TODAY, to do both effectively requires a rich understanding of the digital media landscape. Exovera Narratives goes wider and deeper than other media monitoring and listening tools. We'll help you identify, track and validate complex narrative patterns from traditional media and measure how audiences react to them in social media globally – in any country and in any language.
Let Insights, Not Intuition, Inform Your Strategy

**AUDIENCE NARRATIVES** significantly impact every organization – military, government and commercial entities alike. Knowing what your audiences think about key issues based on the media they ingest, who holds those narratives, where those narratives exist and why audiences believe those narratives can help you manage, enhance and if necessary, counter those beliefs. Our Open Source Intelligence (OSINT) platform applies artificial intelligence to automatically organize and process vast amounts of traditional and non-traditional media data the way people do – in storylines – creating a clear digital map of key themes in near real-time. We’ll work with you to develop the macro/micro narratives that drive audience perception of the issues you care about.

**THIS POWERFUL CAPABILITY DELIVERS INSIGHTS INTO:**
- How media coverage of specific narratives drives related social media engagement
- The relative strength of specific narratives over time
- How a narrative is resonating with the audiences you care about – Are older women responding more than younger men? Conservatives more than liberals? Higher income segments more than lower?
- How to refine your messaging to reflect your audience’s perspective

Our proven, cost-effective platform helps eliminate the guesswork and more effectively engage with target audiences on the political, economic and social issues that matter to them. It also allows you to accurately evaluate the return on communications and campaign investments.

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**Exovera Narratives At A Glance**

We combine data and social science with human expertise to harness audience beliefs at scale. Based on a core set of text classification models, our unique cloud-based, subscription platform is trained to pay attention to complex word, sentence and paragraph-level features, providing more in-depth insights.

**KEY FEATURES:**
- Dynamically monitors 400K regional/local sites and more than 1M sources of unstructured data (sensors, images, historical events, incentivized crowd sourcing, atmospherics, local polling and survey data) and structured public data
- Identifies in near real-time how specific narratives are resonating with different audiences in social media
- Leverages deep learning, opinion mining and NLP proprietary algorithms to extract and track complex narratives over time – in almost any language or country
- Automatically adapts as narratives emerge in new contexts
- Runs customized narrative searches tailored to specific campaign objectives
- Predicts the outcome of campaigns and strategic communications initiatives
IN THE RACE to stay ahead of the next big story, communication professionals rely on traditional media monitoring and social listening tools to track thousands of outlets, millions of articles and types of social posts in near real-time. These tools utilize keyword search, shares and string search to provide a snapshot of media coverage and social buzz on a given topic, but lack the ability to uncover the bigger patterns. Narratives bring critical perspectives to light. Exovera’s unique platform helps you understand how various groups of people think and why they behave as they do.

Get the Real Story
Automatically track and analyze all relevant narratives – even in state-controlled or non-credible media sources – as they unfold daily to reveal the opinions underlying a complex information environment – media market, region, state, country, global.

Identify Areas of Influence on Key Audiences
Answer the tough ‘who, what, where, when, why’ questions and create customized narrative searches tailored to your unique needs. We make it easier to understand and target the right audiences, as well as the forces acting on or manipulating them, ensuring your dollars are working for you – not against you.

Detect and Eliminate Fake News
Quickly identify and adjust narratives to account for digital bots generating fake news or propaganda to keep communications on-track. Advanced bot detection filters and algorithms normalize false positives/negatives to uncover the important context that other tools can’t – saving you time and expense.

Bring Global Local
With multi-lingual and cultural expertise, we help you understand foreign populations’ beliefs and overcome cultural and language barriers to develop deeper insights on how a particular audience responds to specific issues – so you can adjust your message accordingly.

Connect to What’s Next
With 24/7 news cycles, audience opinions and behaviors change rapidly. Our clients rely on our technology to gain critical insights into some of the world’s most volatile environments. By tracking the actual context of stories and posts directly, you can map your next move to maximize influence today, neutralize a crisis tomorrow and predict future campaign opportunities and outcomes.

Understand how people think and why they behave as they do.

The Power to Influence
Understand how people think and why they behave as they do.
How We Discover, Monitor and Predict Audience Behaviors

1. DISCOVER & AGGREGATE

More than a million traditional and non-traditional sources of data (full text articles, broadcast clips and social content) are automatically pre-sorted into streaming topical baskets and filtered by location, source type, reach and more.

2. ANALYZE & DETECT

Data filters (age, gender, political leaning, location, income and other custom identifiers) allow deeper understanding of core audiences and cross-reference narratives with demographics information to detect profile anomalies.
3. **MONITOR & LEARN**

Deep learning, NLP proprietary algorithms and human expertise validate the accuracy and relevance of narratives against specific goals, determine who is pushing specific narratives and identify emerging trends.

4. **QUALIFY & QUANTIFY BELIEFS**

An interactive web-based dashboard quickly synthesizes and contextualizes narrative currents into easy to read charts and graphs across each country, language and region so decision makers can act on key insights, as well as see how narratives are changing over time.

5. **PREDICT & ACT**

Comprehensive monitoring, analysis and prediction capabilities identify essential narratives before they are trending – keeping you out in front in the race for audience mindshare.
No matter your mission, business strategy or campaign, we keep your finger on the pulse of public opinion so you can prove the impact of communications investments with data-driven results.
POLITICAL AND LOBBYING GROUPS

Assess and monitor voter reactions to key issues and predict a winning candidate. Developed under a US government program to maximize the potential of social media, we fuse multiple disparate data elements to build highly accurate forecasts.

GOVERNMENT AND MILITARY ORGANIZATIONS

Understand key audience narratives, tailor messages in anticipation of public reaction and expose emerging threats that could impact your operation or mission.

MARKETING AND PR AGENCIES

Measure brand awareness and influence in the global markets that drive your client’s business, reveal new campaign opportunities and proactively minimize competitive threats or market disruptors.

BUSINESS AND ASSOCIATIONS

Identify and understand key audiences in the markets that matter most. Help position business/products/initiatives in a way that they will be most effective and easily accepted.
Map Your Next Move

How strong is your influence? Armed with the right insights at the right time, you have the power to protect and strengthen your mission by shaping conversations on a global scale. Our dynamic process and platform give you that edge. When you really know your target audiences better – who they are, what they care about and the narratives that motivate them to act – you can communicate and operate more effectively in any market today – and tomorrow.
About Exovera

Exovera LLC, a wholly-owned subsidiary of defense contractor SOSi, is a global provider of artificial intelligence-based media monitoring and analysis services for large US government and commercial organizations. Since 2006, Exovera's subscription-based technology has been trusted by thousands of government and military organizations representing more than 60 countries and 40 languages, to provide local situational awareness, narratives assessment and predictive analytics across a wide range of complex security, political, economic, and humanitarian issues.

VISIT US AT EXOVERA.COM TO LEARN MORE.
Know Your Audience

info@exovera.com

11091 Sunset Hills Rd., Suite 200, Reston, VA 20190