

Proofpoint & Brandwatch

Insights that change the way you protect your brand

The Brandwatch integration with Proofpoint provides brands with a joint solution that allows users to have a complete risk mitigation workflow for tracking any time these "accounts of interest" contribute to your brand conversation or interact with your customers.

Enterprise organizations require a comprehensive compliance solution that protects their brand and secures their company's social media network from damaging content and misuse.

THE COST OF MODERATION ON SOCIAL MEDIA

The impact of a social media incident can be detrimental to your brand's reputation, and is extremely costly to repair. In fact, Proofpoint Social Media Protection research found that in 2013, 1 in 28 social media messages contained some form of malicious content.

To avoid these costly errors, the Proofpoint-Brandwatch integration gives your organization a better understanding of what your audience is saying overall and create monitoring and notification protocols for any activity of interest, fraudulent or otherwise.

WITH THE PROOFPOINT - BRANDWATCH INTEGRATION, YOU CAN:

- **Protect Your Brand Reputation:** Monitoring these specific conversations helps to keep your customers safe and protects the reputation of your brand.
- **Risk Mitigation Workflow:** Brands will have a complete risk mitigation workflow for tracking any time these "accounts of interest" contribute to your brand conversation or interact with your customers
- **React To Bad Actors in Real-Time:** By exporting collections of identified accounts in SocialDiscover as Author Lists within Brandwatch Analytics, users will be able to filter their brand query search results to only see (or exclude) the messages of these authors and react accordingly
- **Create Notification Protocols:** Users can even create Alerts to be notified immediately of any activity by these authors

Project

Partner Demo

America/New York (UTC-04:00)

Insights Central

14

Via

Help

venudemo@brandwatch.com

Dashboards

Data

Tools

Reports

Alerts

Ads

Tools

Site Lists

Location Lists

Author Lists

Categories

Tags

Rules

Downloads

Mention Finder

Author Lists

+ New

Your Lists

Shared with You

Search Author Lists

List Name	Authors	Privacy	Projects		
AT&T - Owned Channels	att&t, att, att_customer_service,...	Others can edit	Partner Demo	⬇	✕
Brand Threats	venukonda, zaackbleach	Others can edit	Partner Demo	⬇	✕
Care Authors	altcares, uverse	Others can edit	Partner Demo	⬇	✕
Top Journalists	ajdomanico, Eric_Edholm, seth...	Others can edit	Partner Demo	⬇	✕
Top Tweeters - AT&T	Aggy___, Aggy___twitter.com,...	Others can edit	Partner Demo	⬇	✕

What's an Author List?

Create **Groups of people** that you can use in your charts and Filters for deeper Insights. You can build up influencer Lists over time and see how they compare with the rest of your conversations. Remember you can add an author from the Authors Component in the app just by clicking their name.

[illegible]

Alert Name

☐ Alert me about **increases** in volume...

☐ Alert me when **new mentions** are found...

[Set Filters & preview mentions](#)

Select Query / Chan...

Filters

▼ **Sentiment & Page Type**

To create an Alert

- 1 Select when Alert should be sent
- 2 Enter Alert name
- 3 Pick Query and adjust filter
- 4 Test search*(repeat until happy)
- 5 Click "Save Alert"