

How Seven Brands Cleaned Up Their Social Presence to Focus More on Their Customers & Sales.

Hateful and spammy content litter comment streams when brands post on social media. They tarnish a brand's image, drive away potential customers, absorb resources, and clutter comment sections highly valuable for product feedback, customer service, and converting new customers. Seven brands spanning Consumer Electronics, Quick Serve Restaurants, Consumer Beverages, Non-Profits and Pro Sports Organizations used Respondology's comment moderation tool, *The Mod*, to solve these problems. Results were toxicity-free presences and teams repurposed from manual moderation to growing their business.

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; 80% of ugly comments were hidden by the Human Moderation Team. The tool is also discreet. 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 these brands enjoyed a clean social presence 24/7/365 (54% of comments hidden were at night, weekends or holidays). Meanwhile, their product teams no longer spent valuable time moderating social accounts but refocused on new content, customer service, feedback, and sales.

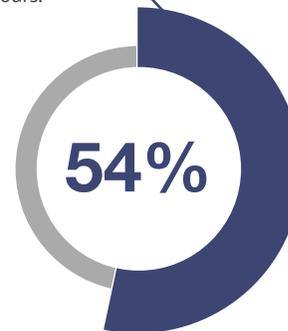
You Don't Want These Comments Associated With Your Brand (Just A Few Examples...)

-  “The f**k off my fb wall!!! With your stupid useless consumer b***s****! F**k off”
-  “These are f***ing junk! DONT WASTE UR MONEY”
-  “📧 Message Me To Get 🏆🏆 Logo For Your Brand And Label 🏆🏆🏆”
-  “We all know you black males are not loyal because once y'all make it you forget about black women and children that's you black males.”
-  “F**k u you f**king advertising f**ks!”

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

24/7 Protection

54% of comments hidden after business hours.



Human Moderation

80% of comments eluded Keyword Filtering Tech, requiring manual Human Review.



Brand Safety

10% of comments deemed unsafe for brands.

