

# How An Agency Delivers More Value and Protects Its Clients' Social Media Presence

Your brands pay big money to promote their products, just for trolls to litter social comment streams with hateful and spammy content. They tarnish a brand's image, drive away potential customers, absorb resources and clutter comment sections highly valuable for converting new customers. A major media agency performing influencer marketing for its clients used Respondology's comment moderation tool, *The Mod*, to solve these problems.

Results were toxicity-free presences, off-hours performance, and teams repurposed from manual moderation to optimizing performance.

## Required AI Filtering and Human Moderation

*The Mod* utilizes AI-Keyword Filtering technology + a team of 1k U.S. based Moderators to remove toxic comments from brands' social posts in moments. AI Filtering alone is not enough; 71% of ugly comments were hidden by the Human Moderation Team. The tool is also discreet as toxic comments are hidden from everyone except the troll to avoid inflaming the situation.

## Resources Reallocated Toward Generating Revenue, While Enjoying 24/7/365 Protection

*The Mod* is working every moment of every day, so this agency's clients enjoyed a clean social presence 24/7/365 (47% of comments hidden were at night, weekends or holidays). Meanwhile, this agency's team no longer spent valuable time moderating social accounts but refocused on new content, partnerships, and content optimizations.

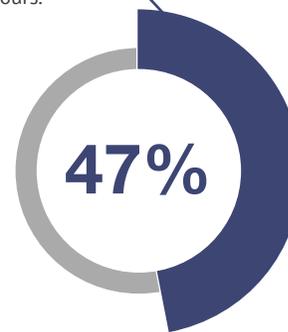
## You Don't Want These Comments Associated With Your Clients (Just A Few Examples...)

-  F\*\*k this page
-  I'm down for a 3some. what about u guys?
-  U know u aint eat that [brand] sh\*t
-  DON'T LOOK at my STORY, if you don't want to M A S T U R B A T E ! 🍆🍑🍷🍷
-  Yo skinny ass don't need those bad calories get in the gym and start eating right I don't care how much [brand] is giving you...

\*Toxic comments containing expletive keywords have been manually obfuscated with asterisks

## 24/7 Protection

47% of comments made after business hours.



## Human Moderation

71% of comments eluded Keyword Filtering Tech, requiring manual Human Review.



## Brand Safety

13% of comments deemed unsafe for brands.

