

OVERVIEW

Koat.ai is an AI platform giving you an automated, and unparalleled view of global data, free of manipulation so you can arrive at decisions, and take action in real time, confidently. We protect enterprises from the ever-growing threats of disinformation, fake accounts, and artificial threats. **Koat.ai** provides real-time insights, threat detection, and actionable intelligence, empowering teams to safeguard their brand and make informed, timely decisions.

KEY FEATURES

Real-Time Threat Detection_

Threat Shield: Continuously monitors and alerts on potential fake account threats, enabling proactive risk management.

Anomaly Alerts: Identifies and reports unusual patterns, allowing for quick response to emerging threats.

Advanced Sentiment and Emotion Analysis_

NextGen Sentiment Analysis: Delivers nuanced insights into audience sentiment, helping to craft targeted, effective marketing campaigns.

Emotion Analysis: Tracks emotional trends over time, providing a deeper understanding of customer behaviour and preferences.

Media and Influencer Intelligence_

Influence Metrics: Identifies key influencers and measures their impact, optimizing influencer and media strategies.

Media Intel: Monitors traditional and social media for real-time insights into public sentiment and media impact.

Smart Reporting_

Automated Reports: Daily summaries on key topics, brand sentiment, and threats, providing actionable intelligence for C-suite and executives.

Customizable Dashboards: Tailor reports to specific needs, ensuring the most relevant data is always at hand.

IMPACT ON YOUR BUSINESS

Enhanced Decision-Making: **Koat.ai** real-time insights empower your team to make faster, more accurate decisions, ensuring your organization remains agile in a fast-paced environment.

Increased Operational Efficiency: By automating data collection, filtering, and analysis, **Koat.ai** reduces the manual workload on your team, allowing them to focus on high-priority tasks.

Proactive Risk Mitigation: Detect and neutralize artificial threats before they escalate, protecting your brand and reducing the risk of reputational damage.

Improved Data Integrity: **Koat.ai** ensures the data you rely on is clean, accurate, and free from manipulation, providing a solid foundation for strategic decision-making.

In a world where data is abundant but often unreliable, **Koat.ai** stands out by providing clarity and actionable intelligence. With **Koat.ai**, your organization can stay ahead of the curve, safeguarding your interests and capitalizing on opportunities with confidence.

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OUR CLIENT

Our client is a Big 4 Canadian Bank trying to achieve clarity and understanding of the threat landscape in real time. Financial firms today are overwhelmed with data from diverse sources, facing the constant threat of disinformation and artificial threats. Manual processing of this data not only slows down decision-making but also increases the risk of missing critical threats.

THE CHALLENGE

Simplify the way data and intelligence is gathered and threats reported on. Implement an alert system that reduces analyst time requirements and provides a 360 degree view of all threats from social media and news media to the brand and their C-suite with real time granular metric and alerts.

THE KOAT.AI SOLUTION

Koat.ai addresses these challenges with sophisticated AI intelligence feeds and powerful AI models that offer real-time monitoring and alerts. Here's how we do it:

- **Data Collection:** We aggregate global news and social media content, providing a comprehensive view of the information landscape.
- **Filtering:** Our AI ensures data cleanliness and reliability while uncovering fake account activities, which is crucial for maintaining data integrity.
- **Analysis:** We generate clear, actionable insights tailored to your decision-making needs, reducing the manual workload and increasing efficiency.
- **Detailed, Automated Smart Reporting:** Koat.ai delivers daily automated reports on Key Topics, brand sentiment and threats from social media posts and traditional media.
- **Real-Time Abnormality Detection:** Our Smart Alerts provide real-time abnormality detection and reporting with summarization and key metrics of the events and narratives detected through deviations in machine learning forecasted sentiment, emotion, and engagement patterns.
- **Trend Analysis:** on ongoing relevant conversations to the bank and executives.

THE RESULTS

- **Metric #1 - Time Saved**
 - **75% decrease** in time spent analyzing dashboards and manual aggregation of data points from web sources.
 - **Average 10 Minutes** for the analysts to understand their entire threat profile for their reports to C-suite and Stakeholders. **90% faster than the industry average.**
- **Metric #2 - Efficacy**
 - Effectiveness of koat solutions received high scoring from client - with high daily engagement with software, anomaly alerts and daily reports via email.
- **Metric #3 - Net Promoter Score**
 - **8/10** for version one of the Koat.ai product.
- **Metric #4 - Increased Touchpoints with C-Suite**
 - Enabled an increase in communication and vital touch points with c-suite and other business units.

"KOAT.AI has assisted in illuminating the chatter surrounding potential repetitional risk in a timely manner to appraise our stakeholders and leadership through our teams reporting."

Client