CASE STUDY
Dating Apps & Marketplaces

User trust is your most valuable asset.

Dating apps and online marketplaces depend on user trust. Problematic user behavior—such as harassment, fraud, or predatory conduct—can quickly compromise safety and growth.

Research shows that background checks miss 73% of concerning online behavior that social media screening captures. Ferretly flags risky behaviors before profiles go live, ensuring communities are safer, more authentic, and aligned with platform standards.

Safety concerns can lead to churn and bad press.

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.