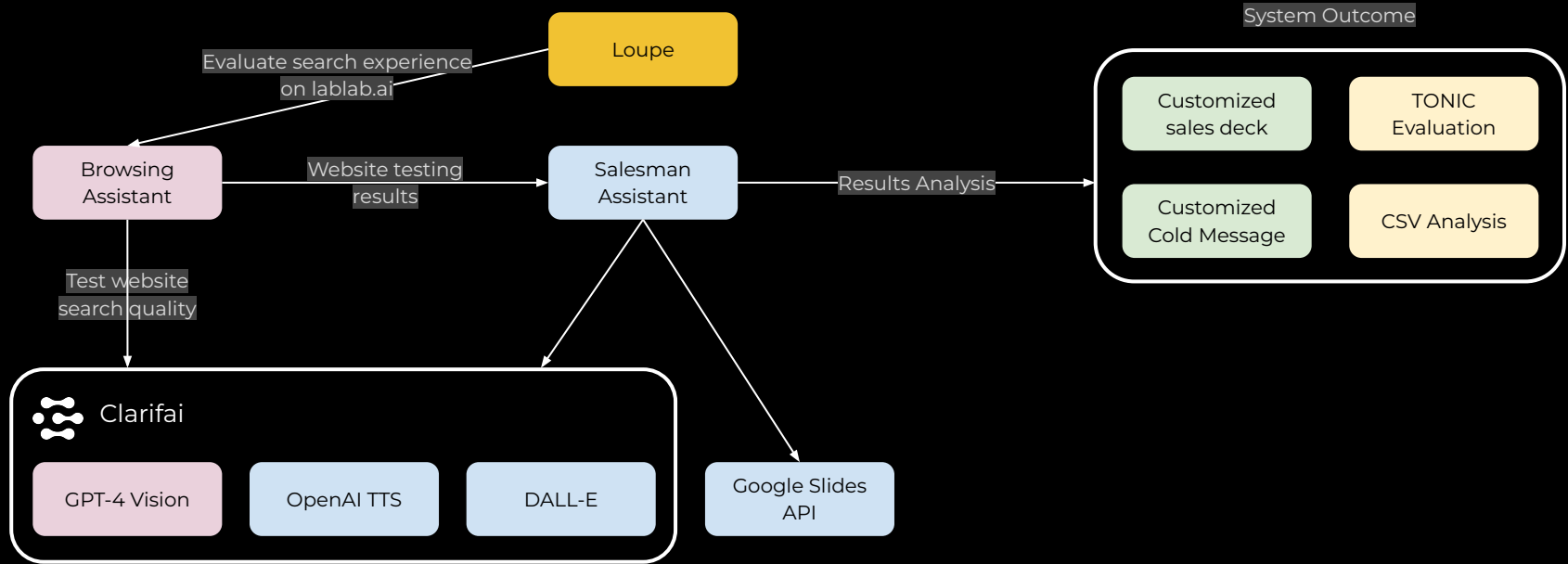
DALL-E

---

LlamaIndex makes vision models interchangeable easily!

---

# High Level Diagram

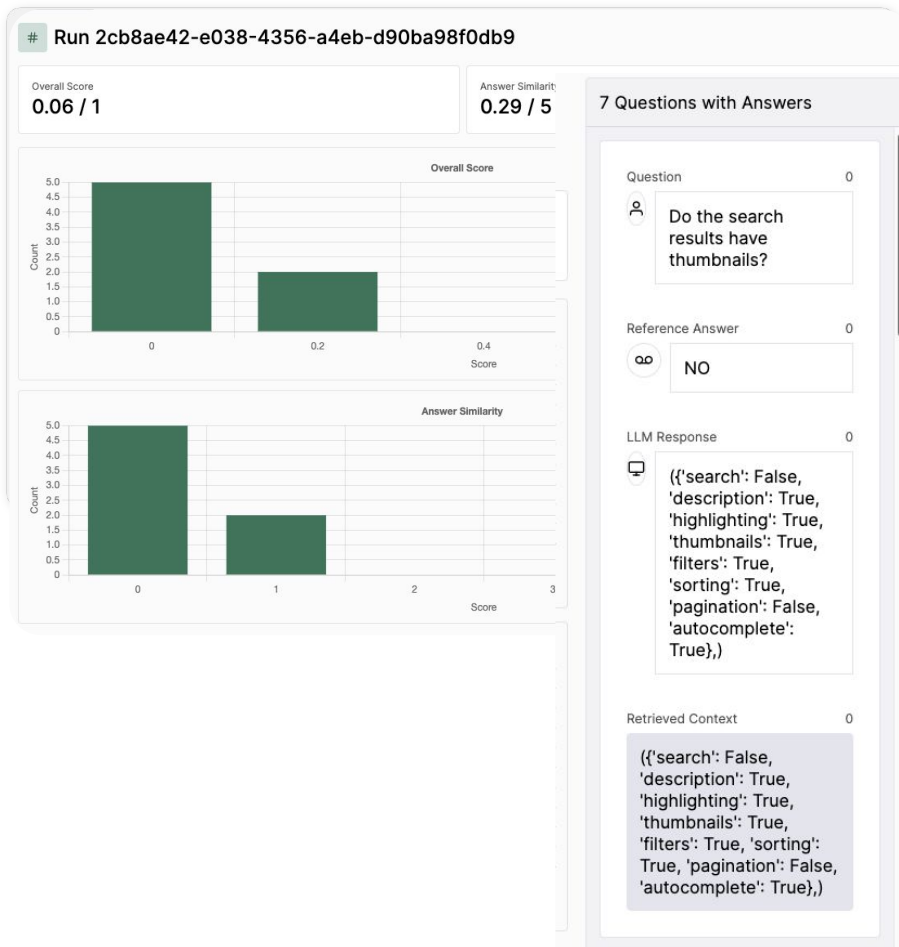


# TONIC.AI

## Tonic Validate

We utilize Tonic Validate to test the accuracy of the analysis provided by GPT-4-V.

**How it works** 1. Provide URL · 2. Website Analysis · 3. Pre-sales deck





# Market Analysis

Global Search Engine Optimization  
Services Market Analysis

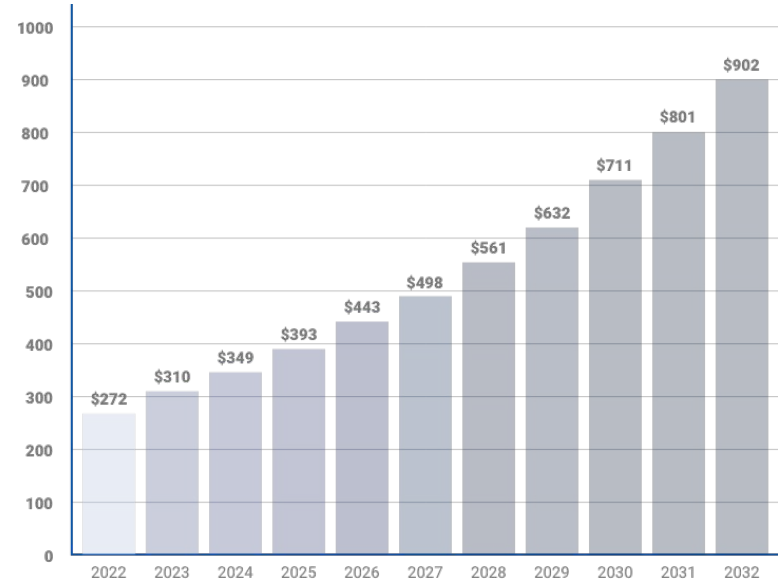


CAGR  
**17.6%**

Market Value Projection 2030 **USD 234.8 Billion**

Dominating Region **Asia-Pacific** / Fastest Growing Region **North America**

Software consulting market Revenue  
2023 to 2032 (USD Billion)



(1) <https://www.acumenresearchandconsulting.com/search-engine-optimization-services-market>

(2) <https://www.precedenceresearch.com/software-consulting-market>

# Additional use cases



1

## User Experience Optimization

Improve experience by detecting absence or weakness on search engines

2

## UI/UX Design Feedback

Critiques on design elements and user experience, with recommendations based on best practices.

3

## Content Strategy Development

Evaluates content organization and presentation, providing insights for enhanced user engagement.

4

## Digital Marketing Analysis

Assesses the effectiveness of marketing elements like CTAs and provides conversion rate optimization tips.

5

## Accessibility Compliance

Checks for adherence to accessibility standards and suggests improvements for inclusivity.

6

## Conversion Funnel Optimization

Identifies bottlenecks in a website's conversion funnel and offers actionable solutions.

# Business Plan



\$/report  
generated

% deal  
closed

Custom  
developme  
nt/support

Create specific reports for companies  
Create specific evaluation criterias  
and navigation flows

# Roadmap



---

## Improved UI

Move from Streamlit to Web application

## Agent crew mode, deeper research

Add agent that surfs the internet looking for prospects based on criteria, and agents to evaluate information and generate deck. Deeper research like competitors investigation.

## Additional tasks

Add more tasks besides search engine analysis

## Report Settings

Give users the ability to modify decks

## End-to-end sale

Automate the entire sales process with robotic interactive salesman

---





# Team structure



**Gustavo**

Search Engineer  
GenAI Backend  
Developer



**Maxi**

Full Stack Developer  
GenAI Frontend  
Developer



**Mario**

Executive VP  
Kibernum USA  
Mentor



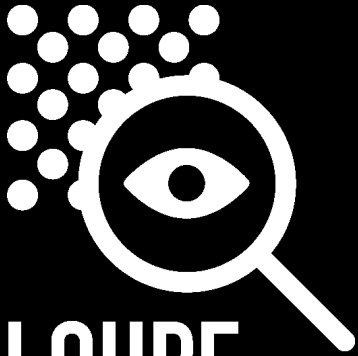
**Jeff**

Full Stack Developer  
GenAI Frontend  
Developer



**Luis**

Web Designer  
UI/UX Design



**LOUPE**

**Robotic Process Automation**  
Web Browsing Agent

© 2024