

Product Brief

Signal Bot Intelligence™

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

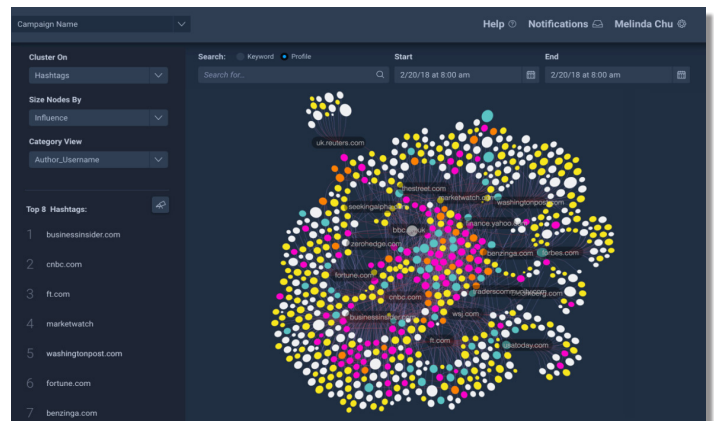
Assess

Recognize disinformation campaigns

Monitor and analyze conversations about your brand, executives and campaigns to discover signs of social media manipulation. Signal Bot Intelligence allows organizations to uncover the narratives and understand the prevalence and influence of bot activity.

Key Benefits

- ▶ Leverage analytics to monitor for signs of attack and abuse against your brand
- ▶ Differentiate between human and bot activity associated with your brand
- ▶ Track social media botnets to learn behavior over time, mitigate risk and reduce reaction time



Identify bot networks and the topics being discussed

Identify

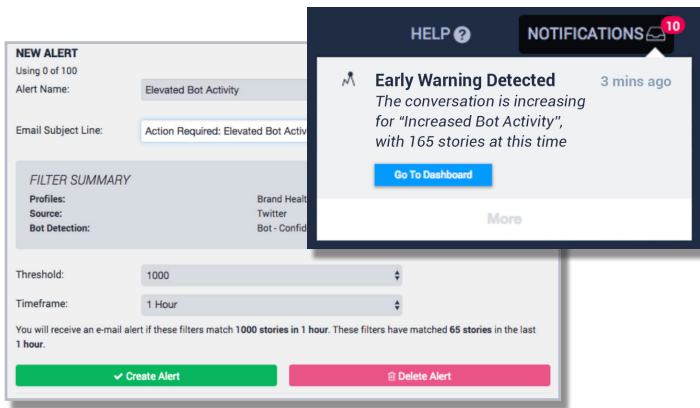
Determine authentic conversations

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

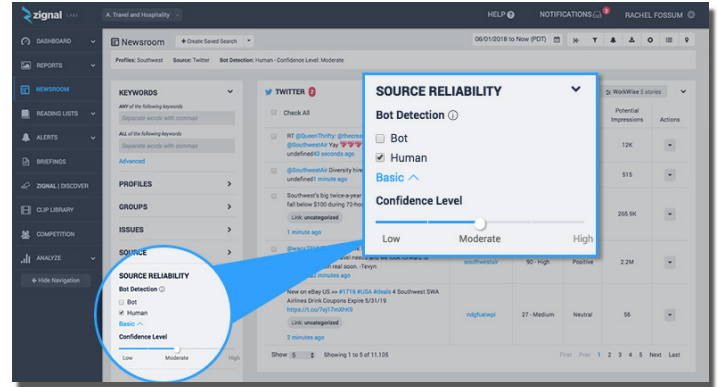
Inform

The data you need to act

One way to stop a potential bot attack is to understand the networks of previous attacks and be notified when those networks are active. Signal Bot 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 bot activity increases around your brand



Analyze data created and shared only by real people

Reveal

Use Signal Bot Intelligence to:

- ▶ Better understand bot networks based on their interactions with stories, influencers and sites
- ▶ Focus on human interactions to create more targeted messaging
- ▶ Get alerted whenever bots mention your brand
- ▶ Filter bot-generated conversations to determine the true sentiment of your organization
- ▶ Measure how bots influence conversations

Signal Labs is trusted by the Fortune 1000



Signal Labs is reinventing how companies use media data to measure the brand and business impact of their communications. Through real-time and predictive analysis of the full-media spectrum, Signal's centralized platform empowers corporate communications, marketing and executive teams to build and protect brand reputation, inform strategy and take action. 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.

