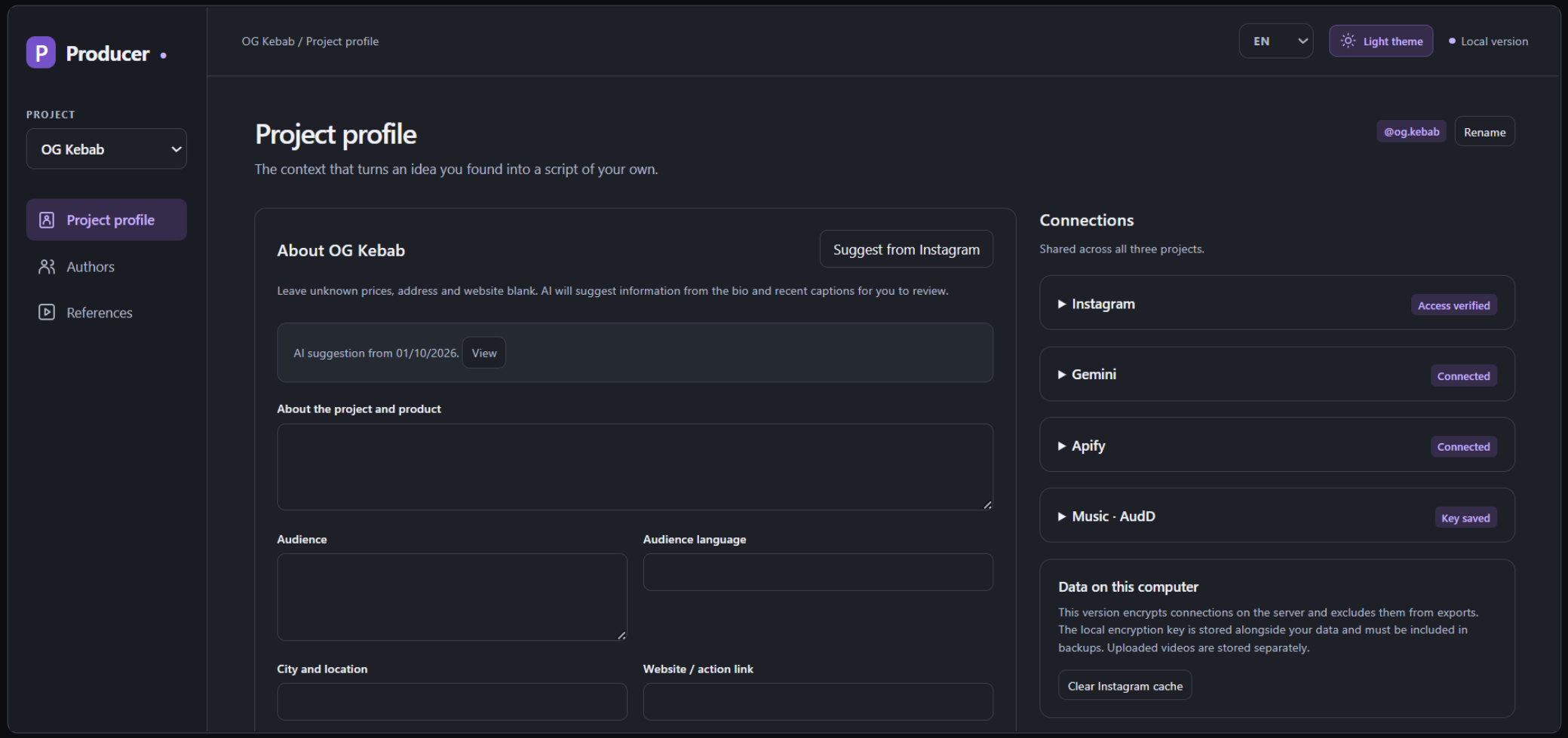
Reels Producer

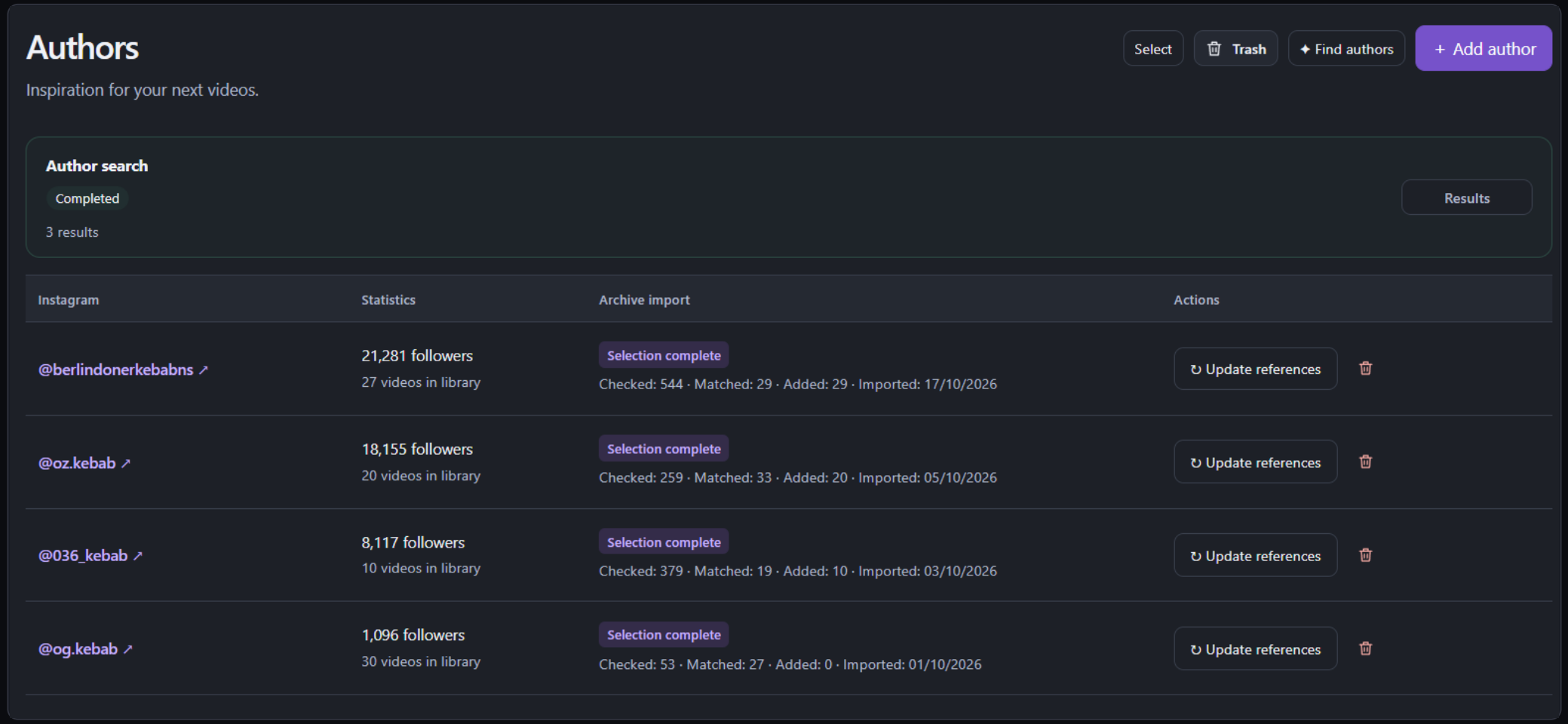
Find relevant Instagram ideas. Understand their creative approach. Turn a selected reference into a script for your brand.



One project profile keeps the product, audience, tone and filming preferences connected.

Keep creators and references connected.

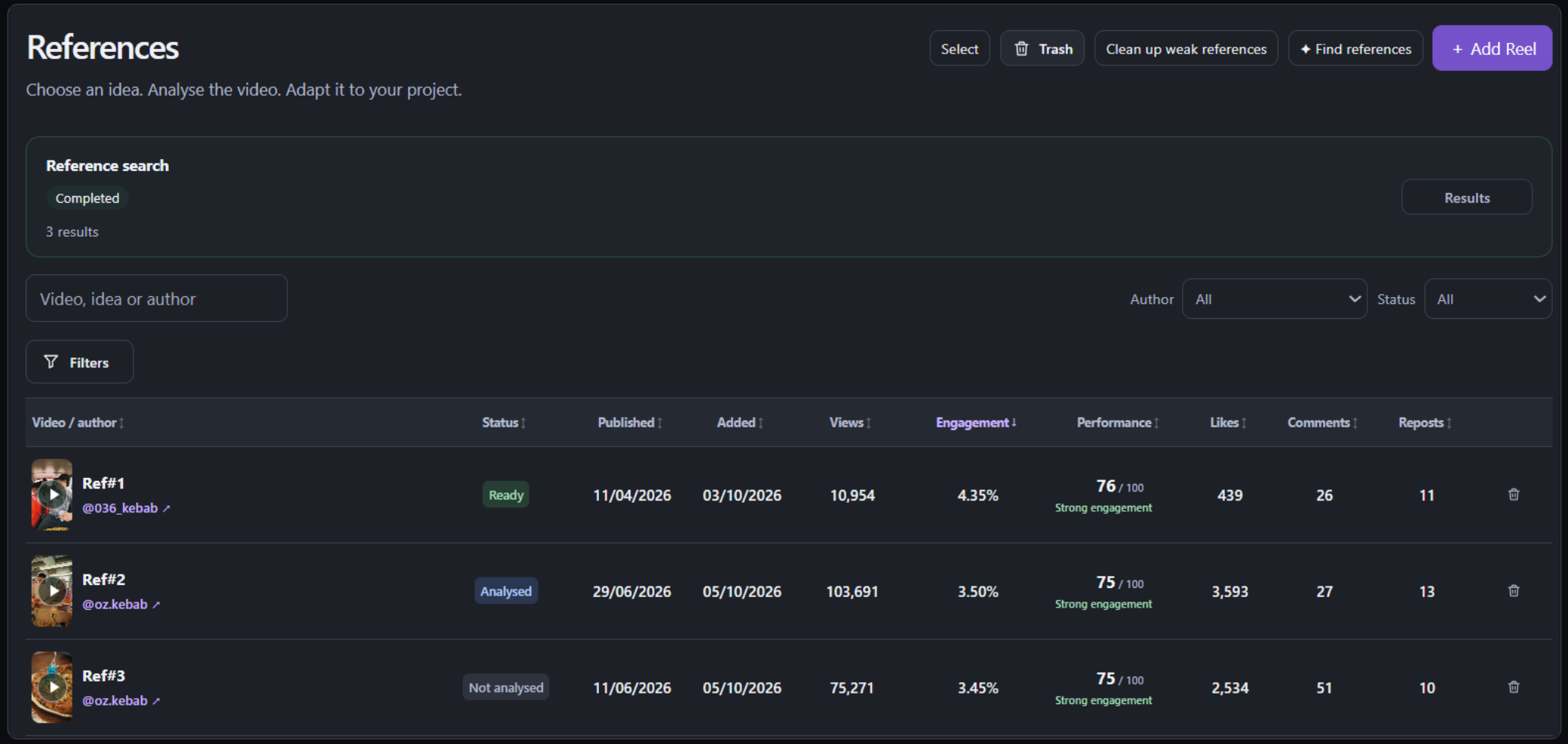
Add an author by username or save a single Reel by URL. Collect publications by period, volume and available metrics, then search and sort the library.



Search, filter and sort references; keep account context, available statistics and collection progress together.

A reference library ready for creative work.

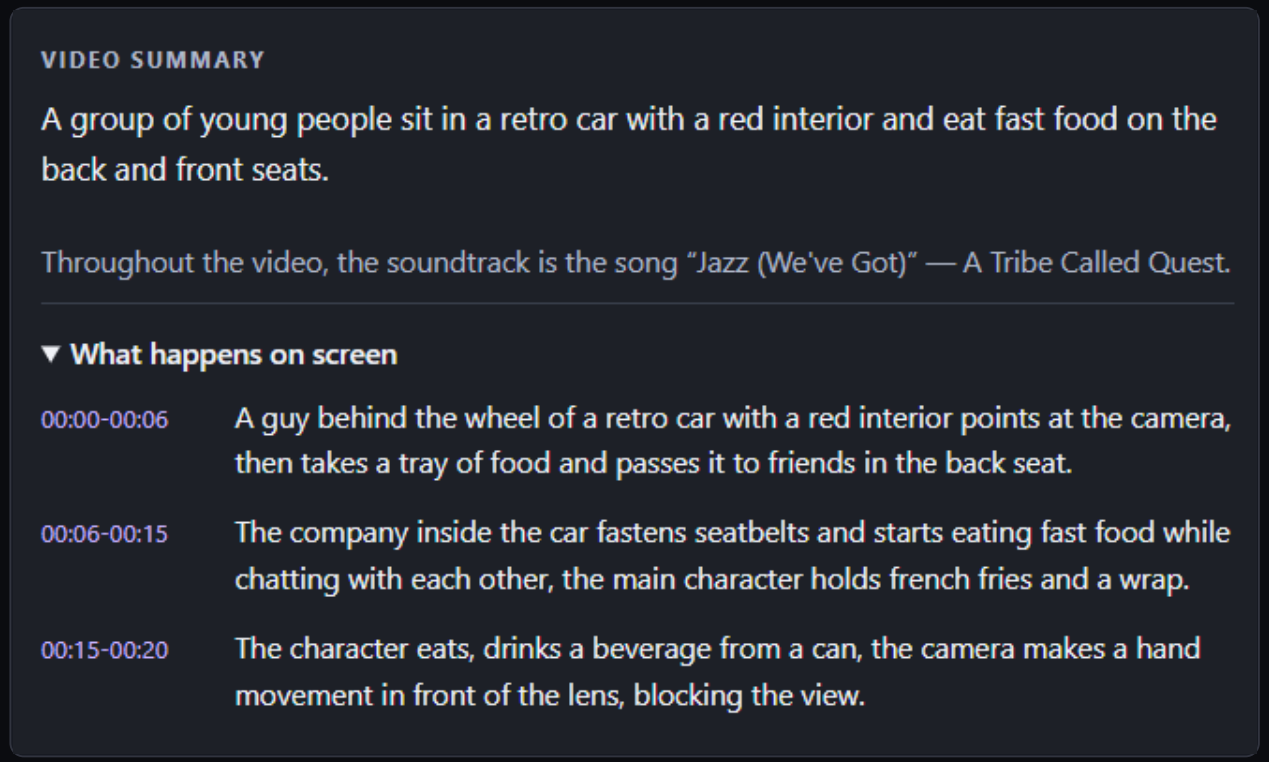
Search by video, idea or author. Filter by author and status, then compare views, engagement and reactions before choosing what to analyse.



Keep each reference, its metrics and its preparation status together - from initial review to a ready script.

Understand the story inside the video.

A structured AI breakdown turns a reference into material a writer or creative team can work with.



Scene-by-scene notes from the original video.

Read the whole scene

Review actions, timing, visible text, structure and expressive choices - including videos without speech.

Work across languages

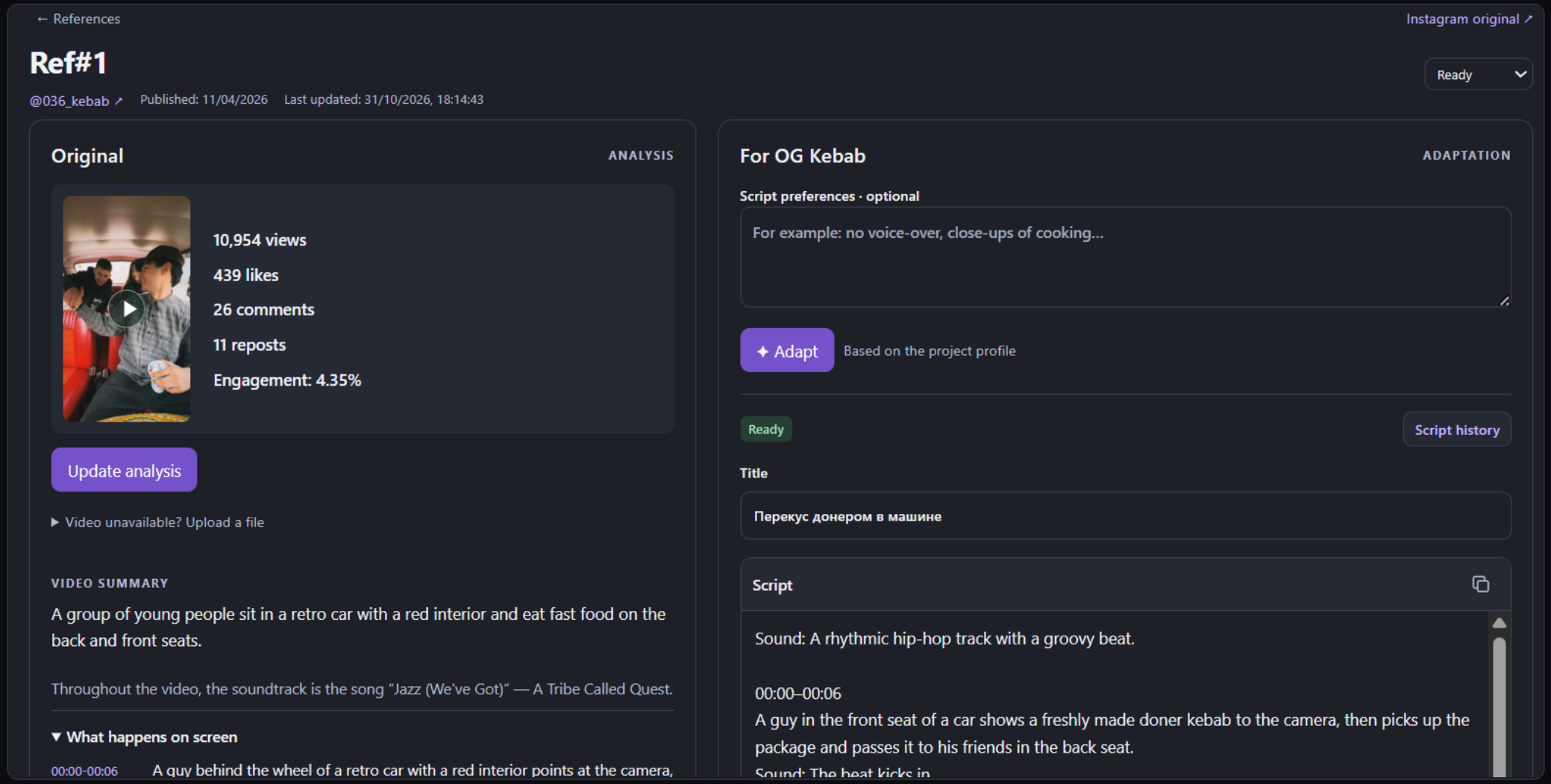
Speech and explanations can be translated into Russian. Unclear fragments are marked explicitly.

Find a useful creative device

Look for the opening, editing rhythm, humour or product presentation. Possible reasons for popularity remain interpretations.

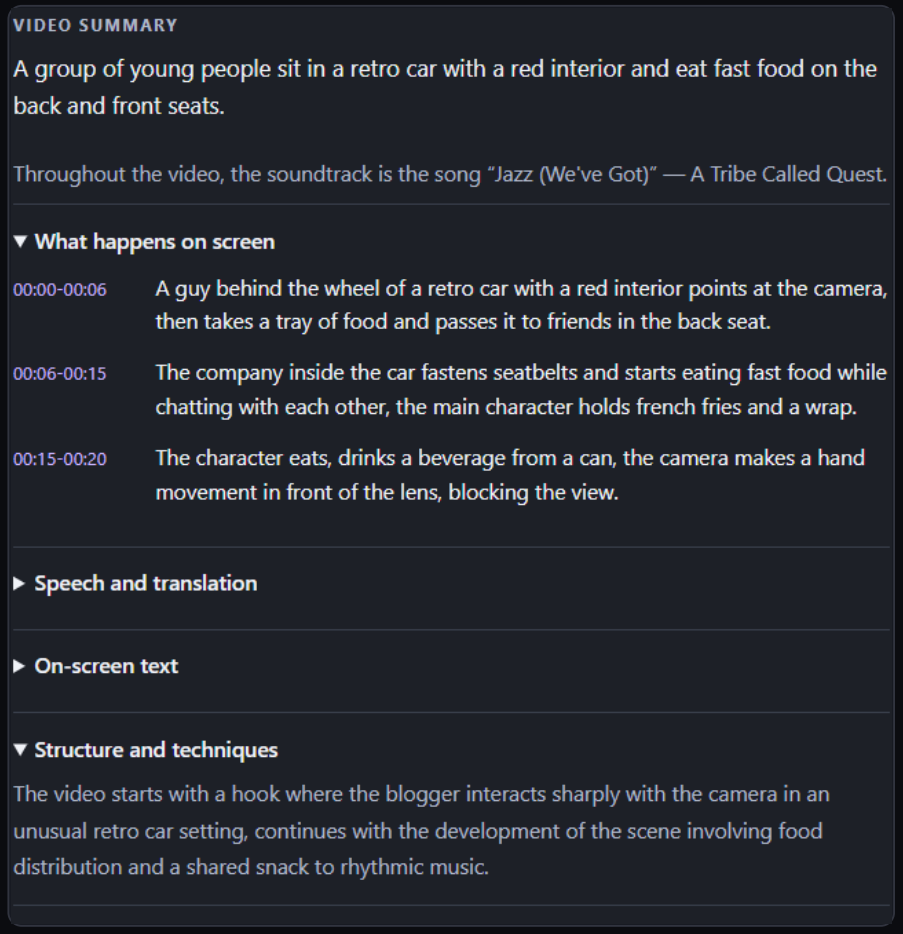
Bring the reference into the brand's world.

Preview the original with playback controls, then use its analysis and the project profile together. Add preferences for the brand-specific adaptation.



A script your team can make its own.

Move from a reference breakdown to a sequence of shots, actions, dialogue or captions. Refine the draft and preserve earlier versions.



Observed scenes and creative structure.



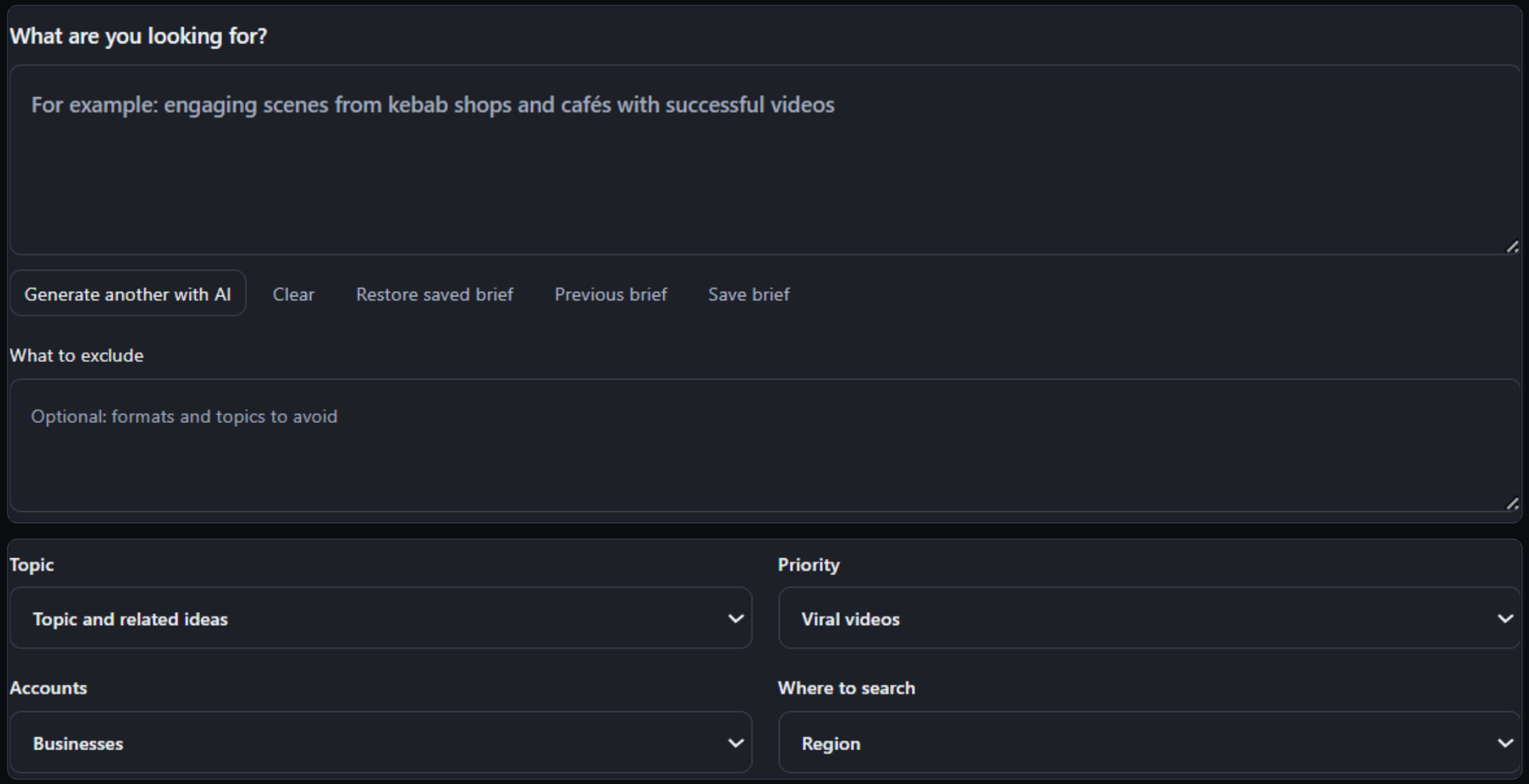
Keep the creative decisions editable

Adjust the scene order, words and practical details before filming. Saved versions make previous directions available for review.

The reference, analysis and script remain connected.

Turn a content need into a search brief.

Write the task yourself, ask AI for a starting point, then edit the wording and exclusions before running the search.



Compare the videos, then choose the idea.

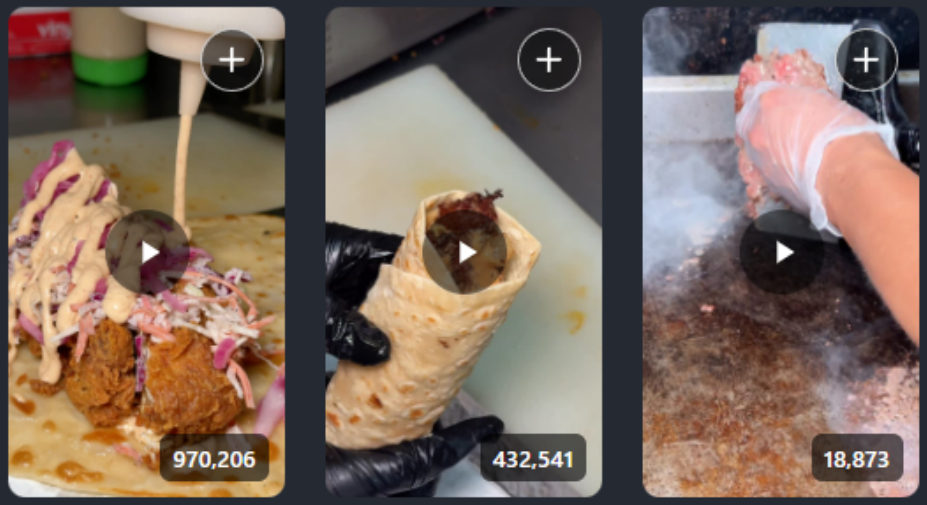
Review available metrics and up to 15 posts per author. Save individual videos without importing the whole account.

3 authors Sort by Recommended

@khokhaeats ↗
Khokha - Fast Casual Restaurant (Halal)

17,988 followers · 846 posts

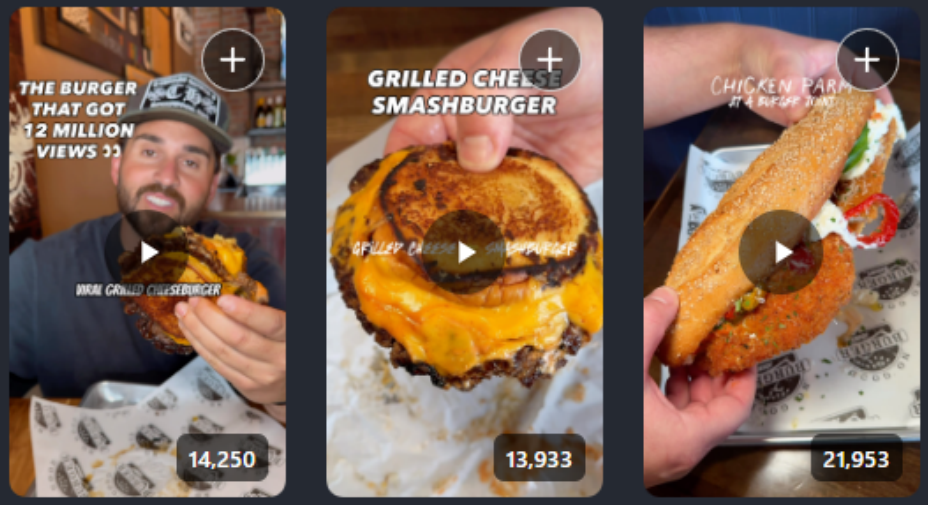
Performance	Relevance	Ideas and style	Overall
41 /100	90 /100	85 /100	76 /100



@nogoodburgerjointny ↗
No Good Burger Joint

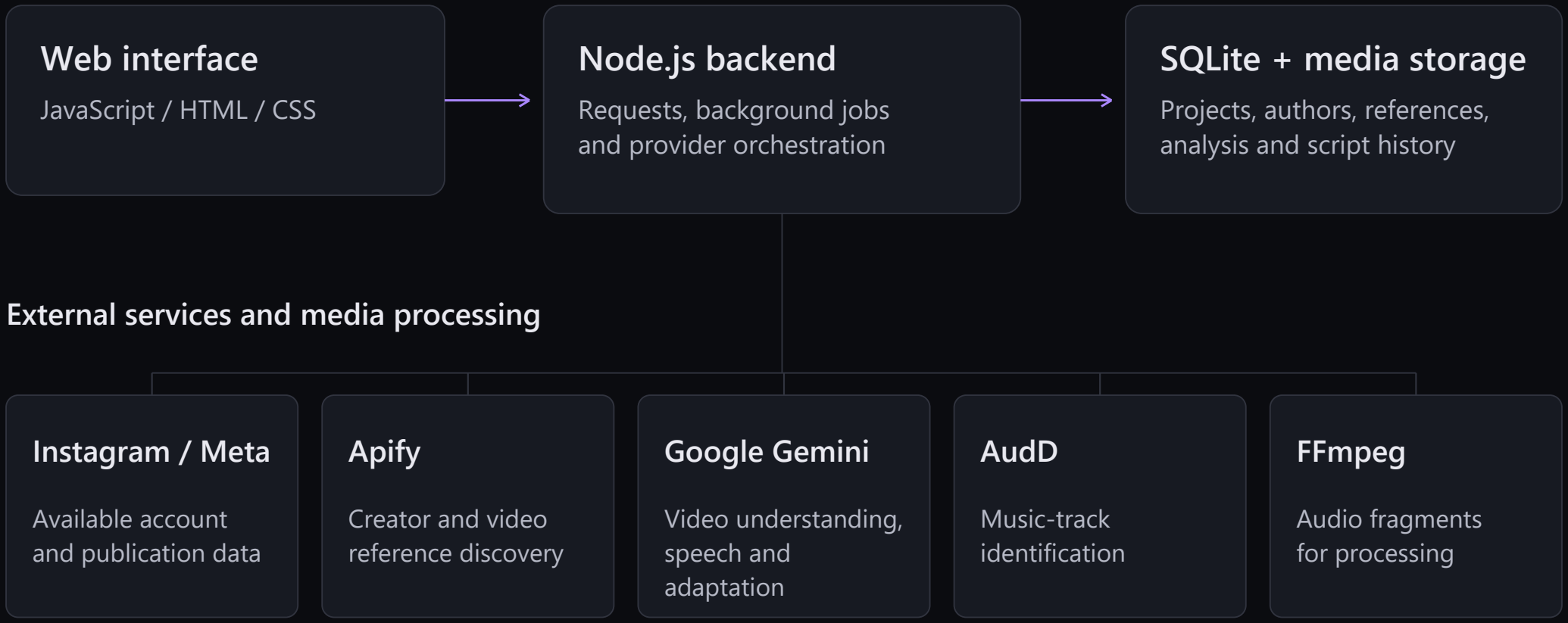
57,298 followers · 1,290 posts

Performance	Relevance	Ideas and style	Overall
41 /100	80 /100	85 /100	68 /100



A JavaScript product, end to end.

A focused Node.js backend connects discovery, multimodal AI and persistent project data. HTML and CSS power the interface.



AI-assisted development and code review with Codex. SQLite data and media files are stored separately.

Long tasks run in the background.

Search state and results survive a page refresh. People can move between sections while longer operations continue.

Start the task
A defined brief

→

Persist progress
State and results

→

Keep working
Move between views

→

Return to results
Continue the review

Control paid operations

Expense controls and safeguards against repeated launches handle ambiguous failures without blindly repeating paid work.

Keep playback responsive

Streaming supports seeking before the full download completes. Volume controls and cached media make repeat viewing easier.

Keep work recoverable

Bulk actions and recoverable trash keep each project's library manageable. Track materials through Unreviewed, Analysed, In progress and Ready.

Keep credentials on the server

Connection keys are stored encrypted on the server and are not returned to the browser. Public material excludes private prompts and search parameters.

A more connected way to prepare content.

For social media specialists, writers and brands: less repetitive preparation, with references and decisions kept together.

The work that becomes easier

Scattered reference links	→	**A searchable project library**
Repeated brand explanations	→	**A reusable project profile**
Analysis in separate notes	→	**Context beside the original video**
Drafts in disconnected files	→	**Editable scripts and version history**

AI handles the first pass. People choose the idea, develop the creative direction and decide what is ready to film.

Source availability limits video and metrics. Time savings and commercial impact need measurement in regular use.

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