

## Allison Advanced Issues Monitor

# Greater brand insight through combatting mis- and disinformation with cutting-edge issues monitoring

In today's digital world, misinformation and disinformation pose serious risks. Misinformation is increasingly pervasive, allowing false conversation to take hold, influencing topics such as vaccines and science, climate change, politics and elections, fraud and financial schemes and product claims. Brands themselves are not immune to this, and many have been hit hard by false claims about their brand's purpose, stance on issues and vocalization from leadership.

- **1 in 5 Americans** receives their daily news intake from social media platforms ([NCSC](#))
- **23% of adult Americans** say they have shared "fake news" either knowingly or unknowingly ([NCSC](#))
- **More than half of social media users** who share news or political posts sometimes do so without verifying the facts ([Security.org](#))
- **Less than a third (29%) of Americans** say they are extremely likely to check the credibility and authenticity of an account posting content, and nearly the same amount (31%) say the same for verifying the accuracy of a news article or event ([Allison AIM Study](#))
- **More than half (54%) of Americans** say they are frequently (almost always/often) encountering false or misleading information online ([Allison AIM Study](#))

As social media platforms continue to influence media and general populations, corporate leaders must understand real-time impacts on their business. The Allison Advanced Issues Monitor (AIM) is Allison's cutting-edge conversation analysis offering designed to help leaders monitor, analyze, and respond to conversation material for their business.

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## Allison Advanced Issues Monitor

Allison Advanced Issues Monitor (AIM) goes deeper than traditional social monitoring to analyze the sources, gatekeepers and communities that are fueling information and misinformation, providing brands and communicators the power to better analyze and anticipate the virality, velocity and impact of social narratives concerning their own actions as well as external issues and events.

By harnessing the power of deep learning and natural language processing, our team uses AI-driven, advanced social listening and data aggregation and analysis to illuminate the underworld of social media conversations. We track the anonymous web, fringe networks, and conspiracy communities to reveal more than just impressions, views and engagement, but also the sources and networks through which narratives originate and are distributed, allowing brand leaders to operate confidently and calmly, with strong insight and control over their online narrative.

### What You Get:

Combined with the expertise of Allison's Purpose Center of Excellence and Corporate Affairs Practice, Allison AIM empowers companies to identify, evaluate, and address potential threats before they ignite by crossing over to mainstream communities, influencers and professional media. It gives them a strong sense of control and the ability to effectively manage social media controversies, empowering them to take charge of their online reputation.

Our experts will provide regular updates and reports to keep you informed, matching a cadence tailor-made by your team to meet the specific needs of you and your industry dynamics.

## Pricing Model

Allison AIM can be utilized on a one-time or ongoing basis, depending on the business needs and objectives. The decision depends on the company's goals, budget, and the specific outcomes they want to achieve with AI-powered listening tools.

- **One-time Issues Analysis:** \$15,000-\$30,000+/project fee
    - Includes narrative identification/analysis, information analysis, strategic risks and opportunities and consultation
  - **Ongoing Crisis/Issues Analysis:** \$10,000-\$30,000+/month
    - Includes consistent daily crisis monitoring, response and strategic consultation
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