CLAIMS

WHAT IS CLAIMED IS:

1. A system, comprising:

a non-transitory memory storing instructions; and

one or more hardware processors coupled to the non-transitory memory and configured to read the instructions from the non-transitory memory to cause the system to perform operations comprising:

receiving electronic content posted on a platform in a post;

generating, using a post analyzer neural network that includes an image neural network and a textual neural network, a matrix that includes scores for a plurality of properties associated with the post, wherein the post includes at least one image property and at least one text property and one score from the scores is generated by passing the at least one image property through the image neural network and second score from the scores is generated by passing the at least one text property through the textual neural network;

generating, using an engagement analyzer, an estimated success level for the post until the estimated success level is greater than a preconfigured level threshold, wherein the engagement analyzer performs operations comprising:

accessing a plurality of previous scores for a plurality of posts previously posted, wherein the previous scores have been generated using the post analyzer neural network;

plotting a score in the matrix that corresponds to a property in the plurality of properties of the post and the plurality of previous scores for the same property in the plurality of posts previously posted, wherein the score in the matrix is generated using the post analyzer neural network;

performing a proximity analysis between the score in the matrix associated with the post and the previous scores for the plurality of posts previously posted;

selecting one or more previous scores from the plurality of previous scores based on the proximity analysis, wherein a score difference between the score in the matrix associated with the post and the one or more previous scores for the plurality of posts previously posted is below a configurable threshold;

selecting one or more posts from the plurality of posts previously posted based on the one or more previous scores; and

generating the estimated success level based on the one or more posts; and

once the estimated success level is greater than the preconfigured level threshold, modifying using a pattern recognizer, at least one property in the plurality of properties of the post posted on the platform, wherein the post with the modified at least one property has an increased success level than the estimated success level of the post posted on the platform.

2. The system of claim 1, wherein the operations further comprise:

posting the modified post to the platform, wherein the modified post replaces the post.

3. The system of claim 1, wherein the at least one property in the plurality of properties is associated with an image component of the post; and

wherein the operations further comprise determining, using an image processing neural network in the post analyzer neural network, an image score in the matrix that corresponds to the at least one property.

4. The system of claim 1, wherein the at least one property in the plurality of properties is associated with a text content of the post; and

wherein the operations further comprise determining, using a text processing neural network in the post analyzer neural network, a text score in the matrix that corresponds to the at least one property.

5. The system of claim 1, wherein at least one property in the plurality of properties is associated with an audio content of the post; and

wherein the operations further comprise determining, using an audio processing neural network in the post analyzer neural network, an audio score in the matrix that corresponds to the at least one property.

6. The system of claim 1, wherein the operations further comprise:

identifying a first score in the matrix, wherein the first score is associated with a first property in the plurality of properties of the post;

comparing the first score in the matrix to a plurality of previous scores associated with the first property in the plurality of posts previously posted;

selecting a first previous post from the plurality of posts previously posted with a score difference below a preconfigured threshold; and

identifying a success level for the first previous post based on engagement information associated with the plurality of posts previously posted; and

wherein the estimated success level for the post is generated based further on the success level of the first previous post.

7. The system of claim 6, wherein the operations further comprise:

identifying a second score in the matrix, wherein the second score is associated with a second property in the plurality of properties of the post;

comparing the second score to a plurality of previous scores associated with the second property of the plurality of posts previously posted;

selecting a second post from the plurality of posts previously posted with a score difference below a second preconfigured threshold; and

identifying a second success level for the second post based on engagement information associated with the plurality of posts previously posted; and

wherein the estimated success level for the post is generated based further on the second success level.

8. The system of claim 7, wherein the operations further comprise:

assigning a first weight to the success level and a second weight to the second success level; and

wherein the generating of the estimated success level for the post is based further on the first weight of the success level and the second weight to the second success level.

9. The system of claim 1, wherein the operations further comprise:

generating, using the post analyzer neural network, a second matrix that includes second scores for a plurality of properties of the modified post;

generating, a second estimated success level for the modified post using the second matrix and engagement information associated with the plurality of posts previously posted; and

based on the second estimated success level, modifying, using the pattern recognizer, the at least one property in the plurality of properties of the modified post.

10. A method, comprising:

receiving a post posted on a platform;

generating, using a post analyzer neural network that includes an image neural network and a textual neural network, a matrix that includes scores for a plurality of properties associated with the post, wherein the post includes at least one image property and at least one text property and a first score from the scores is generated by passing the at least one image property through the image neural network and a second score from the scores is generated by passing the at least one text property through the textual neural network;

receiving engagement activity data associated with the post and engagement information associated with a plurality of posts previously posted on the platform, wherein the engagement information includes previous scores for properties in the plurality of posts previously posted, and wherein the previous scores have been generated using the post analyzer neural network;

generating, using an engagement analyzer, an estimated success level for the post until the estimated success level is greater than a preconfigured level threshold by:

plotting a score in the matrix that corresponds to a property in the plurality of properties associated with the post and the previous scores for the property from the properties in the plurality of posts previously posted, wherein the score in the matrix is generated using the post analyzer neural network;

performing a proximity analysis between the score in the matrix associated with the post and the previous scores for the property in the plurality of posts previously posted;

selecting one or more scores from the previous scores based on the proximity analysis, wherein a score difference between the score in the matrix associated with the post and the previous scores for the property in the plurality of posts previously posted is below a configurable threshold;

selecting one or more posts from the plurality of posts previously posted based on the one or more scores; and

generating the estimated success level based further on the one or more posts; and

once the estimated success level is greater than the preconfigured level threshold, modifying using a pattern recognizer, at least one property in the plurality of properties of the post, wherein the post with the modified at least one property has an increased success level than the estimated success level of the post posted on the platform.

11. The method of claim 10, further comprising:

causing the post to be replaced with the modified post on the platform; and

determining an estimated success level for the modified post.

12. The method of claim 10, wherein the matrix includes a score associated with an amount property of the post, wherein the score is generated by passing the amount property through an amount neural network in the post analyzer neural network.

13. The method of claim 10, wherein the engagement information includes the engagement activity data for the plurality of posts previously posted and previous scores for the plurality of properties in the plurality of posts.

14. The method of claim 13, further comprising:

identifying first posts in the plurality of posts previously posted where a difference between the first score and the previous scores for the at least one image property of the posts in the plurality of posts previously posted is below a first configurable threshold;

identifying second posts in the plurality of posts previously posted where a difference between the second score and the previous scores for the at least one text property of the posts in the plurality of posts previously posted is below a second configurable threshold; and

determining, using the engagement information, success levels of the first posts and the second posts;

wherein the estimated success level for the post is generated based further on the success levels of the first posts and second posts.

15. The method of claim 14, further comprising:

assigning a first weight to a first success level in the success levels and a second weight to a second success level in the second success levels; and

wherein generating the estimated success level for the post is based on the first weight of the first success level and the second weight to the second success level.

16. The method of claim 10, further comprising:

generating a second matrix that includes second scores for a plurality of properties of the modified post;

receiving, using the engagement analyzer, a second engagement activity data associated with the modified post;

generating, a second estimated success level for the modified post using the second matrix, the second engagement activity data, and the engagement information associated with the plurality of posts; and

based on the second estimated success level, modifying, using the pattern recognizer, at least one property in the plurality of properties of the modified post.

17. A non-transitory machine-readable medium having stored thereon machine-readable instructions executable to cause a machine to perform operations comprising:

receiving a post posted to an electronic platform;

generating, using a post analyzer neural network that includes an image neural network and a textual neural network,, a matrix that includes scores associated with a plurality of properties associated with the post; wherein the post includes at least one image property and at least one text property and a first score from the scores is generated by passing the at least one image property through the image neural network and a second score from the scores is generated by passing the at least one text property through the textual neural network;

receiving engagement activity data associated with the post and engagement information associated with a plurality of posts previously posted on the electronic platform, wherein the engagement information includes previous scores for the plurality of posts previously posted, and wherein the previous scores have been generated using the post analyzer neural network;

generating, using an engagement analyzer, an estimated success level for the post, wherein the engagement analyzer performs operations comprising:

plotting a score in the matrix that corresponds to a property in the plurality of properties for the post and the previous scores for the property in

the plurality of posts previously posted, wherein the score in the matrix is generated using the post analyzer neural network;

performing a proximity analysis between the score in the matrix associated with the post and the previous scores for the plurality of posts previously posted;

selecting one or more scores from the previous scores based on the proximity analysis, wherein a score difference between the score in the matrix associated with the post and the previous scores for the plurality of posts previously posted is below a configurable threshold;

selecting one or more posts from the plurality of posts previously posted based on the one or more scores; and

generating the estimated success level based further on the one or more posts; and

based on the estimated success level modifying, using a pattern recognizer, at least one property in the plurality of properties of the post, wherein the post with the modified at least one property has an increased success level than the estimated success level of the post posted on the electronic platform.

18. The non-transitory machine-readable medium of claim 17, wherein the at least one property is an amount property, the at least one image property, the at least one text property, or an audio property.

19. The non-transitory machine-readable medium of claim 17, wherein the operations further comprise:

determining a second estimated success level for the modified post; and

modifying, using a pattern recognizer, an image property of the plurality of properties of the modified post.