

Illuminate the Future of Search

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LUMINR

Setting the Scene: The Landscape

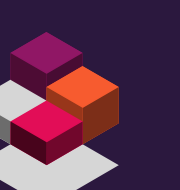
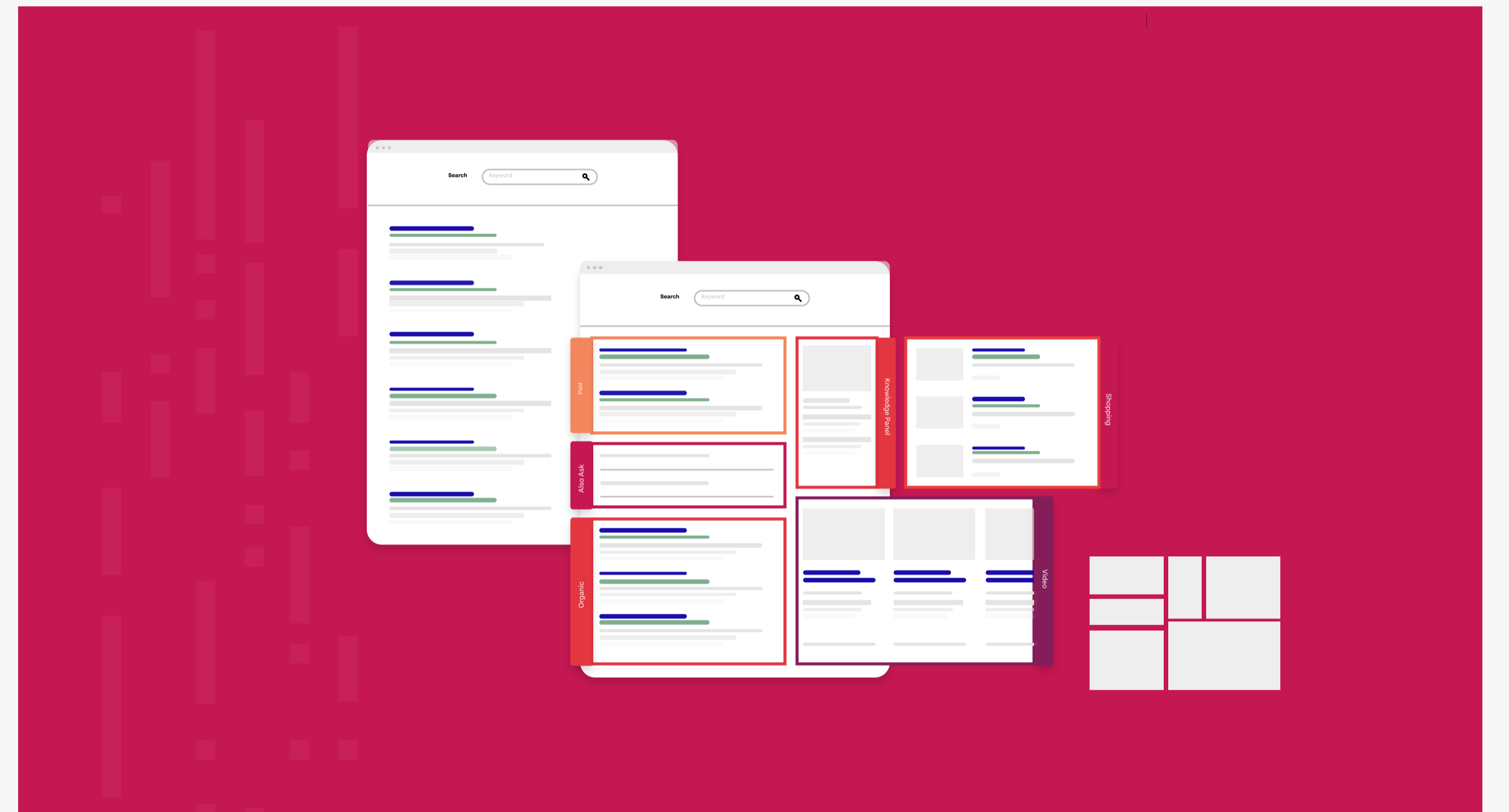
Does Google Search rule the world? Not anymore - 60% of US product searches start on Amazon and nearly 40% of Gen Z are using TikTok for search.

The digital search landscape is evolving rapidly with AI interfaces and alternative platforms increasingly becoming vital search tools. Traditional search engine metrics (clicks) are no longer sufficient in this dynamic environment. They often overlook emerging growth opportunities and critical differences in user behaviour.



Currently, channels like social media, marketplaces, e-commerce sites, travel portals and AI search function independently from one another. This prevents brands and agencies from reaching their full marketing potential. [Luminr](#) is here to dismantle this siloed world and build a platform to address these challenges by bridging the knowledge gap in the search landscape. We aim to capture every search, globally, whatever platform/surface it may occur on and we're rapidly executing this vision.

Our mission is to be the global EverySearch intelligence platform. We help companies understand their search performance: from the attention they are commanding and the influence they are having to what moves their users/customers and competitors are making. Plus we are able to do that in 240 locations and 155 languages.

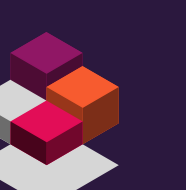


Setting the Scene: The Landscape

For the first time in digital, we put the whole search performance spectrum in one place. For business and marketing leaders like CEOs, MDs and CMOS we are a trusted marketing advisor that provides an all-seeing surveillance and anticipator of business threats.

Luminr's unique approach has already captured the interest of prominent players in both the B2B and B2C sectors, having trialled our dashboard on over 50 companies. To showcase this success we included a case study of our work with one of the largest Consumer Healthcare businesses who apply Luminr in their daily marketing activities.

With Luminr, our client is able to measure their exposure through every search, providing them with a unique, data-driven approach to evaluate their digital performance. This wide-lens view gives the client a competitive edge and also empowers them to develop more effective marketing strategies, optimise their online presence, and ultimately, drive more traffic and conversions.



Disruption: Shattering the Status Quo

Search is everywhere: Google, TikTok, Amazon, TripAdvisor, Reddit, ChatGPT. It has moved beyond the standard search engine and beyond click measurement.

Brands and agencies can no longer rely solely on analytics to measure their performance. Visibility is now all about understanding EverySearch: a brand's influence, share of search and attention, captured across the entire searchable landscape. Yet, there is not one singular platform that offers the solution. Until now.

Luminr's broadened perspective provides a panoramic and complete representation of a brand's digital presence.

This is only possible by collecting immense amounts of data which we have so far:

SERPs collected:
11,214,549



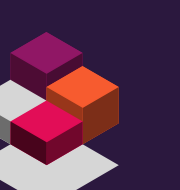
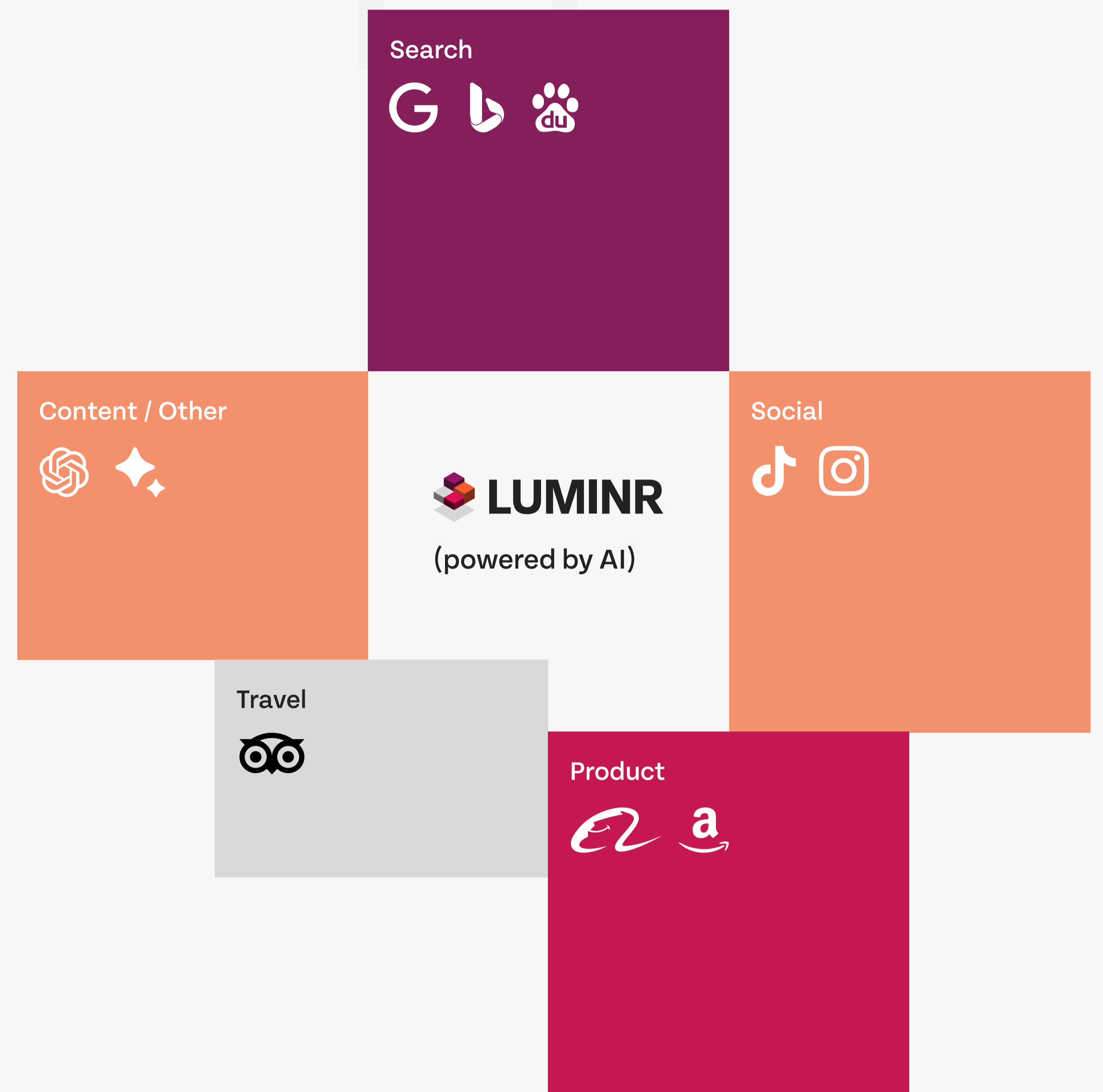
Search results analysed:
267,627,962



SERP features analysed:
36



Website domains analysed:
558,445



How Luminr stands out from the crowd?

Holistic Approach to Search

While most tools focus on traditional search engines like Google or Bing, Luminr recognises that search has evolved to include platforms like TikTok, TripAdvisor, and AI tools like ChatGPT.

Game-changing Competitor Data:

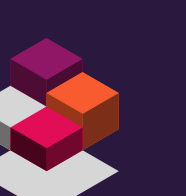
What key business competitors are doing to succeed (we deconstruct their strategy and identify weak areas). From these findings, customers are provided with actionable opportunities to overtake competitors.

AI-Driven Insights:

By consuming the cutting-edge in award-winning campaign data-points, digital strategy and tech trends from the mouths of digital experts, Luminr will recommend your next steps based on real observed data of your brand across the search web.

Direct Delivery of Insights:

Luminr delivers insights directly to business leaders via text, email, or mobile app, ensuring constant access to essential data.

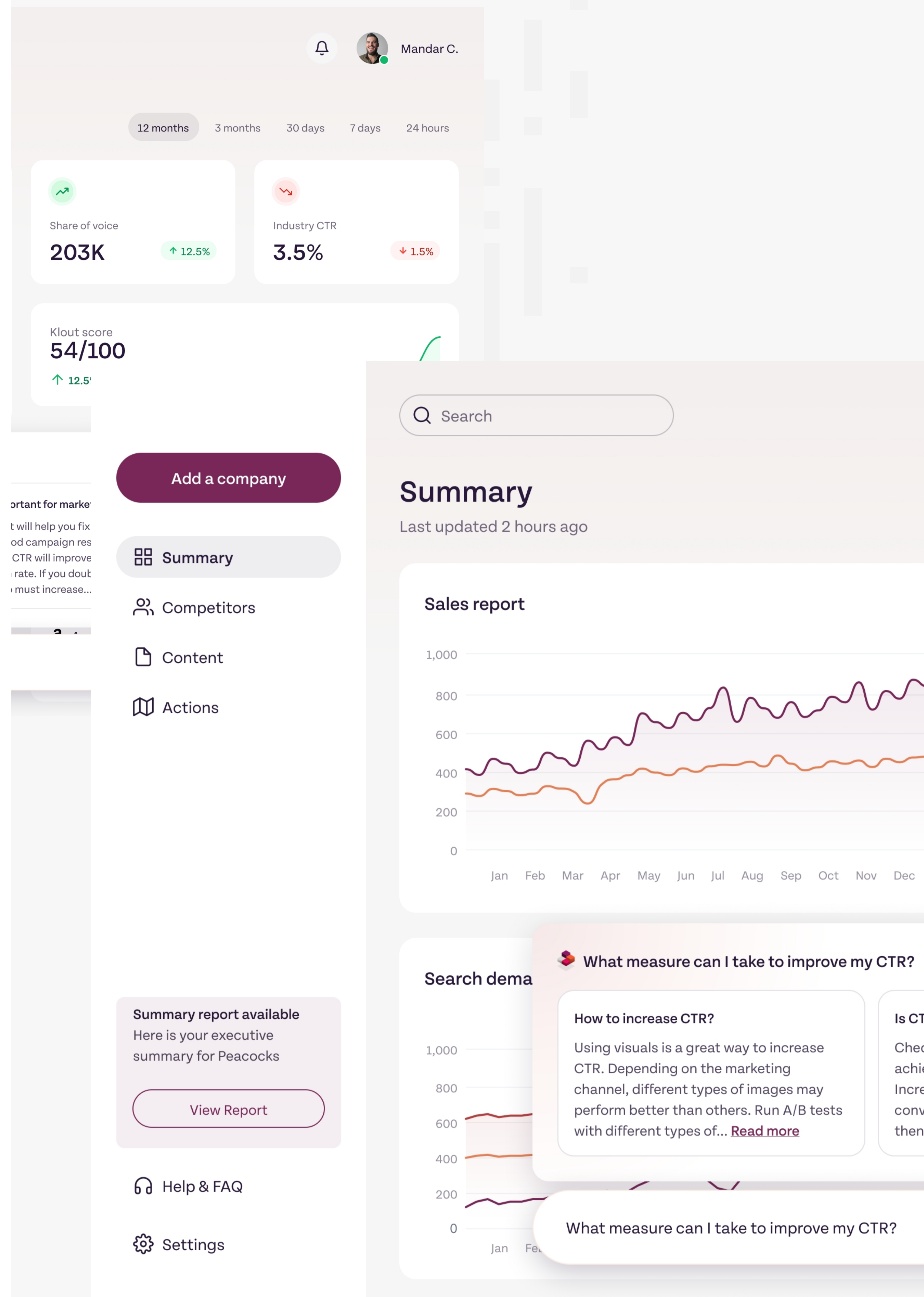


Bravery and Determination: Championing Accessibility and Ethical Practice

Luminr stands firm in our belief that data-driven decision-making is a transformative power that should be accessible to all and our pricing model reflects that.

Our scaled subscription packages ensure that powerful search intelligence is a tangible reality for startups and small businesses that are often priced out of the technology market or are unable to build out extensive analytics teams.

We are also guided by our steadfast commitment to environmental sustainability. Our technology is currently deployed on Google Cloud whose goal is to run on carbon-free energy at all of our data centers by 2030. We also regularly run our internal audits to ensure we act as efficiently as possible.



Embodying the Trailblazer Spirit in Search

Luminr is not just a nominee for the Trailblazers Award; it embodies the very spirit of the award. Through our disruptive vision, innovative technology, and brave commitment to accessibility and ethics, Luminr is not just changing the game - we're redefining it, setting a new benchmark for digital search intelligence.

Luminr is setting a new standard for the industry as we become the globally trusted marketing intelligence and AI platform with a promise to evolve as fast as the search industry.

