Proofpoint & Brandwatch

Insights that change the way you protect your brand

The Brandwatch integration with Proofpoint provides brands with a joint solution that allows users to have a complete risk mitigation workflow for tracking any time these "accounts of interest" contribute to your brand conversation or interact with your customers.

Enterprise organizations require a comprehensive compliance solution that protects their brand and secures their company's social media network from damaging content and misuse.

THE COST OF MODERATION ON SOCIAL MEDIA

The impact of a social media incident can be detrimental to your brand's reputation, and is extremely costly to repair. In fact, Proofpoint Social Media Protection research found that in 2013, 1 in 28 social media messages contained some form of malicious content.

To avoid these costly errors, the Proofpoint-Brandwatch integration gives your organization a better understanding of what your audience is saying overall and create monitoring and notification protocols for any activity of interest, fraudulent or otherwise.

WITH THE PROOFPOINT - BRANDWATCH INTEGRATION, YOU CAN:

- Protect Your Brand Reputation: Monitoring these specific conversations helps to keep your customers safe and protects the reputation of your brand.

- Risk Mitigation Workflow: Brands will have a complete risk mitigation workflow for tracking any time these "accounts of interest" contribute to your brand conversation or interact with your customers

- React To Bad Actors in Real-Time: By exporting collections of identified accounts in SocialDiscover as Author Lists within Brandwatch Analytics, users will be able to filter their brand query search results to only see (or exclude) the messages of these authors and react accordingly

- Create Notification Protocols: Users can even create Alerts to be notified immediately of any activity by these authors

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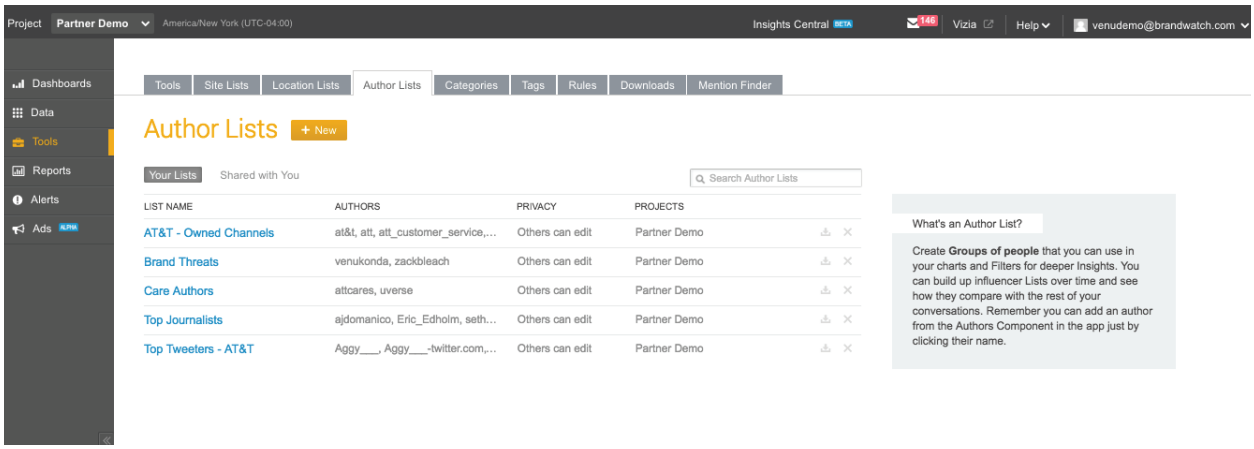
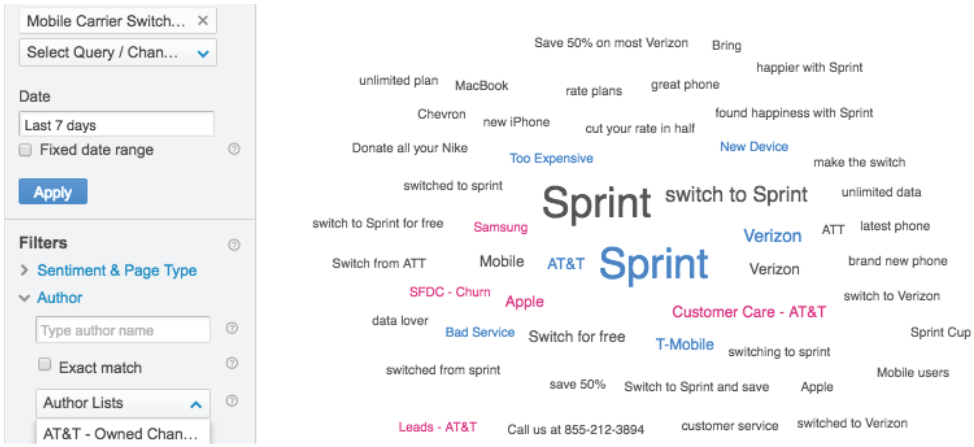
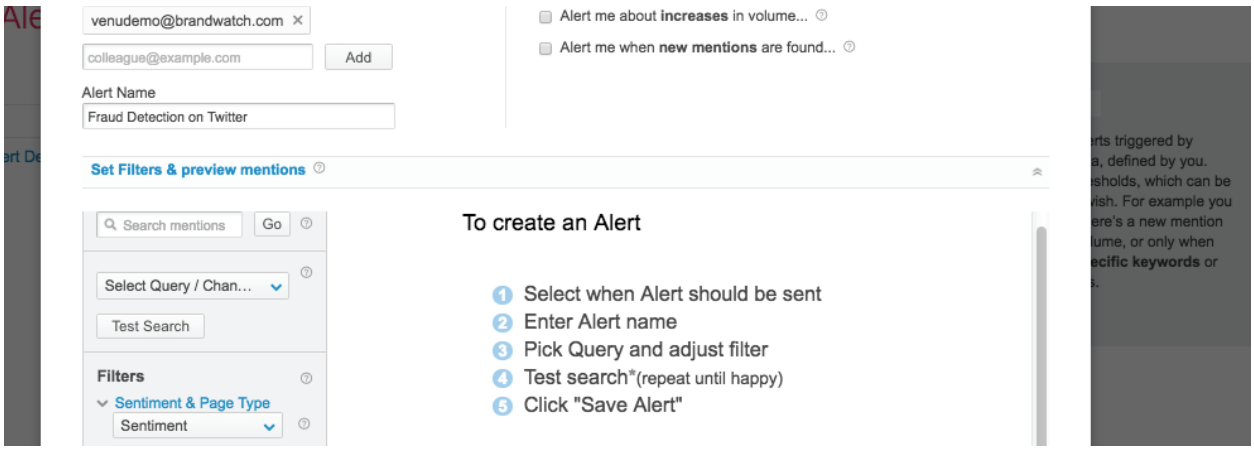
TRACK BAD ACTORS' MENTIONS OF YOUR BRAND VIA AUTHOR LISTS



TRACK TRENDING TOPICS OF CONVERSATION AMONG BAD ACTORS, EMPLOYEES, ETC. VIA TOPICS



BE ALERTED OF NEW AND CRITICAL MENTIONS FROM THE GROUPS YOU'RE TRACKING VIA ALERTS



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