InstaPromote suggests Instagram influencers to promote your business, increase advertising ROI (by finding lesser known influencers with a wide reach in your industry) and increase engagement with customers. Users choose a particular industry and select from the predetermined influencers for which there are pretrained models. The offering then provides them with information such as the predicted number of likes, sentiment of past comments and the main topics of focus for each influencer.

More specifically, the offering uses information about previous posts for each influencer, image detection and a measure of image memorability to predict the number of likes expected for a new post and to suggest specific objects to include in the image to promote your product (and increase likes). The sentiment analysis component of the offering can interpret slang and understand the contextual use of emojis to provide further insight into customer reaction to a post through each influencer.