## CASE STUDY
# Influencer Marketing Agencies

### An influencer's past posts can define tomorrow's headlines.

Influencer marketing agencies juggle creativity with client risk management. While creators bring reach and authenticity, their past online activity can easily resurface and damage both the campaign and the client's reputation.

Studies show that 87% of brand crises stem from influencer controversies that could have been prevented through proper screening. Ferretly equips agencies with fast, compliant social media reports that uncover problematic behaviors before partnerships are inked. From discriminatory language to controversial content, Ferretly's insights allow agencies to pitch talent with confidence and protect long-term client relationships.

### Clients trust agencies to protect their brand's public image.

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.