

PRODUCT FEATURE GUIDE

Your 'other' marketing brain, on demand.

Not another dashboard. Not another chat assistant. A strategic partner that knows your brand, watches your competitors, reads your campaigns, and tells you what to do next.

Brand Intel

Brand Hub, Analysis & Competitor Tracking

Ads Intelligence

The unified view across every platform

Vibe Marketing

Your second brain. It never resigns.

Utility

Where strategy becomes execution

Start Vibe Marketing.

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You don't have to wing it anymore.

For every marketer in APAC running campaigns without a CMO, a strategist, or an agency on retainer — or simply drowning in tasks — this is for you.

You've been told the answer is more dashboards. More tools. More AI. But the question has always been the same one: **what should I do next, and why?**

SOMA is the marketing partner you wish you had on speed dial. It knows your brand, watches your competitors, reads your campaigns, and advises you what to do next — in plain language, calibrated to your reality. Here's everything inside.

BRAND INTEL

01 Where SOMA learns who you are — and tracks your competitors

Brand Hub & Brand Analysis

5 MINUTES THAT GROUND EVERY AI OUTPUT YOU'LL EVER RUN

The reason AI gives generic marketing advice is simple: it doesn't know your brand. Brand Hub fixes that. Tell SOMA your industry, voice, positioning, ICPs, guidelines and the competitors you obsess over — once. From then on, every persona, headline and recommendation reads like advice from someone who genuinely knows your brand.

The screenshot displays the 'THE PERSONAS' section of the SOMA interface. At the top, there are four persona cards: 'The Ingredient-Savvy Urban Woman (22-30)' (Persona 1), 'The Confident Millennial Professional' (Persona 2), 'The Skincare-Curious Man' (Persona 3), and 'The Halal-Conscious Beauty' (Persona 4). Below these, a detailed view of Persona 1 is shown. It includes a photo of a woman looking at her phone, a title 'PERSONA The Ingredient-Savvy Urban Woman (22-30)', and a description: 'Female, 22-30, urban (Jakarta, Bandung, Surabaya), SES A2-B1, monthly income IDR 5M-15M, digital-native, active on Instagram and TikTok'. A suggested headline is 'Skincare Seribu Pulau yang Sains-nya Nggak Main-Main'. Below this, two sections are listed: 'The pain' (Overwhelmed by hundreds of skincare options on Shopee/Tokopedia; skeptical of 'natural' claims without scientific proof; burned by cheap products that irritated her skin; wants premium results but can't justify IDR 500K+ imports) and 'The opportunity' (She is the brand's organic amplifier. User-generated 'shelfie' and routine content from this segment drives peer discovery. Currently under-leveraged for structured referral and review programs).

Brand Analysis — AI-generated consumer personas with pain points, opportunities & suggested headlines

Competitor Monitoring

EVERY PLAY FRAMED “...AND UNLIKE [COMPETITOR], THIS DOES X”

SOMA tracks the competitors you name — their positioning, promotions, content themes and public moves — then distils that activity into **strategic insights**: what each move means for you, and the specific play to make in response. Memorable brand moves come from creating in opposition, not in a vacuum.

Battle Cards

Skintific

<https://www.skintificindonesia.com/>

POSITION

Accessible Science-Led Mass Market

LOCATIONS

Online-only (Shopee + multi-platform e-commerce)

NARRATIVE

Barrier Repair

ACTIVE PROMOTIONS

%

Diskon Up to 64% on Skin-Type Bundles

Curated 4-5 piece bundles segmented by skin type (dry, sensitive, oily/acne-prone, glowing) discounted from Rp799,000 to Rp459,000 via Shopee. Individual products discounted 19-43%.

Erha

<https://www.erhastore.co.id/>

POSITION

Premium Dermatology Authority

LOCATIONS

Multi-clinic (2+ confirmed: Denpasar, Kelapa Gading Jakarta; national scale implied)

NARRATIVE

Indonesian Skin Pride

ACTIVE PROMOTIONS

%

Clearance Sale Diskon Hingga 80%

Clearance sale with discounts up to 80-90% off on Naturally Speaking, Halroic, and HisERHA product lines, exclusive to Erhastore Club members.

Competitor Monitoring — live battle cards on positioning, promotions & narrative

SOMA INSIGHT - SKINTIFIC

💡

Ingredient-Led SKU Proliferation

Skintific operates a wide SKU matrix (9+ serums, 6+ moisturisers) each anchored to a single hero ingredient (Niacinamide 10%, Salicylic Acid 2%, Tranexamic Acid 3%, SymWhite 377, etc.). This ingredient-first naming convention is consistent across website and Instagram, creating a searchable, TikTok/Shopee algorithm-friendly product architecture.

→ From This Island's botanical-ingredient story risks being drowned out by Skintific's clinical-ingredient naming dominance in search and e-commerce. Consider pairing Indonesian botanical names with recognisable active-ingredient descriptors to compete in discovery contexts.

SOMA INSIGHT - SKINTIFIC

💡

Skincare-Makeup Hybrid Expansion

Skintific is aggressively expanding from skincare into colour cosmetics (cushion foundations with SPF, setting spray, lip serum) while maintaining the skincare-benefit narrative (serum-infused, non-comedogenic). Instagram content dedicates significant feed space to cushion education and comparison posts.

SOMA Insights — competitor intelligence translated into your next move

THE PAYOFF

SOMA's output reads like advice from someone who genuinely knows your brand — **and your competition.** Specific in, specific out.

SOMA A.I — Product Feature Guide

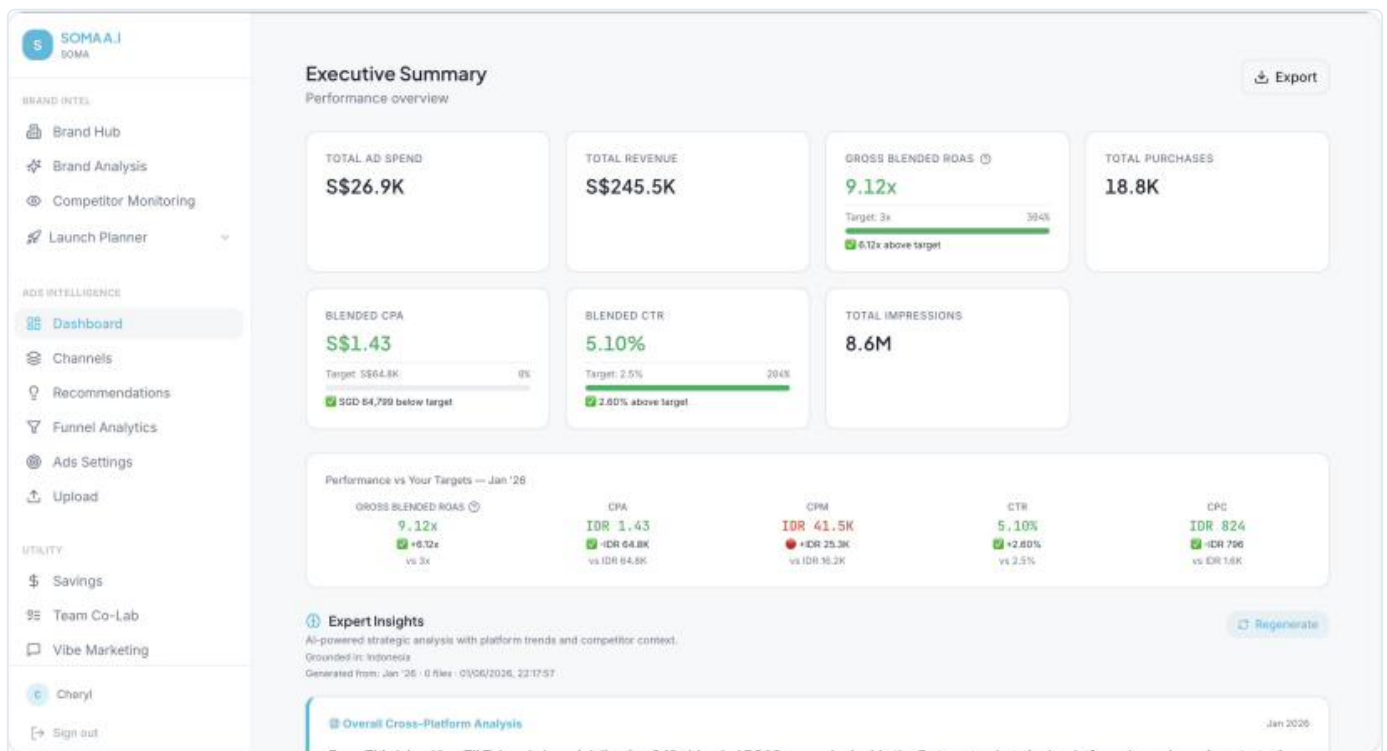
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02 The unified view nobody else gives you

Unified Dashboard

EVERY PLATFORM, EVERY CAMPAIGN, ONE REPORTING CURRENCY

Right now your ad spend lives across Meta, TikTok, Shopee, Google and more — each with its own dashboard, attribution model, currency, and definition of “revenue.” You can’t compare them. SOMA pulls every CSV export into one unified view, with daily FX rates and AI Expert Insights grounded in your brand.

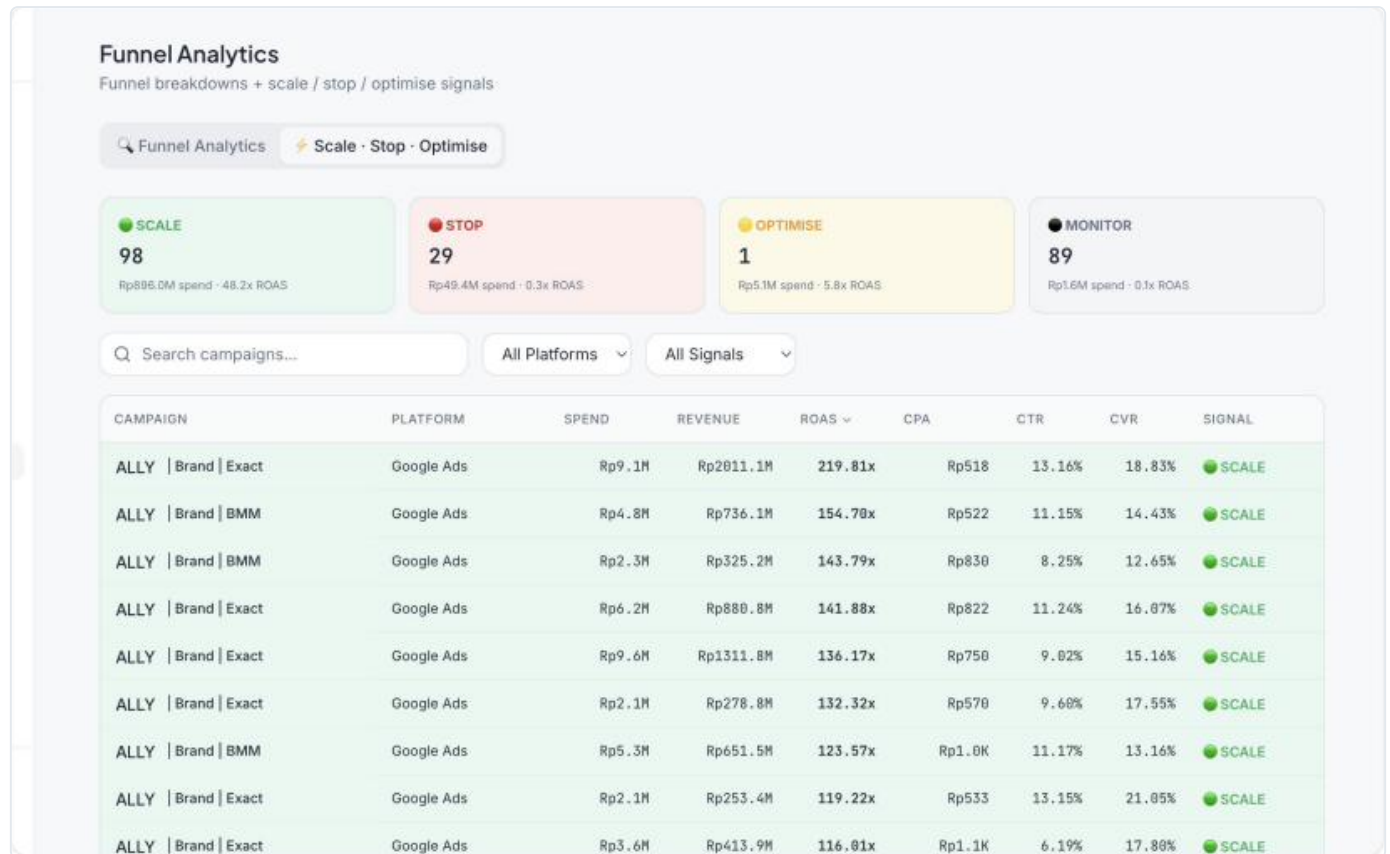


Executive Dashboard — blended ROAS, CPA, CTR & revenue across all platforms, benchmarked to your targets

Funnel Analytics

AUTOMATIC SCALE / STOP / OPTIMISE SIGNALS

SOMA detects exactly where your funnel is leaking — calibrated to your brand's historical performance, not industry defaults. Every campaign gets a clear signal: scale it, stop it, or optimise it. Stop staring at spreadsheets and get to your insights faster, so **you** can make the decisions.



Funnel Analytics — campaign-level Scale / Stop / Optimise signals with ROAS, CPA, CTR & CVR

- ✓ **Channels** — drill into Meta CPAs, Shopee Ads, TikTok Shop GMV Max, Google Ads & more, with month-by-month deep-dives that actually compare.
- ✓ **Upload** — drop in a CSV, SOMA auto-detects the platform, normalises metrics, handles currency conversion. No setup, no integration, no “wait three weeks for engineering.”

THE PAYOFF

The question you’ve been asking — **“where should I put more budget?”** — finally has an answer you can trust. Not Meta’s view of Meta, but a blended view of where your money actually performs.

03 Your second brain. It never resigns.

Everything in the last two sections lives in one place: your Brand Hub, your competitor tracking, your ad performance, your launch plans. Vibe Marketing is where you talk to all of it at once. This is where it comes together, and this is where you start your day.

Not ChatGPT with a nicer coat of paint

ONE QUESTION. EVERY SOURCE YOU OWN, READ AT ONCE

Ask SOMA something here and it reads your Brand Hub, your competitor reports, your campaign performance across every platform and your launch plans before it answers. So what comes back isn't generic marketing advice. It's advice about **your brand, in your voice, against your competitors** — grounded in your data, not general AI knowledge.

And it remembers. Everything.

YOUR BRAND'S MEMORY STOPS LIVING IN SOMEONE'S HEAD

Every marketer knows the pain of someone leaving and taking three years of context with them. Why you killed that campaign. What the competitor did last Ramadan. Which headline actually converted. In SOMA that context doesn't walk out the door with the person. It stays in the platform, and it's there for whoever picks the work up next.

THREE WAYS TEAMS USE IT

01 · ASK

Start here

- "Which campaigns should I stop funding this month, and why?"
- "Where is my funnel leaking, and what would you fix first?"
- "What has [competitor] changed in their promotions since last quarter?"

02 · CREATE

Then make it work

- "Write three ad headlines for my hero persona, in our brand voice."
- "Brainstorm campaigns that position us against [competitor]'s clearance strategy."
- "Write the prompt I should use for this."

Yes — SOMA writes its own prompts. Ask it.

03 · DELEGATE

Then hand it over

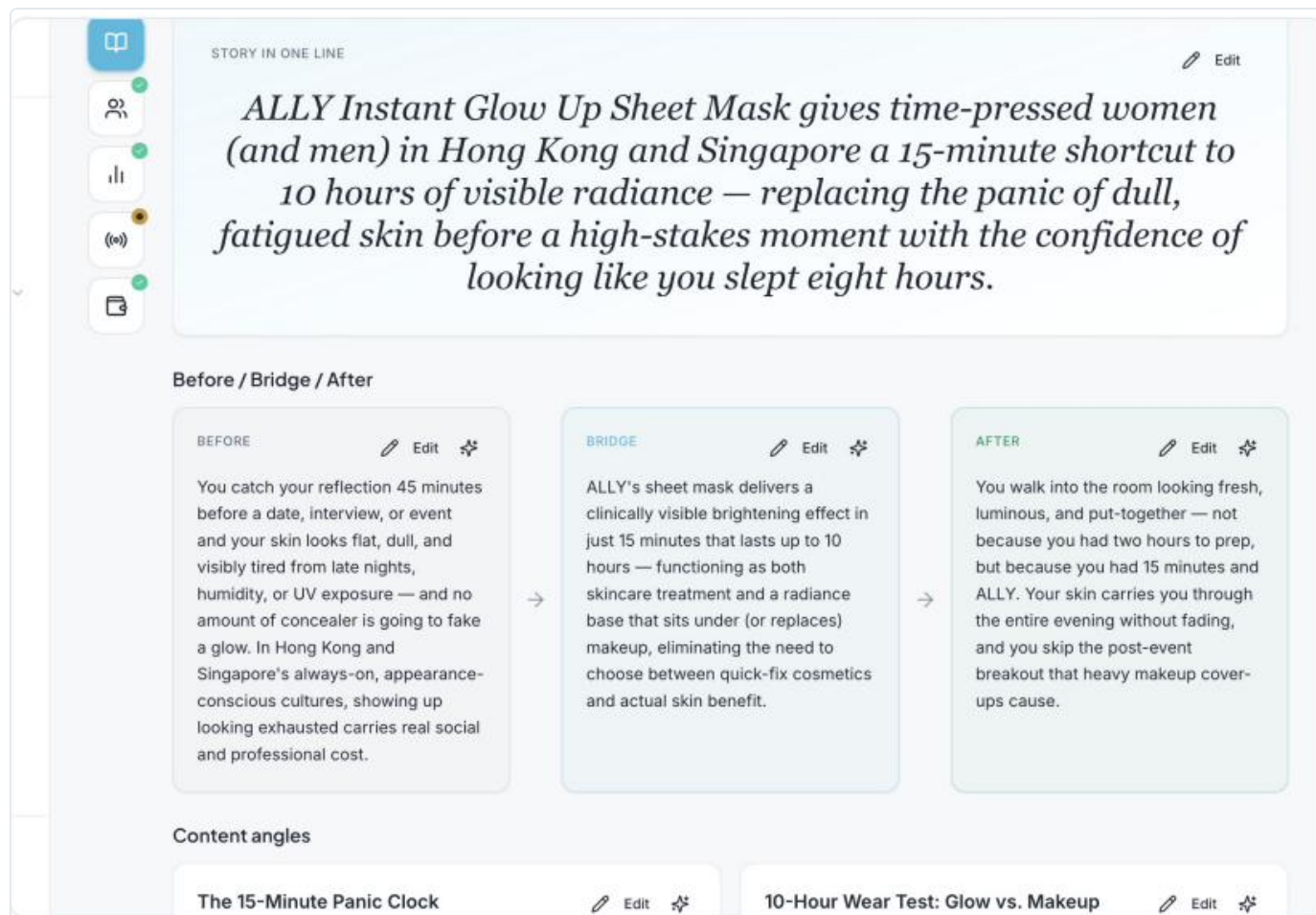
- "Turn this into tasks in Team Co-Lab."

Owners, deadlines, statuses, done. The senior thinking is handled; your team executes, and you track the whole list without chasing anyone on WhatsApp.

Creative & narrative, on tap

STRATEGY OUTPUTS YOU CAN ACT ON IMMEDIATELY

Ask SOMA to build your brand story and it returns a ready-to-use narrative: the one-line story, the Before / Bridge / After arc, and content angles. All of it grounded in your Brand Hub and your customer's real pain points, not a template someone else filled in first.



Vibe Marketing — AI-built brand story, Before / Bridge / After & content angles, generated on demand

WHAT THIS ACTUALLY REPLACES

- ✓ **The prompt library nobody maintains.** No copy-pasting brand context into a general AI tool every single time. SOMA already has it.
- ✓ **The onboarding doc nobody reads.** New team members ask SOMA what the brand does and why, and get an answer grounded in the work, not the wiki.
- ✓ **The three-day idea loop.** Slack thread, spreadsheet, meeting, decision. Now it's one conversation.

THE PAYOFF

SOMA compresses decision latency. The campaign idea that used to take three days through Slack, spreadsheet and a meeting comes together in **hours, sometimes minutes** — and the thinking behind it stays in the platform long after the person who asked has moved on.

04 Where strategy becomes execution

Strategy without execution is a PowerPoint. Utility is where the work actually gets done, and where your team works together to do it. SOMA isn't a tool you log into when you remember. It's the place your marketing lives.

EXECUTION

Team Co-Lab

Turn AI recommendations into assignable tasks. Each task has an owner, a deadline and a status. SOMA hands off the senior thinking; your team executes.

PROOF

Savings

Track exactly how many hours, prompts, tokens and tool subscriptions your team saves, month over month. Concrete dollar figures, not vague claims.

TRANSPARENCY

Usage

Full visibility on your AI credit consumption. See what each generation costs and where your monthly allocation goes. No black boxes.

AND THE PART MOST TEAMS UNDERESTIMATE

- ✓ **Every recommendation stays a recommendation.** SOMA does the stitching, the reading and the groundwork. The decision is always yours — judgment, cultural read and brand voice stay with the marketer.
- ✓ **Nothing leaves the room.** Recommendations are reasoned over your verified data and curated market signals, not the open internet.

THE PAYOFF

AI handles the grunt work. You do the real marketing — the part that was always yours.

GET STARTED IN MINUTES

See what SOMA can do in seconds that teams take hours or up to weeks to do, or what generic A.I cannot.

SOMA is the strategic partner you've been improvising without. Your beta access is ready.

1

Sign in & set up Brand Hub

Give SOMA 5 minutes with your brand.

2

Upload your last campaign export

SOMA auto-detects, normalises and unifies it.

3

Open Vibe Marketing and ask it something

Something you'd normally ask your most senior marketer. See what comes back.

START VIBE MARKETING

soma-ai.co/signup

cj@soma-ai.co

SOMA A.I — Start Vibe Marketing.