

Product Brief

# Signal Influence Intelligence™

Brands rely heavily on social media monitoring to manage crises, get competitive intelligence and understand market trends impacting their company. But, most companies don't realize automated accounts play a critical role in social media conversations due to their ability to sway and influence popular opinion and spread disinformation. Companies must now employ additional metrics to understand the role automated accounts play in the narratives surrounding their brand to better-inform communications strategies, make smarter paid media decisions and mitigate reputation risk.

## Inform

### Create Targeted Communications

Signal Influence Intelligence digs below surface metrics to uncover the amount of automation involved in a conversation, a crucial component of influence operations - or activities that are coordinated to sway public opinion. Now you can separate human from automated voices to inform outreach strategy.



*Identify suspicious networks and the topics being discussed*

## Key Benefits

- ▶ Differentiate between human and automated account activity associated with your brand
- ▶ Understand the nature of links being shared across social media—and whether they are fake, hate, biased and more

## Save

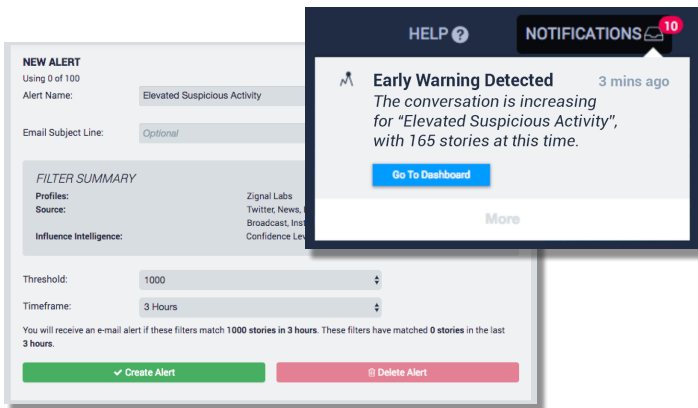
### Make Better Paid Decisions

Signal Influence Intelligence lets you separate automated accounts and apply filters to any metric (sentiment, mentions, top authors, etc.) to see how automated accounts are impacting your brand reputation. Once those accounts are identified, you can export them for greater ROI in your ad spending.

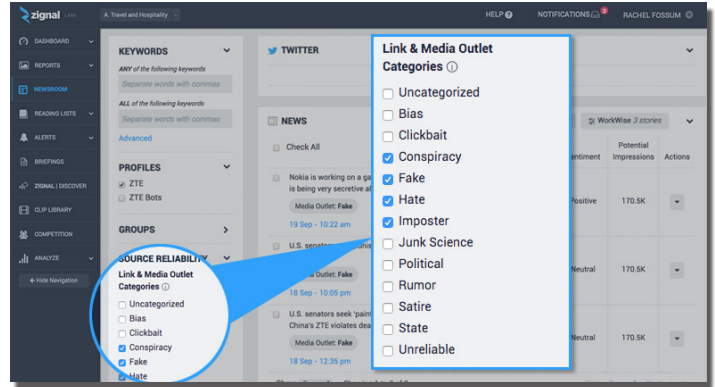
## Mitigate

### Reduce Reputational Risk

Zignal Influence Intelligence helps brands map media conversations to identify automated accounts and influence events. Real-time alerting allows users to anticipate and identify potential disinformation attacks while ad hoc research capabilities let you see how much automation is involved in any social media conversation.



Receive alerts when suspicious activity increase around your brand



Zignal lets you instantly determine if fake, hate and other stories are being shared.

## Dissect

Use Zignal Influence Intelligence to:

- ▶ Focus on human interactions to create more targeted messaging
- ▶ Sort media links being shared by category-be it Fake, Hate, Political or other
- ▶ Back out automated accounts from your crisis outreach plan to yield greater impact
- ▶ Understand the anatomy of a story and the role artificial voices play in its virality

## Zignal Labs is trusted by the Fortune 1000



Zignal Labs is the world's leading media analytics company. With unparalleled expertise in big data, machine learning and media measurement, Zignal empowers communications and marketing teams to build trust and credibility in their brands. Insights from the Zignal 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, Zignal 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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