

How An E-Commerce Brand Protects Its Social Presence from Toxicity and Spam, While Driving Sales

Your brand works hard and pays big money to promote itself and increase sales, just for trolls to litter your comment streams with toxicity, unrelated solicitations, and venomous customer complaints. They tarnish your brand image, absorb resources, and clutter comment sections highly valuable for positive engagement and converting new customers. A major E-Commerce brand uses Respondology's comment moderation tool, *The Mod*, to solve these problems.

Results were toxicity-free presence, off-hours performance, and social teams repurposed from manual moderation to optimizing campaign performance and closing sales.

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' organic and paid social posts in moments. AI Filtering alone is not enough; 90% of brand-unsafe comments were manually hidden by the Human Moderation Team. The tool is also discreet as 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 brand enjoyed clean social presences 24/7/365 (38% of comments hidden were at night, weekends or holidays). Meanwhile, this brand's internal teams no longer spent valuable time moderating social accounts but refocused on converting customers and content optimizations.

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

-  The f**k off my fb wall!!!! With your stupid useless consumer bullsh*t! F**k off
-  This is bullsh*t broke 5 minutes after buying it
-  This company sucks and so does the [product]!!!! Do not buy this. If it doesn't work and you are past the 30 day mark at all, they give you the "I'm sorry but we can't, but we do want you to be happy" bullsh*t line!
-  F**k u you f**king advertising f**ks!
-  Im struggling with understanding the price point. I see several cheaper options on Amazon with one day shipping.

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

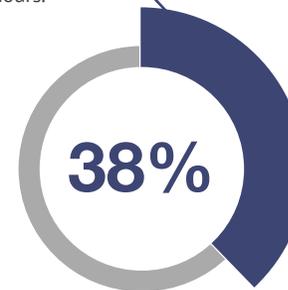
Human Moderation

90% of comments eluded Keyword Filtering Tech, requiring manual Human Review.



24/7 Protection

38% of comments made after business hours.



Brand Safety

14% of comments deemed unsafe for e-comm brands.

