

# Product Brief

## Emerging Narratives

### Detect, Assess, Analyze and Act on Narrative-Borne Risk and Opportunities

With rapidly increasing complexity in online conversation, it has never been more important to know and act upon the narratives that could affect your organization before they're identified in mainstream media. But this is not possible with data on stories and mentions alone. Instead, enterprises need to understand the correlations and context behind the stories, mentions, influencers, and, if negative, the threat actors that are contributing to the narrative. They also need to be able to analyze sentiment and filter by sources and real-time momentum. All of this is key to their ability to take the best course of action. And without an automated solution, the manual effort necessary can be overwhelming.

### Solution Overview

Zignal Emerging Narratives displays the top narratives that will likely affect your organization in near-real time, even before the narrative has fully emerged. New stories, intensity, synthetic account use, and influencers of identified narratives are updated in seconds. Customers benefit from staying continually informed on all critical information about the narrative:

- ▶ How much **risk** the evolving narrative presents to their organization
- ▶ **Sources** and **real-time momentum**, i.e. volume of mentions, in descending order
- ▶ Comprehensive data on stories, mentions, news items, influencers, geolocation, and threat actors contributing to the narrative

Zignal Emerging Narratives is the only solution that combines real-time detection and analysis of the top narratives affecting individual brands so you can quickly catch and assess threats. Zignal is the industry's leading technology providing the sentiment, sources, and key actors propagating a narrative. Zignal technology combines contextually-related stories, deriving the overarching themes that comprise the narrative. Customers can then leverage contextual information from Zignal Emerging Narratives in combination with other Zignal product functions including: interaction graphs, automated insights, profile building, and more. Customers can also manually define a narrative that they would like to track.

### Key Benefits

#### ▶ Reduce Time to Intelligence:

Identifying emerging narratives – rather than just stories or mentions – enables users to act immediately instead of having to manually parse through stories.

#### ▶ Mitigate Risk

Emerging Narratives removes the burden of predicting potential risks and opportunities, allowing users to more effectively assess hidden risk narratives by seeing their potential impact, nature, and source.

#### ▶ Prioritize:

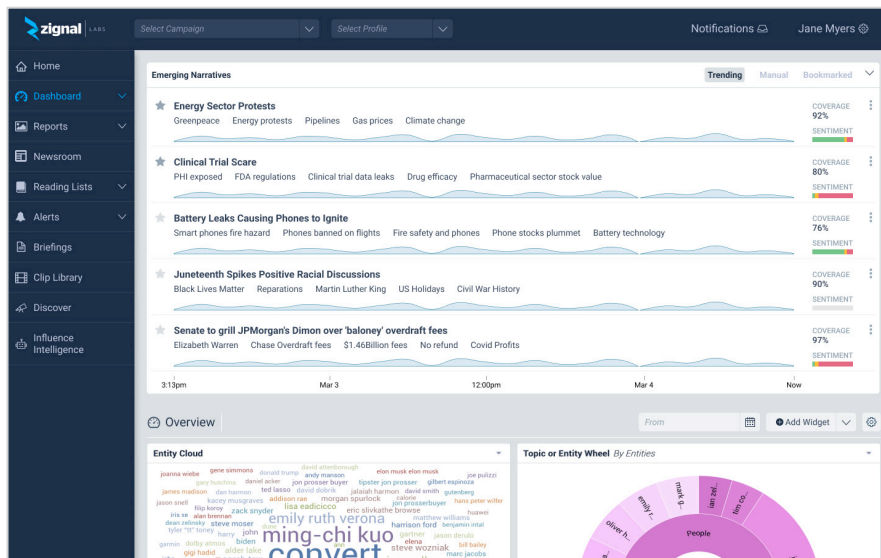
By displaying the top emerging narratives based on the customer profile at the top of the Zignal Enterprise dashboard and continually sorting them based on real-time momentum, Emerging Narratives enables customers to identify the narratives with the most potential positive or negative impact.

#### ▶ Take Action:

Zignal enables customers to act quickly and seamlessly through significant integrations with their security infrastructure.

## Features and Capabilities

- ▶ **Combine real-time detection and analytics:** Users can detect the narratives that emerge from contextually-related stories in real time, and apply analytics to determine the level of threat or opportunity.
- ▶ **Sort narratives by momentum:** To determine whether a narrative is trending up or down, narratives are continually sorted by momentum, based on the number of recent stories.
- ▶ **View sentiment scores in context:** Emerging Narratives presents sentiment analysis and scores in the context of each customer's profile, enabling customers to determine whether, and how, their actions are influencing the narrative.
- ▶ **Filter narratives by source:** View a narrative in the context of World Map to evaluate its volume and sentiment in different regions across the globe.
- ▶ **Apply automation scores:** Emerging Narratives indicates if a conversation is automated – i.e. affected by the use of synthetic accounts, and applies a score based on the degree of automation.
- ▶ **Adjust risk evaluation as narratives evolve:** Nothing is static. Risk scores are continually adjusted as narratives evolve, so you can stay informed and make any necessary adjustments.
- ▶ **Leverage detailed analysis:** Detailed and holistic analysis of all relevant data provides an accurate, continuously updated risk profile of the narrative.
- ▶ **Harness the Signal Narrative Intelligence Cloud:** Customers can combine contextual information with other functionalities across the Signal Narrative Intelligence Cloud including: Influence intelligence graphs, automated insights, and profile building.



*With Signal Emerging Narratives, existing Signal Enterprise users now gain rapid insight into the trending narratives that can impact their organization.*

## Get Started

Signal Emerging Narratives provides instant intelligence on narratives affecting your business. Now is a great time to work with our team to start gaining actionable insights on narratives to meet the communications and risk management needs of your organization. [Reach out today.](#)