

Zefmo's influencer platform wins ASSOCHAM award for best use of AI in emerging technologies



New Delhi, Nov 4, 2019 (Issuewire.com) - Zefmo Media Private Limited, one of the fastest and widely recognized influencer marketing platforms, has been awarded by the Associated Chambers of Commerce & Industry of India (ASSOCHAM) in the category of 'Best use of Artificial Intelligence (AI) in Emerging Technologies'. At the ASSOCHAM Emerging Digital Technologies Summit & Awards 2019, the award was presented by Shri Som Parkash, Hon'ble Minister of State, Ministry of Commerce & Industry, Government of India.

Zefmo's influencer marketing platform uses AI to help brands improve the quality of their campaigns. AI influencer marketing helps brands overcome the problems faced with a traditional approach. Via AI, the Zefmo platform can help brands automate various steps right from selecting the influencer to analyzing content. The biggest advantage of AI influencer marketing lies in its scalability. One can use AI-powered systems to analyze multiple influencers across various social media platforms. When it comes to identifying brand affinity, AI powered-platforms have proven to be excellent tools for matching brands with the right creators.

As the top influencer marketing platform that makes campaigns and ideas succeed for brands, organizations, and even government bodies, Zefmo's platform integrates a plethora of influencers -

ranging from artists, gadget lovers, social activists, lifestyle enthusiasts, and business leaders - to create impactful stories. With one-third of the world's population using social media networks on a regular basis, Zefmo is constantly finding creative ways to reach the widest audience. The company is a Department of Industrial Policy & Promotion (DIPP), Government of India certified start-up company.

“We are proud of the results our platform is driving for top brands. It has been exciting to pioneer AI's adoption in influencer marketing and we are pleased to accept this award in recognition of our team success and momentum,” said Shudeep Majumdar, Co-founder and Chief Executive Officer, Zefmo Media Pvt. Ltd. “At Zefmo, we are building the 2.0 version of our platform to suggest influencer content ideas that ensure alignment between creative and brand objectives. In the near future, we envision that our AI capability will be able to deliver real-time feedback, enabling influencers to tweak their content, and even suggesting a different target to boost performance and results.”

ASSOCHAM as an apex chamber of the nation is promoting the innovative use of Emerging Digital Technologies (AI, IoT, Blockchain, and Robotics) for business and governance transformation. These awards were planned as per the initiative by ASSOCHAM on recognizing the use of emerging technologies through awards that received more than 100 nominations from more than 75 companies.

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Source : Zefmo, a fusion of Zephyr and Movement, stands for changing the course of the winds of influence – in the right direction. We are a marketplace connecting over 50,000 social influencers with brands of all sizes. With Zefmo, influencers get to do what they love, try new products and create stories around the brands that they live and breathe while getting rewarded. Brands, on the other hand, get influential content and real-life stories that drive brand awareness, build buzz, increase purchase intent, and trend with consumers through creative content they trust, especially in tier-two and tier-three cities across India. In over 30 categories, thousands of influencers and hundreds of brands rely on Zefmo to spread their message in the digital universe. For more information, please visit – www.zefmo.com

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