Product Brief

Zignal 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

Zignal 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.
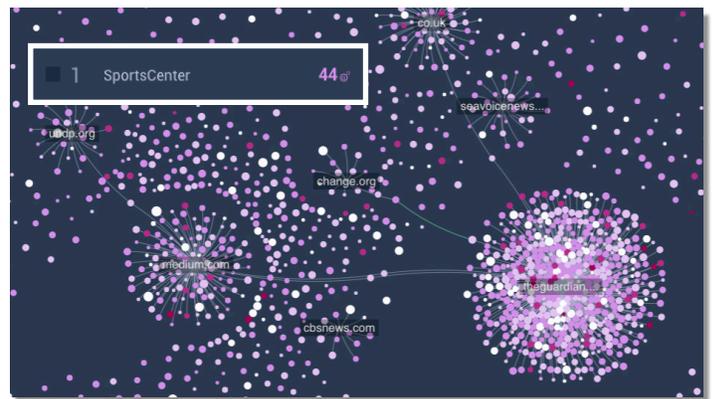
Determine the level of automation for social media conversations

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
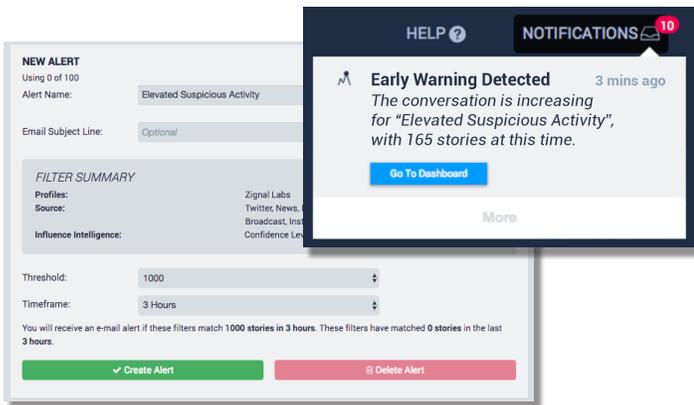- ▶ Make better ad spending decisions

Save

Make Better Paid Decisions

Zignal 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.
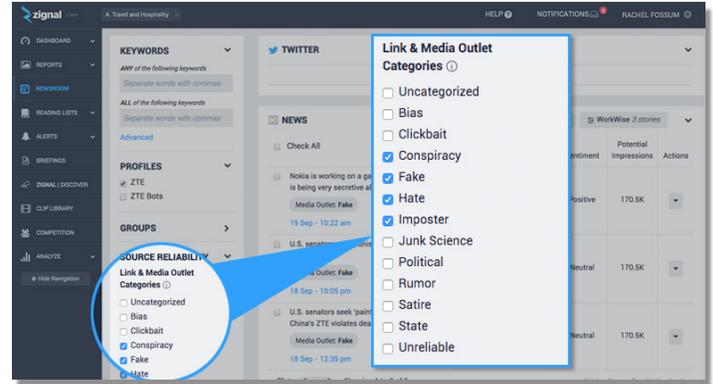
Mitigate

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.

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

Receive alerts when suspicious activity increases around your brand, executives, competitors and more

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

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Zignal Labs is the world's leading media analytics company, helping companies build and protect their most valuable asset: their brand. With unparalleled data veracity, speed to surface insights and a holistic view of the traditional and new media landscape, Zignal empowers the most innovative communications and marketing teams across the Fortune 1000 to measure the conversation around their brands in real-time, rapidly identify and mitigate reputational risks and inform strategic decision-making to achieve mission-critical business outcomes. Headquartered in San Francisco, Zignal serves customers around the world, including Expedia, GoPro, DaVita, Under Armour and Prudential.

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