WHAT'S MISSING FROM YOUR MARKETING & COMMS TECH STACK

When traditional tools miss or misjudge the potential impact of something emerging or spreading online, Yonder steps in to fill critical gaps in your tech stack.

Brands can finally get a full picture of who has the power of influence online and what trends or narratives are emerging that represent a threat to brand trust or an opportunity to build brand value.

5

Reasons to shore up your brand tech stack with social intelligence:

01

You need to monitor fringe networks

Traditional social analytics tools don't monitor accounts or collect posts from fringe networks like Reddit, 4chan, Telegram, etc. where much of what ends up going viral gets started. These tools don't send alerts on conversations that may be low on volume but are high on impact -- failing to flag this before it becomes a problem or a missed opportunity for your brand.

02

You need to know narrative origin & trajectory

Social listening and media monitoring tools can tell you what's trending, but they don't detect narratives in their earliest stages and they can't determine whether these narratives will remain stuck within an echo chamber, enter the mainstream, or re-emerge as so many often do.

03

You need to know who has influence online

Traditionally, brands have used online influencer metrics like "followers" and "engagement" to track an influencer's impact. But those metrics have become more fragile, easier to game, and not really a signal for what will impact your brand.

04

You need to measure authenticity

Current social tools treat all posts as true and equal, but some trends and viral stories are the product of a few accounts leveraging the mechanics of social media to control the frame of the conversation. Reacting to stories that are low on authenticity can tear down your customer relationships and brand reputation.

05

You need to know risk from opportunity

Most tools look at sentiment and volume to make blunt assessments about the risk or opportunity associated with something spreading online. Brands need more context to know when it's a good idea to engage with trends and narratives online.

✳ yonder

How Social Intelligence Fills Critical Gaps In Your Tech Stack:

Vendors	Social Listening	Media Monitoring	Social Intelligence
	Hootsuite, SproutSocial, Sprinklr, Brandwatch, Khoros	Cision, Intrado, Meltwater, NetbaseQuid, Zignal	Yonder
Mentions of your brand & keywords on mainstream platforms	✖	✖	✖
Mentions of your brand & keywords on **fringe platforms**			✖
Early alerts for emerging topics: What is going to spread online?			✖
Real-time Keyword Monitoring	✖	✖	✖
Trending Topics	✖	✖	✖
Sentiment Analysis	✖	✖	✖
Affinity Analysis: Who (and where) are your most loyal fans and your most passionate adversaries online?			✖
Authenticity Analysis: Is a story trending because real people are engaging with it or because a small number of accounts are manipulating the conversation?			✖
Narrative Origin: Where did a trend or story get incubated online and who was behind it?			✖

Narrative Trajectory: Is a story or trend likely to spread to other echo chambers or to the mainstream?			✕
Reemerging narratives: What is the likelihood that a narrative will resurface?			✕
Influencer Identification & Monitoring	✕	✕	✕
Influential Groups Identification & Monitoring: Who online is truly influential?			✕
Influence Networks: How do groups online influence one another?			✕
Social Publishing & scheduling	✕		
Digital Campaign Tracking	✕		
Campaign Attribution	✕	✕	
Brand Impact: What is the risk or opportunity associated with a trend or story spreading online?			✕
News Mentions		✕	
Community Management	✕		
Customer Support	✕		
Consumer Reviews	✕		

How It Works:

Yonder ai platform data collection and ml analysis

The Yonder platform ingests millions of data points daily from the fringe web (e.g. 4chan, 8kun, Telegram) and mainstream web, social platforms, forums, and message boards. It takes care of collecting and organizing the data, then processes it through a proprietary ML pipeline to detect trending topics and narratives, influence networks, and signals of problematic or inauthentic activity. The solution is cloud-based and can be implemented in as little as 24 hours, if necessary.

Social Network Data Collection

Data from mainstream channels, fringe networks, and message boards.

What is emerging on fringe and mainstream social networks? What is already spreading?

Network Analysis

Interaction patterns within online social engagements.

Who is influential online? How do different groups influence each other?

Community Discovery

Account clusters that form around shared beliefs, values, ideas.

What interests, passions, ideologies do influential subcultures share?

Affinity Analysis

Allied and adversarial groups online.

Who (and where) are your most loyal fans and your most passionate adversaries online?

Narrative Origin

Topics and narratives from publicly available, peer-to-peer dialogues.

Where did the conversation start? Who was behind it?

Narrative Trajectory

Reach and spread (echo chambers vs. widespread adoption).

Is the conversation likely to spread?

Brand Impact

Low, moderate, or high potential impact on brand value.

Is there a risk or opportunity for our brand?

Authenticity Detection

Organized online activities, anomalies, amplification tactics.

Is the narrative spreading organically or is it being manipulated?