

## Services Brief

# Signal Labs Strategy & Insights

The Signal platform solves many challenges faced by today's brands. With real-time insight into the broad media ecosystem, it enables sentiment analysis, influencer identification, early warning for potential crisis scenarios and more. Yet, brands want to extract more value from their data and uncover deeper insights to inform communications strategy. Signal Strategy & Insights is a team of experts skilled in doing just that. From customer-specific analytics programs to deep-dive research on a wide range of topics, disinformation analysis to positive amplification of brand narratives, we help brands devise tailored strategies and repeatable playbooks to tackle today's complex media challenges.

## Measure

### Manage, measure and protect your brand

We provide real-time views into the brand narrative or deep historical story analysis so brands can move quickly toward action. We look at your overall business and communication goals through the lens of audience, influencer, channel, competition and market to define business impact, understand ROI and uncover opportunities that extend the brand's message to create deeper engagement.

## Key Benefits

- ▶ Increase ROI through better strategy
- ▶ Mitigate risk through deep analytics on threats and disinformation that may impact reputation
- ▶ Amplify your message to effectively move content in powerful ways



*Strategy & Insights creates deep-dive research reports and bespoke strategy recommendations*

## Protect

### Mitigate risk and protect your brand

Uncover areas of potential risk for a brand and add a level of sophistication to platform alerting for greater crisis preparedness. We blend human effort with powerful Signal technology so brands get ahead of issues before they develop into large news cycles, engage with relevant influencers and shape the narrative further upstream.

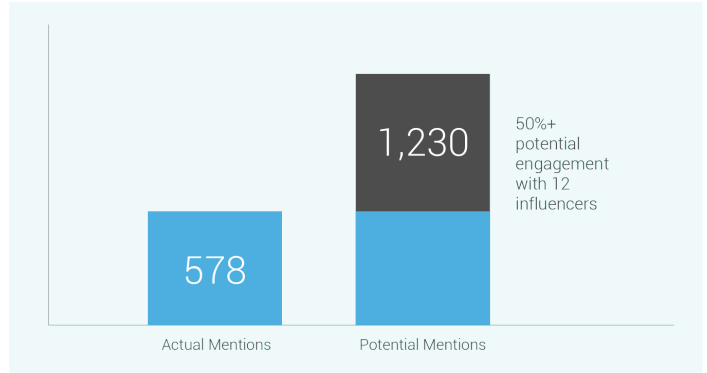
## Analyze

### Extend and promote your messages

Strategy & Insights helps you develop strategies to effectively navigate and move content in powerful ways to analyze missed opportunities, graph influencers and keywords and devise potent brand-building methods. We help brands understand and protect against the spread of disinformation while suggesting methods to proactively amplify brand messages and deepen human engagement.

Top Influencer Ratings					
Name	Twitter Handle	Score	Name	Twitter Handle	Score
Post Malone	<a href="#">@PostMalone</a>	95	Kanye West	<a href="#">@KanyeWest</a>	97
Young Thug	<a href="#">@YoungThug</a>	90	Lil Pump	<a href="#">@LilPump</a>	95
Lil Pump	<a href="#">@LilPump</a>	95	Kodak Black	<a href="#">@KodakBlack</a>	90
Kodak Black	<a href="#">@KodakBlack</a>	90	J Cole	<a href="#">@JcoleNC</a>	92
LilBaby	<a href="#">@LilBaby4PF</a>	80	Kid Cudi	<a href="#">@KidCudi</a>	86

Services include influencer identification and communications recommendations



The team can recommend key terms and outreach strategies to build brand awareness

## Engage

### Use Strategy & Insights to:

- ▶ Identify influencers and measure spokespeople
- ▶ Deeply understand the competitive landscape and positively promote your brand for differentiation
- ▶ Better manage crisis and promote positive messages to outweigh the bad
- ▶ Understand topics and issues to weigh in with authority and facts
- ▶ Identify where topics are being discussed and ways brands can insert themselves

## Signal Labs is trusted by the Fortune 1000



Signal 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, Signal 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, Signal serves customers around the world, including Expedia, GoPro, DaVita, Under Armour and Prudential.



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

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