BLACKBIRD.AI

EXECUTIVE PROTECTION TEAMS NEED NARRATIVE INTELLIGENCE

Narrative attacks are a new threat that Executive Protection and Corporate Security Leaders must face. We define narrative as 'any assertion that shapes perception about a person, place or thing in the information ecosystem.' The risk comes when narrative attacks quickly scale out of control and become harmful, impacting companies with financial, operational, and reputational harm.

- » Breaches
- » Insider Threats
- » Supply Chain Risk
- » Stock Manipulation
- » Due Diligence / M&A / Corporate Intelligence
- » Executive Threats

- » Critical Manufacturing & Infrastructure
- » ESG
- » Physical Security
- » Brand Risk
- » Products Attacks
- » And more

Narrative attacks on executives, board members, and key personnel take on many forms, including physical and online threats, personal information exposure, extortion, and fake communications. Because narratives often shape reality, these risks can also escalate into threats of physical harm. Knowing what narratives are circulating is essential to protecting your key people.

- » Identify narratives on social networks and beyond that could harm your executives, business and bottom line
- » Instantly filter hashtags and mentions for narratives that exhibit dangerous characteristics
- » Unlock key insights into who's spreading harmful narratives about your company
- » Detect positive narratives to boost your brand

3 Trillion
Engagements Analyzed Across Platforms per Month

18,000
Narrative Attacks Discovered in Protection of our Clients per Month

712,000
Influencers / Cohorts Identified per Month

ENHANCE YOUR TECH STACK WITH BLACKBIRD.AI:
INTEGRATE NARRATIVE INTELLIGENCE, SOCIAL LISTENING, & ENHANCE YOUR CYBERSECURITY POSTURE

Social listening tools are essential for monitoring conversations across social media, but they only scratch the surface. Blackbird.AI goes beyond social media, empowering organizations to track, analyze, and respond to emerging narratives across the broader digital landscape.

Every year, narrative attacks cost organizations billions of dollars, impacting brand reputation, financial stability, and operational security. Blackbird.AI equips businesses with cutting-edge solutions to mitigate these risks, helping to prevent crises before they escalate. From combating cyberattacks and geopolitical threats to safeguarding executives, countering stock manipulation, and more.

BLACKBIRD.AI'S CONSTELLATION DASHBOARD
Discover emergent threats and get ahead of narrative attacks created by misinformation and disinformation.

NARRATIVE INTELLIGENCE
Automatically surface emerging narratives that drive online conversations and how they spread and grow.
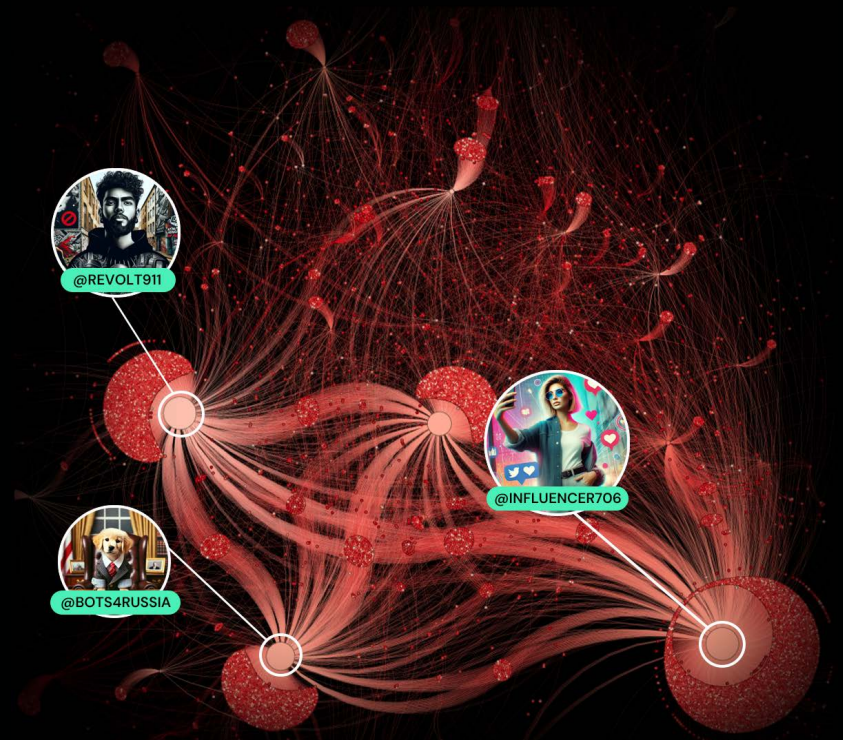
ACTOR INTELLIGENCE
Identify and map the most influential actors, coalitions and their networks as well as their intent and motives.

THREAT INTELLIGENCE
The Blackbird.AI Risk Index scores threats related to toxicity, polarization, automated networked activity, sexism, hate speech, and manipulation.
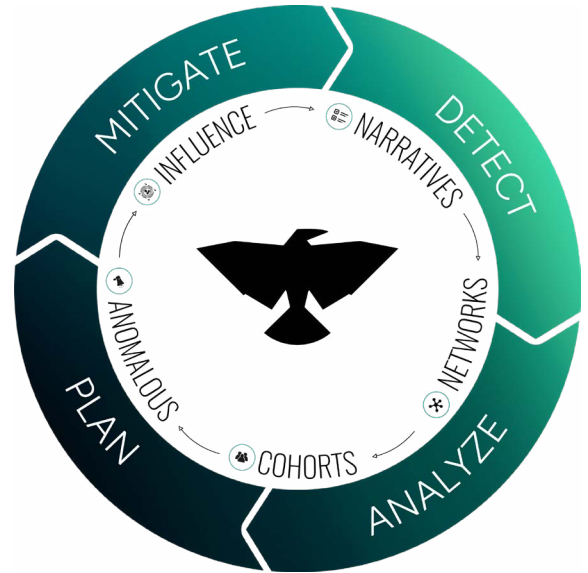
IMPACT INTELLIGENCE
Understand and predict the impact of ongoing harmful activity across the information landscape while measuring the success of mitigative efforts.

@REVOLT911

@INFLUENCER706

@BOTS4RUSSIA

BLACKBIRD.AI'S CONSTELLATION NARRATIVE INTELLIGENCE PLATFORM

The only purpose-built platform that redefines how organizations detect, measure, gain context, and prioritize narrative risk for critical decision-making. Analyze risk in text, images, and memes across the dark web, social media, and news in 25+ native languages.

- ❧ **Narratives** are created to surface storylines that form around a topic or organization.
- ❧ **Networks** reveal information flow patterns between users, the concepts they share, and how narratives propagate.
- ❧ **Cohorts** are like-minded communities segmented to understand how online tribes interact with key narratives across a sector, industry or topic.
- ❧ **Anomalous** includes inorganic behavior and manipulation that amplify or dampen a narrative and it's spread.
- ❧ **Influence** measures the impact of harmful actors and trusted voices that drive narratives.

"Blackbird.AI is transforming our reactive crisis management business to a proactive resilience practice." ~ Chris Perry, CIO Weber-Shandwick

"We've never met with a group that posed the 'disinformation analytics problem' in as complete a fashion as Blackbird.AI, and you have the only approach that could work." ~ US Army

ABOUT ❧ BLACKBIRD.AI

BLACKBIRD.AI protects organizations from narrative attacks created by misinformation and disinformation that cause financial and reputational harm. Our Constellation AI-driven Narrative Intelligence Platform – identifies key narratives that impact your organization/industry, the influence behind them, the networks they touch, the anomalous bot behavior that scales them, and the cohorts and communities that connect them. This information enables organizations to proactively understand narrative threats as they scale and become harmful for better strategic decision-making. A diverse team of AI experts, threat intelligence analysts, and national security professionals founded Blackbird.AI to defend information integrity and fight a new class of narrative threats. Learn more at Blackbird.AI.