

Generative AI and new updates from Humanz moving influencer marketing forward

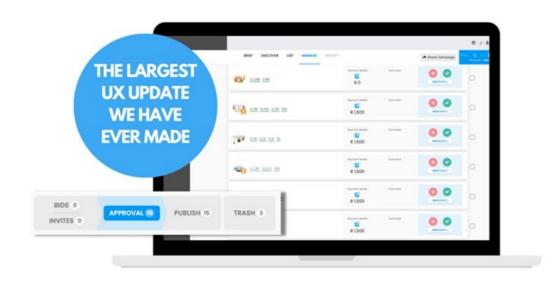
In the past six months, the world has witnessed a dynamic shift in the widespread adoption of AI, revolutionising numerous industries. From being a helping hand to potentially causing chaos, AI has emerged as a game-chang in this fast-paced technological era. With influencer economy growing rapidly, the industry is quickly adopting the latest communication techniques such as generation AI that are becoming more and more relevant in the fields of marketing and content.

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As leaders within this environment, Humanz, the influencer marketing platform powered by proprietary AI to maximise advertising and social commerce ROI, has enacted a range of significant and exciting system changes and upgrades. The upgrades encompass a range of AI-driven tools and approaches that aim to enhance efficiency, effectiveness, and target in the ever-evolving landscape of influencer marketing.

These features have been specifically designed for the influencer marketing space founded on the most relevant technologies from generation AI. Generation AI refers to the use of artificial intelligence (AI) technologies and techniques the fields of marketing and content creation. It involves harnessing the power of AI to analyse data, automate processes, *a* optimize strategies to achieve better results in marketing campaigns.



After an in-depth study of customer activities in the latest version of our system, Humanz has significantly improved user productivity, revamped web platform design, improving work processes in campaign management and content creator search.

This upgrade streamlines campaign management, eliminating clutter and noise from the campaign board. It simplifies the process of vetting and shortlisting creators who align with search criteria. The work process has been reorganised, making tagging, commenting, and reviewing content a breeze.

Al search feature

In order to refine and simplify search functionality within the advertiser system, a new plugin has been added. This plugin utilises natural language processing tools driven by AI technology words to enhance and streamline the influencer search process through Humanz. Previously, searchers were given the option to filter within the advertiser's system. However, this new plugin, incorporating cutting-edge AI technology and search words, takes the influencer search process to a whole n-level through Humanz.

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S	Humanz Al & Chat GPT Summary ① X	D- 0 -
Agris .	Nicole Capper Is an influencer on Humanz Platform She is from South Africa and she is 38 years old.	and the second
	Her content focus is Adventure, Family and South Africa.	* 🚺 🗐 J 🖌 *
needs)	She describes herself as: Pharmacist, Presenter, Mrs South Africa, Survivor Runner-up, Business woman, Communications strategist.	
	Her instagram page is p_nicolecapper and she have 50,254 followers.	NICOLE CAPPER
	Her Followers Arnount makes her a 8 influencer (between 30K-70K followers). She have 0.53% engagement rate. Which is considered low engagement rate.	La Channess and
pers .	Her instagram stories reach 492.25 views on average.	Nonz Al & Chot OPT Summary () ole Copper is on Influencer on Humany Platt
	The majority of her followers are temate (58.03%), They are living in the following countries: South Ahica (67.83%) and Tareania, United Republic of (5.25%), And the top five cities that they	
	are coming from are Cape Town, Pretoria, Johannesburg, Dar es Salaam and Sandton Their ages range between 25 to 34 (4155%) and 35 to 44 (27.44%).	eant focus is Adventure, Family a
7	The bio on her instagram is: The joy is in the journey 10	ad more
	Mrs Dr Austin () Mama Bear Survivor SA Mrs5A Pharmaciat	50.28k 0.56% 269 3
	Founder gruprisingso	TOLOGRAM AND CHEMICADET AND GROW BC
	VP ghumonasouthofrica . The most commonly used words on her instagram account are adventure, life, new, day.	t 🛪 🚖 🔄 (4) 🛛 💓 📾 🚭 🚭
	family, never, one, hudweimate50pre, lorealpro and hudweibs. The most commonly used tags on her instagram account are adventure, HGWWEMate50Pro.	CER DATA FOLLOWERS DATA LISTS & CAR
	mamilite, southafrica, family, explore, ad, wanderlust, travel and dress.	
	The most commonly used mentions on her instagram account are glahotieft, glarealpro, gljoburgsuperkings, glmystikthestylehotel, glaryn_bloem_pro, gceinedion, glamoriearts,	CHMARKS
	gheycoryalen, griuaweiZA and gekomubrands	
	NOT THE CREATOR YOU WERE LOOKING FORE	n n n
	Please check that this social handle exists and ensure it's spell correct	Reach Story views Engagem
	Want us to try again?	Feir Fair Pair
	Une deep search	
	A N	VERAGE VIDEO VIEWS

Al-generated creator profile summaries

Another central feature that is in the advanced beta stages is the 'Humanz Chat' system based on Humanz data and a language processing tool driven by AI technology. This function enables you to engage in an interactive chat with the system, where it will provide recommendations tailored to prompts and queries. The purpose of the feature is to enable sm and in-depth searches about content creators relevant to specific brands and campaigns.

For more information: www.humanz.ai.

About Humanz

Humanz is a true 360° influencer marketing platform powered by proprietary AI to maximise your advertising and social commerce ROI by unleashing the power of motivated creators at scale.

- " Humanz South Africa welcomes Michael Cost as head of strategy and client development 20 Mar 2025
- " Forging the influential bridge: Where do brands intersect with real campaign success? 20 May 2024
- " Nicole Capper named Woman in Media 2024 at Woman of Stature Awards 29 Apr 2024
- * 5 tips for navigating pan-African influencer marketing campaigns 10 Apr 2024
- " Navigating the future: Trends in South African influencer marketing for 2024 1 Feb 2024

Humanz

We are a global influencer marketing and data platform that empowers content creators by connecting them with brands.

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