Find and Target The Most Influential Communities Online

To build brand and increase reach, teams need intelligence to segment consumers based on attributes that are more powerful than demographics and click patterns.

Yonder maps influential groups online and digs deeper into the communities that matter most to your brand, providing in-depth analysis and details of their influence, impact, political alignment, interests, language, behavior, and more.

Shape Conversations

Know who's driving the conversation and how you can connect with them in order to leverage their influence in order to shape the conversation.

Build Community

Identify the values that bond your brand to your biggest advocates and the groups who can activate larger, more mainstream audiences to help grow your fanbase.

Be First

Discover today's taste-makers and network influencers and pinpoint the most promising innovation opportunities—big and small–to keep up with consumer mindsets.

Avoid The Haters

Yonder's Risk Intelligence Solution detects adversarial communities and conversations that threaten your reputation, before they spread and spin you into a crisis. Chat with us to learn more!
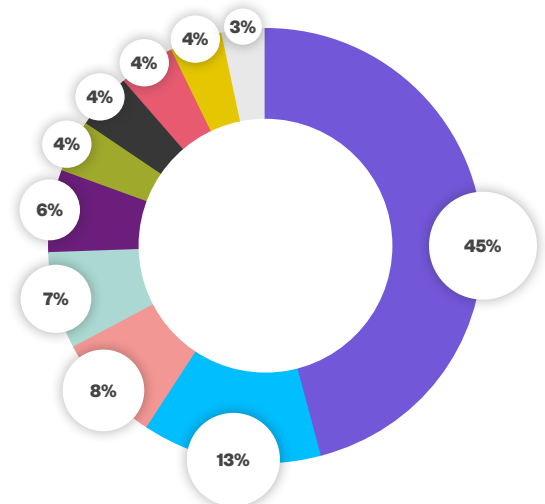
- Peloton Superfans
- Fitness Advocates
- Cycling Hobbyists
- Non-Binary Fitness
- Alt Diets & Crossfit
- Weight Loss
- Peloton Haters
- Lululemon Superfans
- Political Right
- Moms Into Fitness
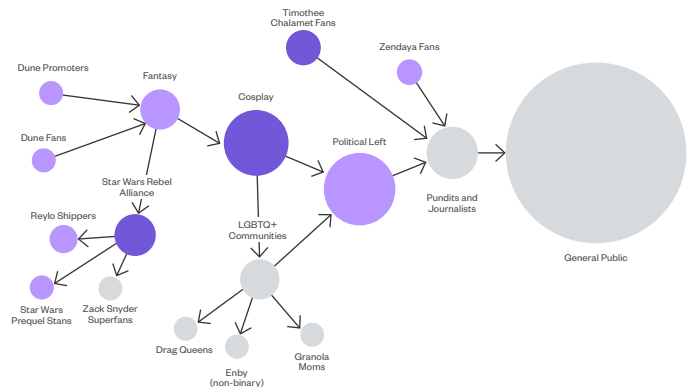
"We were struggling to compete in a saturated market. Now, Everyone from marketing to shipping and logistics, uses Yonder to learn what matters to customers now and in the future. This drives SEO, thought leadership, and branding strategy and it's the only way to stay competitive and out-innovate competitors in our market.

— Director of Intelligence, Nicopure Labs

Ready to take action?

See a Demo