

Product Brief

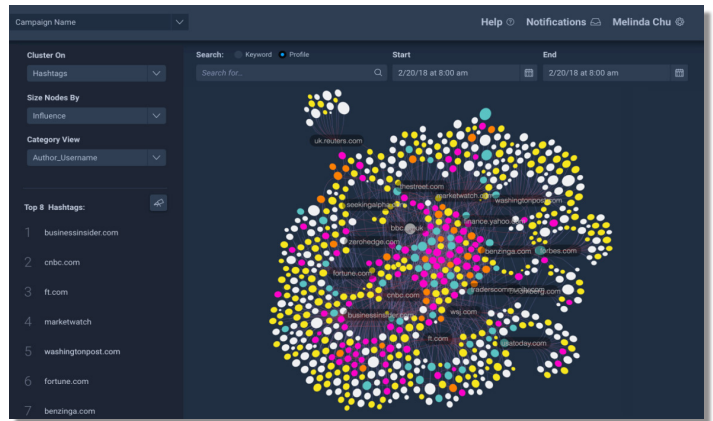
# Signal Influence Intelligence™

The digital media landscape has undergone a dramatic shift. Top enterprise brands are faced with an onslaught of disinformation, fake news and brand fraud brought on by bad actors. Fueled primarily by influence agents, these entities can impact corporate reputations, stock valuations, sales performance and employee recruitment. Signal Influence Intelligence helps companies identify malicious actors pushing false and vicious agendas. Now companies can filter media data to determine the reliability of a source and if bad actors are truly affecting their brand's reputation.

## Assess

### Recognize disinformation campaigns

Monitor and analyze conversations about your brand, executives and campaigns to discover signs of social media manipulation. Signal Influence Intelligence allows organizations to uncover the prevalent narratives in suspicious activity.



Identify suspicious networks and the topics being discussed

## Key Benefits

- ▶ Leverage analytics to monitor for signs of attack and abuse against your brand
- ▶ Differentiate between human and suspicious activity associated with your brand
- ▶ Understand the nature of links being shared across social media—and whether they are fake, hate, biased and more

## Identify

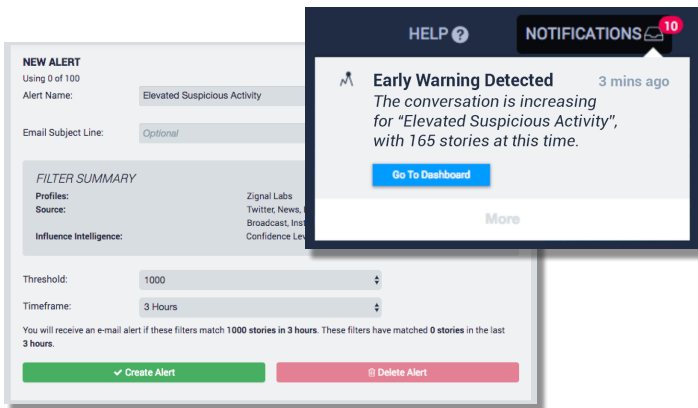
### Determine authentic conversations

Signal Influence Intelligence identifies suspicious actors affecting your organization's brand reputation. Filter out suspicious actors to get an untainted picture of your marketing efforts and understand conversations driven by real people – your customers, competitors, employees and stakeholders.

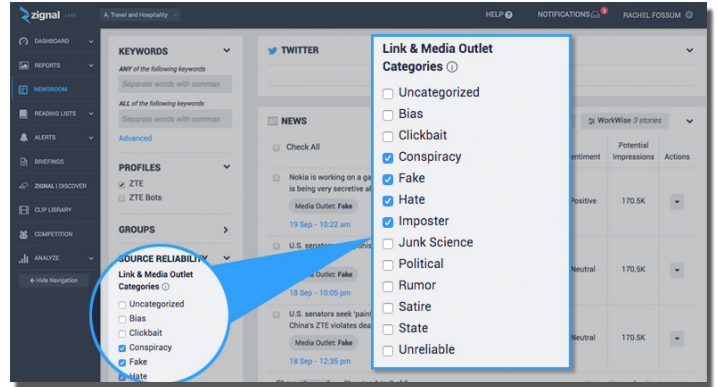
## Inform

### The data you need to act

One way to stop a potential attack is to understand the networks of previous attacks and be notified when those networks are active. Signal Influence Intelligence provides real-time alerting so users can anticipate and identify potential attacks – arming decision makers with the ability to prepare for risk and proactively respond.



Receive alerts when suspicious activity increase around your brand



Signal lets you sort shared links by category to instantly determine if fake, hate and other stories are being shared.

## Reveal

### Use Signal Influence Intelligence to:

- ▶ Better understand suspicious networks based on their interactions with stories, influencers and sites
- ▶ Focus on human interactions to create more targeted messaging
- ▶ Get alerted whenever suspicious actors mention your brand
- ▶ Sort media links being shared by category-be it Fake, Hate, Political or other

## Signal Labs is trusted by the Fortune 1000



Signal Labs is the world's leading media analytics company. With unparalleled expertise in big data, machine learning and media measurement, Signal empowers communications and marketing teams to build trust and credibility in their brands. Insights from the Signal platform help the Fortune 1000 measure the impact of their earned media programs, mitigate reputational risks and inform strategic decision-making. Headquartered in San Francisco with offices in New York City, and Washington DC, Signal serves customers around the world including IBM, NVIDIA, Airbnb, Citrix, DTE Energy, The Sacramento Kings, Uber and FleishmanHillard.



To learn more, visit: [www.zignallabs.com](http://www.zignallabs.com)

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