



Consumer Reporting Agencies

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR CONSUMER REPORTING AGENCIES

Consumer Reporting Agencies (CRAs) play a vital role in helping businesses make informed hiring decisions by providing criminal background checks and other essential reports. However, as hiring practices evolve, employers are increasingly looking beyond traditional reports to gain a fuller picture of a candidate's character and values.

Ferretly's social media screening reports offer CRAs a powerful way to meet this demand by supplementing their existing packages with insights into an individual's digital footprint. With over 70% of employers doing social media screening (manually or with a partner), this is an ideal supplement to product offerings.

Requests for Ferretly reports increase by an average of 125% annually demonstrating the increasing demand for social media screening.

For CRAs, the benefits go beyond meeting client needs—social media screening reports open a new revenue stream. By promoting and offering Ferretly's reports, CRAs can attract more clients and provide a differentiated service that sets them apart in a competitive marketplace.

Ferretly's AI-powered platform analyzes up to 10 years of public social media activity across major platforms, including Facebook, Instagram, Twitter, LinkedIn, TikTok, Reddit, and Pinterest. The system categorizes behaviors, flags potential risks, and delivers comprehensive, privacy-compliant reports, enabling CRAs to provide clients with actionable insights into candidates' online personas.

By integrating Ferretly's social media screening into your packages, CRAs can enhance the decision-making tools available to clients, build stronger relationships, and increase revenue opportunities. Ferretly's intuitive cloud platform delivers consistent, fast, and unbiased results, making it easy for CRAs to expand their offerings and support their clients with cutting-edge solutions.

