

Pluang Aura AI Launch

KOL Brief Summary

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What is Pluang Aura AI?

Aura AI merupakan fitur analisis pasar berbasis AI yang dirancang untuk memberikan insight pasar crypto dan saham. Secara sederhana, Aura AI mengumpulkan data harga, volume, dan sentimen pasar dari berbagai sumber, dan menyajikan ringkasan analisis singkat yang mudah dipahami langsung di aplikasi Pluang.

Objective

Membangun buzz positif tentang peluncuran **Aura AI**, fitur berbasis AI untuk analisa multi-aset pertama di Indonesia.

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enyebarakan testimoni positif seputar **kemudahan, inovasi, dan manfaat** Aura AI untuk investor ritel.

Memperkuat positioning Pluang sebagai aplikasi trading saham & crypto pilihan utama di Indonesia.

Key Message

1. Ease of Access

- “No more opening multiple tabs just to find stock or crypto info; everything is one click away with Aura AI on Pluang.”
- “Aura AI provides summaries of technical, fundamental, and market sentiment analyses that are easy to understand.”

2. Innovation & Credibility

- “Pluang is always a pioneer. Now with Aura AI, it features the first AI trading technology in a multi-asset investment app.”
- “Aura AI is available 24/7, always staying updated with the latest data.”

3. Benefits for the User

- “Retail investors can now make faster and more accurate decisions thanks to Aura AI.”
- “Complete analysis on a single screen. Simple, concise, and powerful.”

4. Testimonial / Human Angle

- “Just tried Aura AI on Pluang. The insights are concise but incredibly helpful for making trading decisions.”
- “Aura AI makes stock and crypto analysis much easier to grasp, making it perfect for both beginners and pro traders.”

Scope Of Work

1 Instagram Reels mirror to 1 Video Tiktok

Comprehensive brief details are
scheduled to be released by Week
1 of January.