



AI UNITI

BEHAVIOURAL  
INTELLIGENCE  
SIGNAL FEATURES



AI UNITI  
SIGNAL

COMMUNITY, INTELLIGENCE, TRUST

# AI UNITI – SIGNAL

## ENTERPRISE-GRADE NARRATIVE RISK INTELLIGENCE

### WHAT IT DOES

SIGNAL DOESN'T JUST LISTEN — IT DETECTS COORDINATED MANIPULATION AND BEHAVIOURAL ESCALATION PATTERNS ACROSS DIGITAL COMMUNITIES. WITH REAL-TIME RISK SCORING, ESCALATION LIKELIHOOD MODELLING, AND CROSS-CHANNEL COORDINATION ANALYSIS, ENTERPRISE TEAMS GAIN THE FORESIGHT TO ACT BEFORE NARRATIVES IMPACT TRUST, VALUATION, OR REPUTATION.

### KEY FEATURES

#### REAL-TIME MULTI-SOURCE INTELLIGENCE

- MULTI-PLATFORM INGESTION (SOCIAL, VIDEO, FORUMS, MESSAGING, NEWS, WEB)
- CONNECTOR-DRIVEN SOURCE CONFIGURATION & VALIDATION
- HISTORICAL DATA BACKFILL & LONGITUDINAL ANALYSIS
- BOOLEAN QUERY BUILDER WITH REUSABLE SAVED FILTERS
- PLATFORM BREAKDOWN & SHARE-OF-VOICE ANALYSIS
- CROSS-CHANNEL CORRELATION TRACKING

#### ADVANCED SENTIMENT & NARRATIVE ANALYSIS

- AI-POWERED SENTIMENT AND MOOD-SHIFT DETECTION
- SENTIMENT INFLECTION POINT IDENTIFICATION
- NARRATIVE THEME & TOPIC CLUSTERING
- EMERGING CONCERN SURFACING
- TREND AND VELOCITY TRACKING
- AUDIENCE SEGMENTATION (CHANNEL, TOPIC, TIME, GEOGRAPHY)

#### COORDINATED BEHAVIOUR DETECTION

- VELOCITY SPIKE DETECTION
- SYNCHRONIZED POSTING BURST ANALYSIS
- COORDINATION CLUSTER MAPPING
- REPEATED-PHRASE PATTERN DETECTION
- BOT-CONFIDENCE SCORING
- SIGNAL PRESSURE INDICATORS
- NARRATIVE PROPAGATION TIMELINE VIEWS



## **NARRATIVE RISK SCORING & ESCALATION MODELLING**

- NARRATIVE RISK INDEX
- CO ORDINATION RISK INDEX
- COMMUNITY HEALTH SCORING
- ESCALATION LIKELIHOOD MODELLING
- PORTFOLIO-LEVEL RISK OVERVIEW
- WEIGHTED RISK EXPLANATION ENGINE

## **COMPETITIVE & INFLUENCE INTELLIGENCE**

- SHARE-OF-VOICE DISTORTION DETECTION
- COORDINATED ANTI-BRAND PATTERN ALERTS
- COMPETITIVE NARRATIVE DISPLACEMENT TRACKING
- INFLUENCE-WEIGHTED AMPLIFICATION SCORING
- REPEAT AMPLIFIER IDENTIFICATION

## **CAMPAIGN & OPERATIONAL WORKFLOW**

- CAMPAIGN BUILDER WITH INTENT MODELLING
- TARGETING CONTROLS & SCOPE-LINKED ANALYSIS
- APPLY-TO-DASHBOARD WORKFLOW
- DRILL-DOWN INVESTIGATIVE PATHS
- SOURCE-TAGGED TRACEABILITY FOR AUDIT

## **ALERTS & ENTERPRISE DELIVERY**

- CONFIGURABLE THRESHOLD-BASED ALERTS
- SLACK INTEGRATION
- DISCORD INTEGRATION
- EMAIL NOTIFICATIONS
- WEBHOOK ROUTING
- SCHEDULED MONITORING CONTROLS



## **EXECUTIVE REPORTING & INTELLIGENCE BRIEFING**

- BOARD-READY NARRATIVE RISK DASHBOARDS
- SCHEDULED & ON-DEMAND PDF/PPT EXPORTS
- CUSTOM REPORT TEMPLATES
- DRAG-AND-DROP REPORT BUILDER
- EXECUTIVE RISK BRIEF AUTO-GENERATION
- MODEL-ASSISTED INTERPRETATION (“WHAT CHANGED, WHY IT MATTERS, WHAT TO DO”)

## **ENTERPRISE ARCHITECTURE**

- SSO / SAML ENABLED
- API INTEGRATIONS
- ROLE-BASED ACCESS CONTROL
- SOURCE-LEVEL TRACEABILITY
- SOC 2 TYPE II AUDIT IN PROGRESS

## **BUSINESS BENEFITS**

SIGNAL ENABLES ENTERPRISES TO DETECT COORDINATED MANIPULATION AND NARRATIVE RISK EARLY — PRESERVING TRUST, REDUCING VOLATILITY, AND IMPROVING DECISION VELOCITY..

- DETECT COORDINATED NARRATIVE RISK BEFORE ESCALATION
- PROTECT TRUST, REPUTATION AND MARKET CONFIDENCE
- MOVE FROM REACTIVE MONITORING TO PREDICTIVE INTELLIGENCE
- ALIGN LEADERSHIP WITH STRUCTURED RISK VISIBILITY
- IMPROVE CRISIS RESPONSE PRECISION AND SPEED

## **ENTERPRISE-GRADE NARRATIVE RISK INTELLIGENCE**

