

First and foremost, I want to thank you for continuing to be a loyal Zignal Labs customer. The recent events around the global COVID-19 pandemic (novel coronavirus) have disrupted every aspect of our lives, including the lives of our customers, employees, and partners. It will continue to be a major factor in the coming months.

This is felt even more acutely for each of us in our roles as communicators, marketers, analysts and risk managers as we guide our organizations through this crisis, ensuring responses are grounded in speed and accuracy, and built on trust.

I know you, and many of your colleagues, have been working around the clock to respond to this unprecedented, rapidly evolving situation - not only the pandemic, but the associated [infodemic](#), as the World Health Organization has called it. We thank you for your work.

I'd like to share how Zignal Labs is leaning in to support you and ensure you are armed with the data you need to make informed decisions:

- Effective immediately, Zignal will be providing **complimentary** access to a dedicated COVID-19 dashboard for all customers. Please contact your Customer Success Manager who can provide you with login credentials.
- Zignal will also be providing a **complimentary** COVID-19 profile within your own organization's Zignal environment should you require more specific analysis and/or different views of the COVID-19 topic relative to your business. Please contact your Customer Success Manager to set this up.
- We recently published in our Zignal Labs report an [analysis](#) of how COVID-19 is affecting the economy. We will continue to publish insights, best practices, and other trusted guidance through our email, [blogs](#), and thought leadership.

Lastly, a number of our customers have asked for a more robust effort to provide real-time insight on public health topics, and greater awareness of the misinformation/disinformation associated with COVID-19.

To address this we are announcing later this week an extension of our longstanding partnership with nonprofit [Public Good Projects \(PGP\)](#) to combine their expertise in public health with our AI-driven impact intelligence platform - a project we call RCAID which we will be publishing more details about shortly including a regular cadence of insights shared through a dedicated landing page.

RCAID is a real-time public health insights service, aimed at providing customized insight to help public and private sector organizations manage communications. It separates out the disinformation, providing deeper more business specific insight through a public health lens, and supports content development in adherence with CDC guidelines.

We are here to support you - and ready to roll up our sleeves and help. Please don't hesitate to reach out to your Customer Success Manager, to our Chief Customer Officer, Jennifer Granston or to me. We look forward to working closely with you and all our partners to address this urgent crisis.

Sincerely,

Adam Beagh

CEO & Co-Founder, Signal Labs