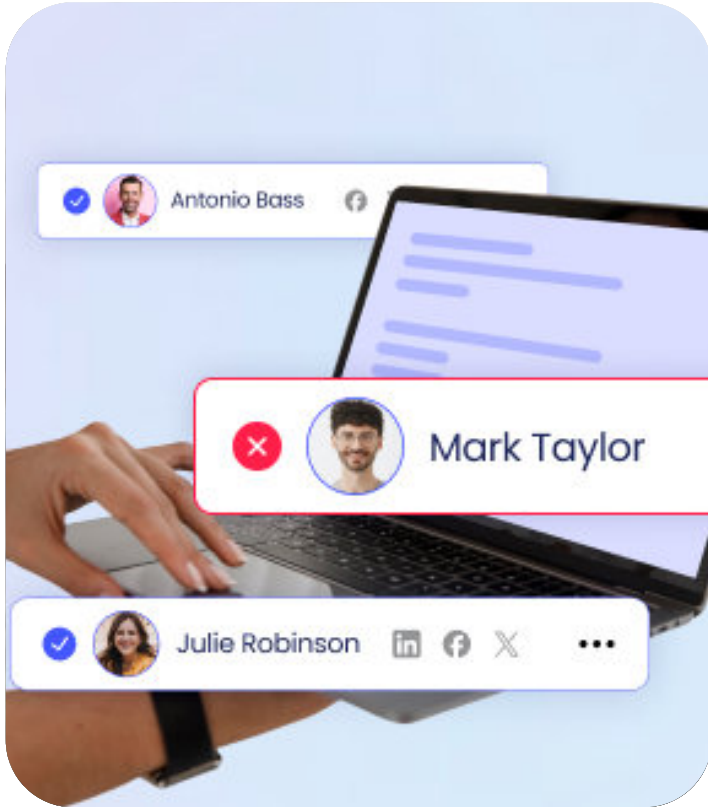




Marketing Agency

Case Study

AI-Powered Social Media Screening
for Marketing Agencies



Marketing agencies operate at the intersection of creativity, strategy, and reputation management, often acting as trusted advisors to clients. Agencies can use Ferretly to vet influencers for campaigns and provide actionable social insights to their clients.

This capability helps agencies differentiate themselves and offer forward-thinking solutions.

By integrating social media screening into their portfolio, agencies can differentiate themselves as forward-thinking and innovative.

We have seen major brands utilize social media screening for commercials, ads, events, and more.

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, Ferretly 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.**