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OPEN8 releases "Insight BRAIN" a distribution analysis tool for companies that visualizes social media results

Tokyo – March 15, 2022 – OPEN8 Inc. has released Insight BRAIN, a social media distribution analysis tool provided as part of its video editing cloud Video BRAIN, is used by over 500 companies in total, as a standalone tool.
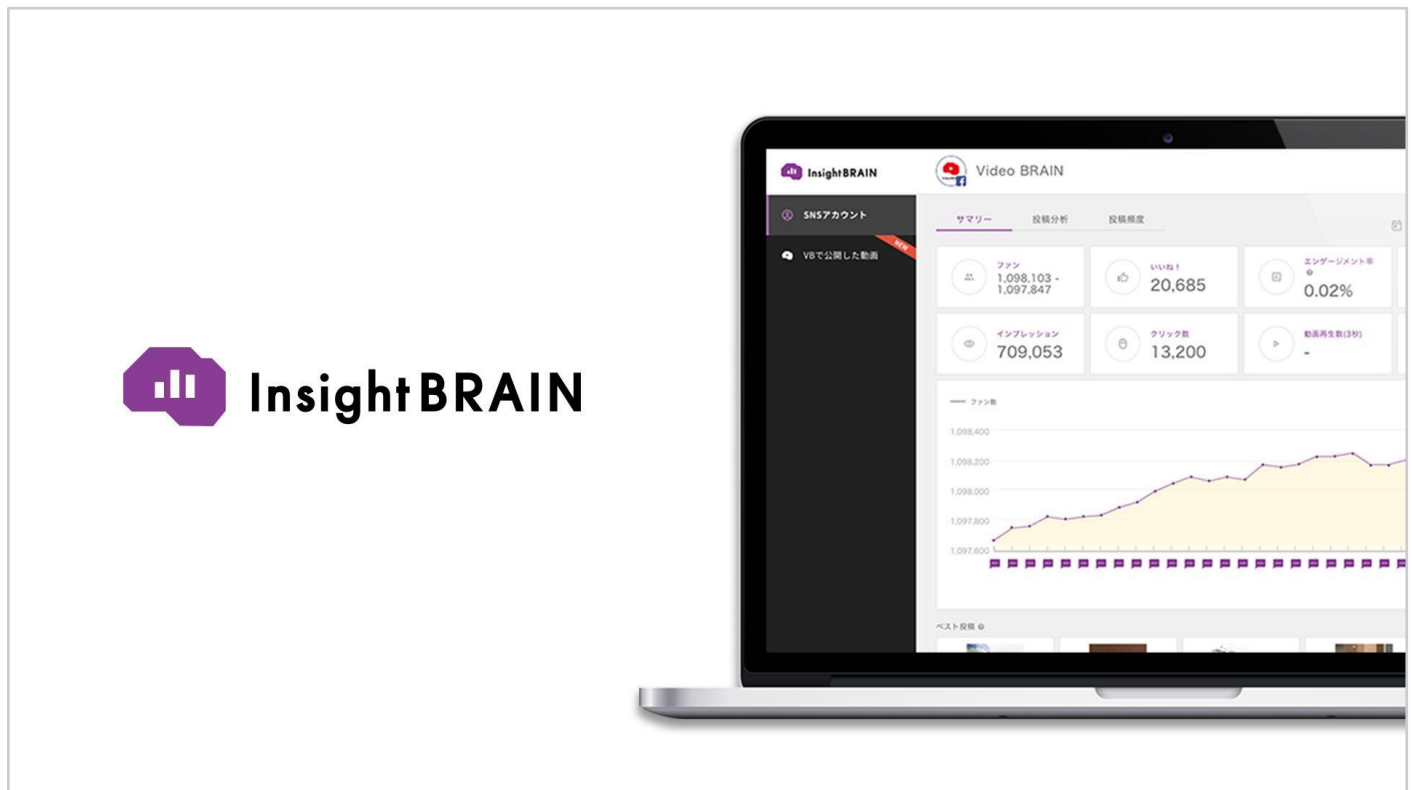
Insight BRAIN is a tool that allows you to centrally manage post analysis for multiple accounts, including Facebook, Instagram, and YouTube. In addition to managing post volume by day of the week, time of day, and correlation graphs of engagement rates on a single dashboard, it can also display a list of posts that have high affinity with users and analyze them by creative unit, which is useful for improving social media operations. Additionally, it is also possible to perform comparative analysis with other companies' accounts.

Video BRAIN users will continue to use this service free of charge and will continue to be able to use the same functions as before, such as analysis of the viewer logs of videos created with Video BRAIN.

Insight BRAIN [Official] Distribution analysis tool for companies to visualize social media results
14-day free trial, now with no initial fee!
https://insight-br.com/

Insight BRAIN Key Features

- **Centralize management of multiple accounts**
  Insight BRAIN allows you to centrally manage multiple accounts from a single dashboard, freeing you from the tedious task of checking the management screens of each social networking platform. Insight BRAIN allows you to manage multiple accounts from a single dashboard.

- **Analysis of Posting Frequency**
  The correlation between the volume of posts and engagement rates at different times of the day and day of the week can be graphed and easily viewed in the dashboard.

- **Best Submission Analysis**

Specifying a time period will list posts that have a high affinity with the user and can be used to help the overall review of the campaign.

- **Creative analysis and operational improvement**
  You can immediately grasp the performance of each creative and make creative improvements in real-time.

- **Competitive analysis**
  Since it is possible to compare and analyze the posts on the social media accounts operated by the company with the competition and highly rated creative of interest, it is possible to obtain suggestions for creative and other operations.

ABOUT Open8 Inc.,

Open8 is the Content Technology company that develops our own AI technology centered on natural language processing and computer vision and possesses "OPEN8 CORE TECHNOLOGY" which consists of algorithm and software modules.
Based on our original concept: "AI x SaaS to become a growth driver of every companies' information distribution strategy", we support delivering information by companies in any industry through the provision of APIs such as the automatic video generation function, "Video BRAIN," video editing cloud service, by combining our expertise in video content production and distribution know-how cultivated in the video advertising business and video media business, and the SNS posting and analysis service "Insight BRAIN".
We are proud to announce that we're the 2019 Red Herring Top 100 Asia Winner, an award given by Red Herring to innovative private technology ventures in Asia.

(1) SaaS Business
Providing "Video BRAIN", our business video editing could service.
Once you upload media such as photos and text, the AI engine analyzes the data and creates a video with a storyline. Many companies, including major corporations, have adopted our service for a wide range of purposes, regardless of business or the type of work, including PR, manuals, and recruiting content.
Also, there are a video distribution platform and analysis functions included in the service, so that we can provide the one-stop service from planning to production and analysis of video contents.

- No.1 Automatic Video Generation Sales Share, 2 years in a row (*1)
- No.1 AI video editing tool for marketers (*2)
- No.1 AI video editing tool for enterprises (*2)
- Good Design Award 2019
- Ruby Biz Grand Prix 2020 Special Prize

(*1) source: Deloitte Tohmatsu MIC Research Institute Co., Ltd. "Current Status and Outlook of the Market for Automatic Video Generation and Delivery Software for Corporations, FY2020 Edition" Automatic video generation software sales share (FY2020) Japanese only https://mic-r.co.jp/mr/01930/
(*2) source: Japan Marketing Research (FY2019/Nov)

(2) API／MLaaS (Machine Learning as a Service) Business
Providing "OPEN8 CORE TECHNOLOGY" which consists of algorithm and software modules as an API. It can be used as a stand-alone solution or in combination with multiple technologies and it's also able to be used following corporate needs.
Also, building our unique model based on the private data from the businesses and developing it to original solutions in combination with "OPEN8 CORE TECHNOLOGY".

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