

Proactively Mitigate Brand & Reputation Risk

To avoid reputation damage, teams need the ability to detect harmful narratives at their earliest stages and intelligence to know if or how they may spread and hurt the brand.

Yonder taps both fringe and mainstream platforms to flag conversations that could impact brand reputation hours/days before they turn into headlines or viral social media content, and delivers context on the agenda-driven communities behind each narrative.

Detect Early

Get alerted as soon as any group of users online are coordinating to spin up narratives or spread content — even if it’s happening on fringe or anonymous networks.

Predict Spread

Know if, and how quickly or slowly, a narrative will spread online, based on the influence networks and tactics used by the hyper-active communities that are engaging.

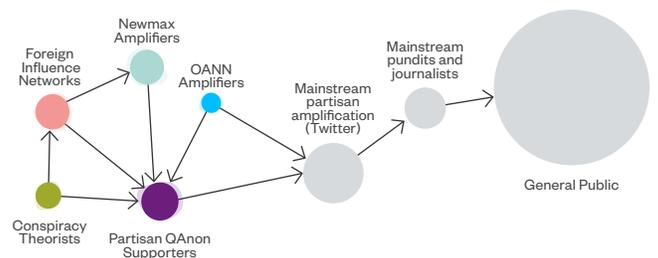
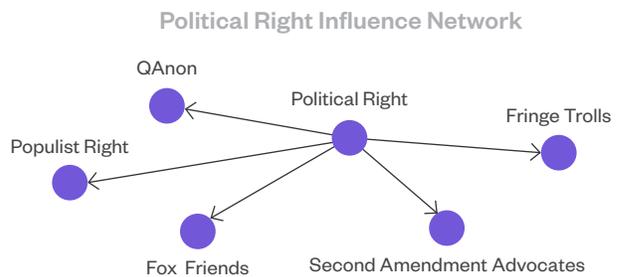
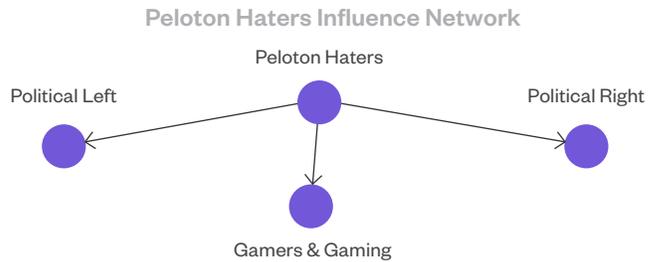
Measure Authenticity

Determine when content online is spreading organically or if it’s being manipulated in order to make better triage decisions and reduce time and money spent chasing narratives online.

Build Resilience

Yonder’s Cultural Intelligence solution identifies the most influential communities online with an affinity toward your brand so you can turn them into advocates.

Chat with us to learn more!



“We can now say why we’re not going to issue a press release, why we’re not going to have our CEO on a video. Our team is even more credible because we can distinguish between a real crisis and an inauthentic one online.”

— Senior Director, Performance & Intelligence, McDonald’s