CASE STUDY
Advertising Agencies

Protecting the client's brand starts with protecting your own.

Agencies often operate under tight deadlines, balancing creativity with risk. Selecting talent or collaborators who later reveal problematic digital histories can stall campaigns, waste budgets, and damage client trust.

Ferretly provides agencies with scalable, AI-driven screening that uncovers risks across major social platforms. With insights into behavior patterns, agencies can protect themselves and their clients from costly PR fallout while maintaining momentum in creative execution.

Production delays can cost thousands per day.

Ferretly's AI-powered **social media screening platform leverages 13 proprietary behavior** flags to scan public activity across major platforms including **Facebook, Instagram, X (Twitter), LinkedIn, TikTok, Reddit, Pinterest**, and more.

The system intelligently detects potential risks—from **hate speech and harassment to threats, discrimination, extremism, weapons, drugs/alcohol, sexual content, self-harm**, and other unprofessional conduct. Context and recency matter: the platform analyzes up to 10 years of public content while weighing the relevance and timing of findings.

Built for compliance and reliability, F**erretly adheres to all FCRA, EEOC, and GDPR** requirements, making it safe for organizational use. Reports deliver consistent, easy-to-understand results with documented evidence for every finding, accessible through online dashboard, API integration, bulk upload, and continuous monitoring capabilities.