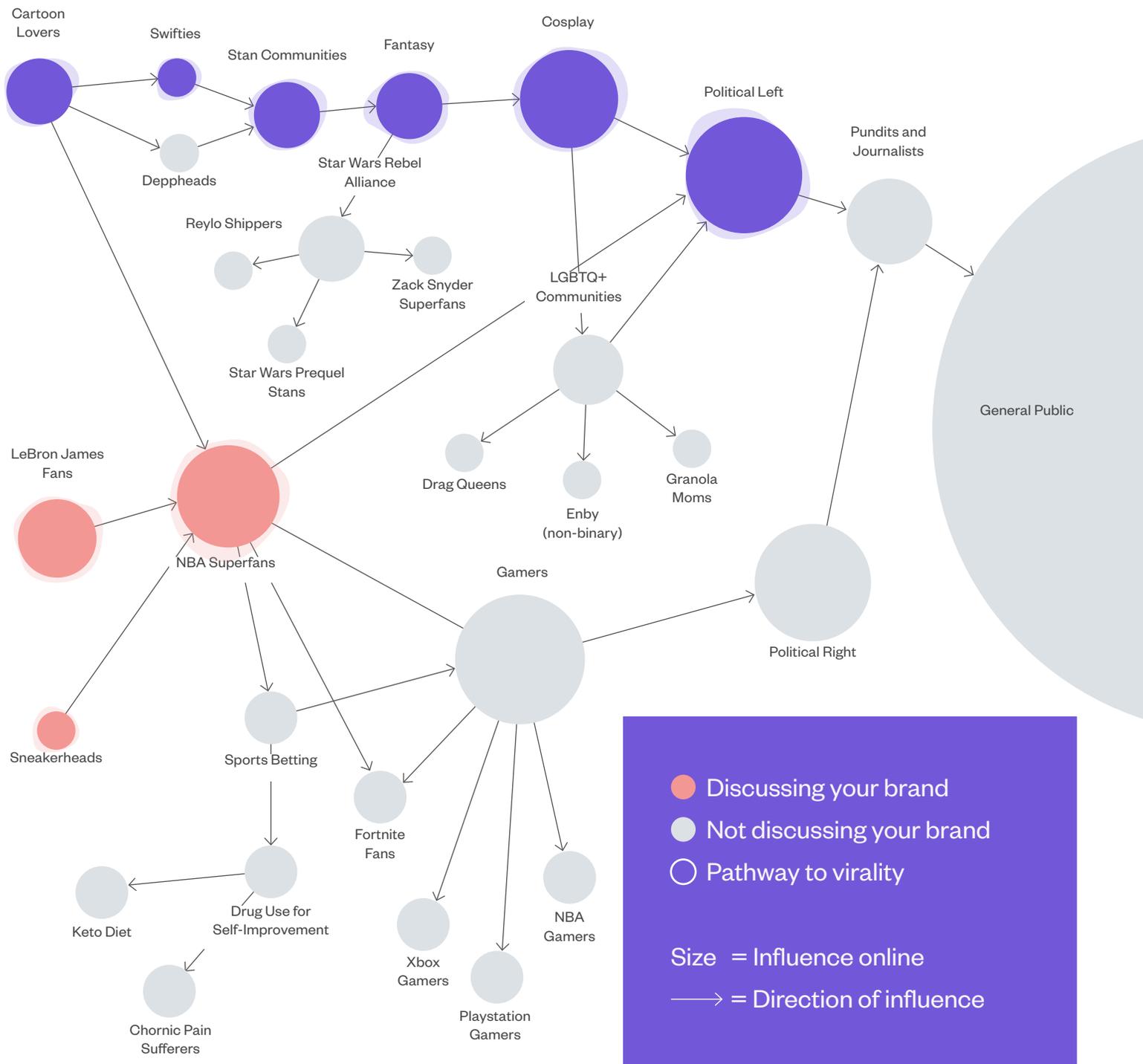
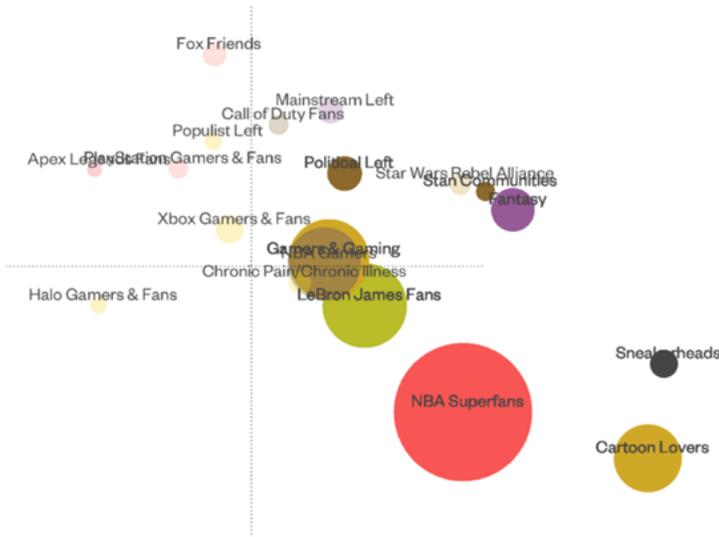


Find the Online Subcultures that Influence Mainstream Opinion of Your Brand

Yonder identifies influential communities driving conversations online – no matter where they are – and delivers the data brands need to personalize engagement, connect with their most important brand advocates, and chart the best path to virality.

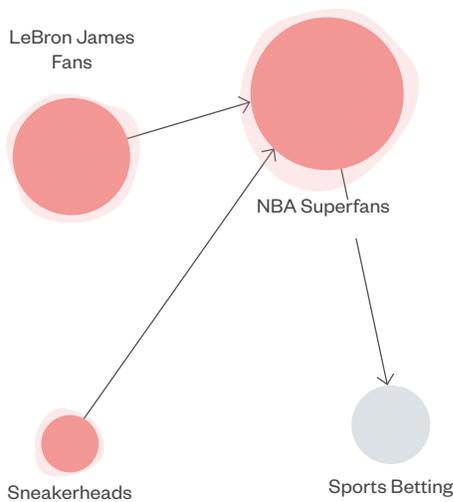


IN ACTION: Yonder worked with one of the nation’s biggest film studios to uncover online communities that the studio could tap into in order to promote their next movie release.



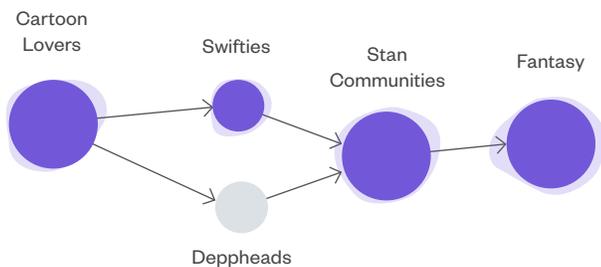
Segment audiences based on the things they care most about -- right now.

Yonder analyzed content and behaviors across social media to find influential users with a shared love or hate for the film. Those groups were given custom names then placed on a map to help the studio understand each group’s affinity toward the film and its stars, their ability to influence one another, and each group’s ability to influence public opinion.



Identify groups online who already care about the things your brand cares about.

Yonder revealed which online communities were already discussing the upcoming film, and helped the studio understand that the discussion was limited to a few groups of die-hard fans. Although traditional social analytics tools were reporting that the volume of the conversation was high, Yonder’s social intelligence revealed the conversation was not spreading beyond their sphere of influence online.



Find new audience segments and chart paths to mainstream virality.

Yonder uncovered opportunities for the studio to promote the film to new, highly-influential audiences online in order to help ensure that conversations about the film would go mainstream, securing a more successful release for the film.