

Solution Sheet

Crisis Management

In today's lightning-fast digital landscape, brands have less control than ever when it comes to brand reputation. Crises can spread and escalate rapidly to national news, potentially eroding your company's reputation and even its valuation. At the same time, nearly three-quarters of communications professionals say they are not ready to respond to an unexpected crisis and over 40 percent say they face 1-5 crises per year¹.

From activist shareholders to competitors, political movements to bad actors pushing disinformation, brands face a host of threats on any given day, leading most to surmise that it's not a matter of "if" but clearly "when" the next crisis will occur.

Signal Labs puts enterprises in a proactive position to manage today's chaotic media environment. When it comes to a crisis, stale data simply won't do. Signal Labs delivers true real-time data—synthesized and enriched—so you can act quickly and avoid catastrophic damage to your brand.

Challenges / What Happens During a Crisis

Signal Labs helps companies gain control over unexpected crises in the following ways:

Monitor & Alert

Set up and look for baseline deviations, risk factors and escalation paths. Conduct research on relevant topics.

Get alerts on specific keywords, authors, competitors or topics that are blowing up.

Analyze

Conduct analysis including severity, story anatomy, influencer maps and historics.

Thoroughly understand key terms, players, media outlets and channels to inform your response.

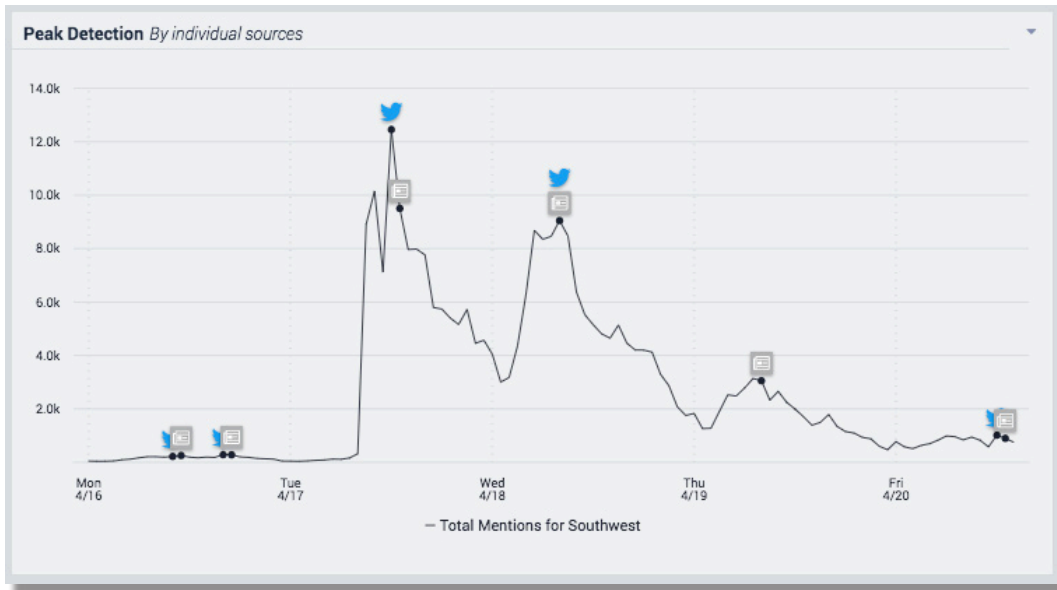
Response & Reporting

Get everyone on the same page with before and after metrics, executive response analysis, brand reputation scores and more.

¹ Signal Labs/PRWeek Brand Reputation Survey, 2018

Get Ahead of Unknown Rising Threats

While most brands have a good idea of known threats such as competitors or activist shareholders, the media terrain gets more challenging when unknown entities — be it bad actors pushing fake news, politicians attacking sourcing practices, environmental disasters or other unplanned events — attack an unprepared brand. Signal puts you in a proactive position with actionable data to inform your response, know your influencers and plot the best communications channel.



Identify unusual conversations with automatic event summaries

Act Fast with Signal Labs AI-fueled Analytics

With 2.5 quintillion bytes of data created each day, it's impossible to spot crises with the naked eye. Signal relies on AI and machine learning to rapidly analyze massive volumes of data so you can monitor, filter and analyze all relevant news activity and respond quickly. You dictate the narrative, fully informed and with confidence.

Real-time Metrics for a Real-time News Cycle

The fastest media analytics solution on the market, Signal provides up-to-the-minute data that's already enriched and synthesized so you can act rapidly to breaking news and trends.

Know if your Brand is Attacked by Bad Actors

Disinformation is not relegated to politics. When crises spring up, brands must see if bad actors are attacking them and filter human from suspicious voices to more accurately assess the situation and severity.

Know Baseline Deviations

It's important to know an ordinary day versus an extraordinary news day. With Signal, you can customize your view to look at an average day in history and instantly compare it to a potential crisis.

Report to Key Business Stakeholders

Present executive-level reports with notes and recommendations, highlighting metrics that matter most and create "what-if" scenarios to investigate outcomes based on different response strategies.

Stay on the Alert

Establish an early warning system that advises of trouble on the horizon. Generate proactive notifications and alerts when negative terms, activity or sentiment is detected.

Track Public Sentiment as It Unfolds

Leverage advanced sentiment analysis to measure public sentiment about your brand as a crisis unfolds. Change tactics as needed based on sentiment fluctuation.



Receive alerts when suspicious activity increases around your brand

Pinpoint the Source of Your Crisis

Isolate the source of your crisis and know how the story syndicates and escalates through social, digital and national media channels. Identify which influencers are amplifying the crisis.

Create a Post-crisis Plan

Plan your post-crisis messaging and develop benchmarks and lessons learned to recalibrate for the future.

"There are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns- the ones we don't know we don't know...if one looks throughout the history of our country...it is the latter category that tend to be the difficult ones."


- Donald Rumsfeld



About Signal Labs

Signal Labs is the world's leading media analytics company. With unparalleled expertise in big data, machine learning and media measurement, Signal empowers communications teams to confidently navigate an unpredictable and fast-moving digital media landscape. Today, the Signal platform protects Fortune 1000 brands and executive reputations from digital threats, malicious disinformation attacks and fake news. Headquartered in San Francisco with offices in New York City and Washington, D.C., Signal serves customers around the world including IBM, NVIDIA, Airbnb, Citrix, DTE Energy, The Sacramento Kings, Uber and FleishmanHillard.

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