

## Large Scale Relationship Influencing

In this world of intrusive advertising and self-serving communication, meaningful relationships are key to getting your message heard. Building robust meaningful relationships with thought leaders, activists and decision makers leads to tangible results, even during a crisis.

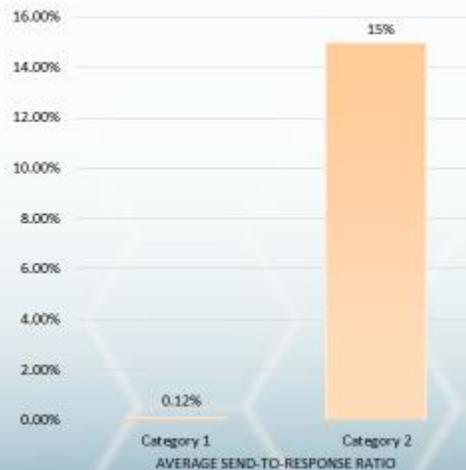
Giving genuine attention and fostering personalized connections establishes robust relationships. With strong relationships in place, friendly discussions turn into actual results. This could play out in the form of decision makers accepting your narrative; activists joining as volunteers; bloggers writing positive posts.

Large scale relational influencing creates robust and personalized relationships with tens of thousands of relevant individuals. Unlike other highly scalable marketing disciplines, such as email marketing and advertising, relational influencing produces an average response rate of 15%. This is more than 100X over the 0.12% average email marketing response rate.



### 120X Better Response Rates Than Email Marketing

- Target audience perceives influence as a positive and friendly discussion, unlike self-serving ads
- Influence is done at the right time and in the right context



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We provide innovative large-scale relational influencing solutions based on our own propriety technology and field-tested methodology. We identify, befriend and cultivate relationships with thought leaders, activists and decision makers, and leverage these relationships to deliver quantifiable results. Both our team and technology have delivered successful results in multiple high-stake situations for global customers.



## Large Scale Relationship Influencing vs. Other Marketing Disciplines



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## SOLUTION OVERVIEW

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Our solution can be used to monitor and raise the level of awareness to select risk factors. And correspondingly, to respond to threats by instructing communities how to act when dealing with hate crimes and more extreme scenarios- such as disaster response or terrorist attacks.

### Research Capabilities

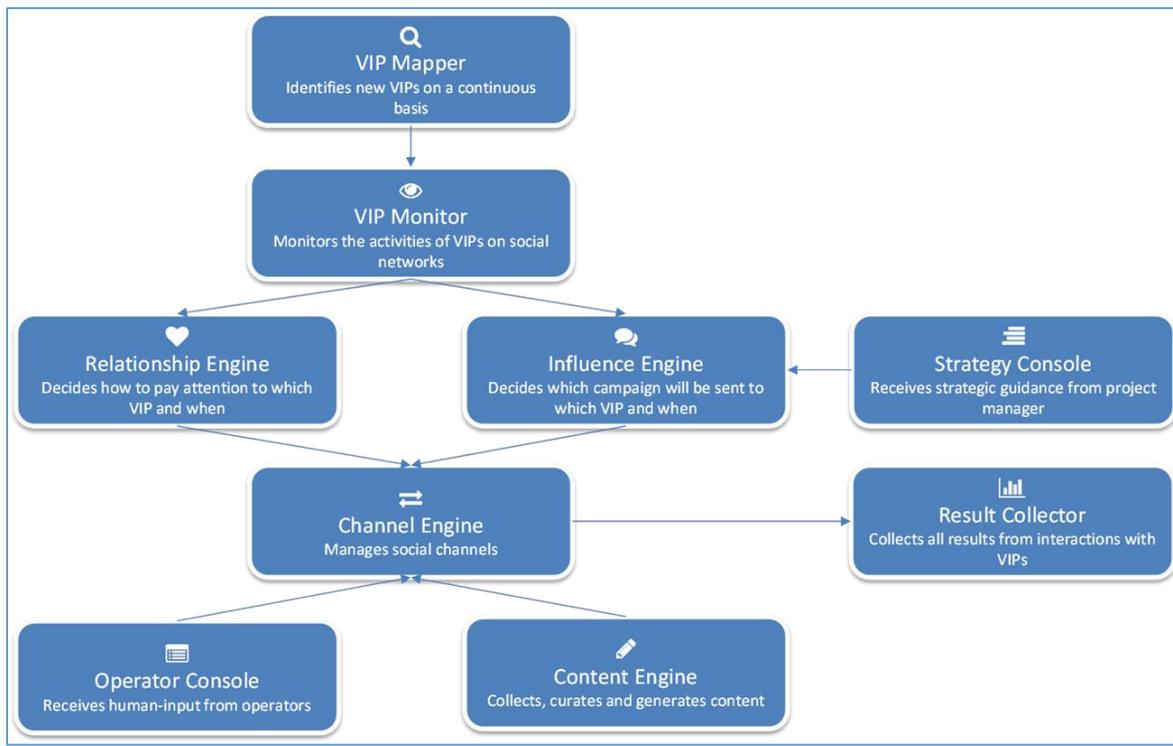
Our large-scale relationship influencing projects are supported by a dedicated Research Department. Cycurity's Research Department is comprised of intelligence officers recruited from elite IDF Intelligence Units, who specialize in research and analysis of market segments and companies across all sectors. We start every project with an intelligence audit to pinpoint the client's knowledge gaps. Applying technology, human resources, multilingual skills and wide expertise, our Research Department is capable of responding thoroughly and professionally to complex intelligence needs.

All of Cycurity's expert analysts are capable of conducting multi-lingual OSINT (Open Source Intelligence) research, as well as operating multiple Online Reputation Management projects. This enables the company to swiftly identify threats and produce deep and comprehensive intelligence reports in a timely manner.

## SOLUTION DETAILS

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Based on a decade of experience in relational influencing, we have developed a unique combination of methodology and technology that allows to achieve tangible results. We will begin the project with a thorough research, identifying the key audiences and their perception of the issue at hand. The research will be conducted using our experienced researchers and will be augmented with any information the client would decide to share with us. Armed with this research, we will expand the initial influence strategy written above. The strategy will identify the type of individuals we wish to influence and the messages we will use.



The strategy will be executed by an experienced operational team using our proprietary influence software (shown in the diagram above) in the following manner:

### Identify VIPs

We begin by identifying dozens of persons of interests (e.g., human rights activist, women’s rights though leaders, etc.). This sample is used to teach the *VIP Mapper* who we are looking for. The *VIP Mapper* scans millions of profiles and conversations, locating additional persons of interests who have similar interests and behavior to the sample provided. The *VIP Mapper* uses multiple detection techniques, such as traffic analysis and geospatial analysis, to focus on the most relevant individuals. It then provides a prioritized list of thousands of named individuals back to the team for a quick human review. Once the team approves the list, these persons become the VIPs targeted. This process is repeated from time to time.

### Understand VIPs’ Interests

The *VIP Monitor* collects the hundreds of posts made by the VIPs every minute, as well as the thousands of relevant daily news articles, blog items, videos and photos. This information is evaluated by the *Content Engine* to deduce the VIPs’ current interests, whether it is a political crisis unfolding or a local sport event.



### Increase Reputation of Social Channels

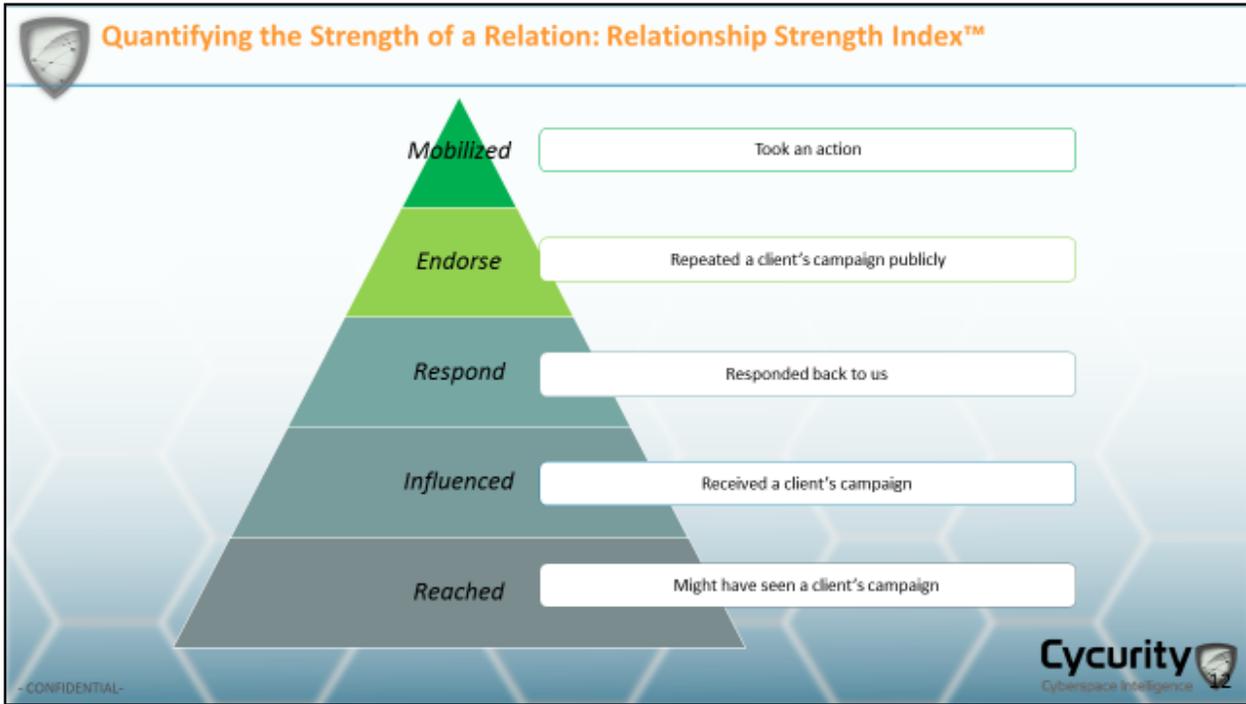
The project will be using multiple localized social channels to communicate and engage with the VIPs. These channels are designed to serve as an appealing source of content relevant to the VIPs. The *Content Engine* curates and generates hundreds of pertinent content and news updates every day. The *Channel Engine* then uses micro-targeting algorithms making each channel's postings a unique and relevant blend of content pieces. For example, a channel catering to women's rights activists in New York will be posting news about women's rights in NY, while a channel for foreign policy thought leaders in Washington DC will be posting news about foreign affairs.

### Foster Personal Relations with VIPs

The *Relationship Engine* analyses the information gathered by the *VIP Monitor* to identify posts of personal nature, such as a VIP discussing a good restaurant or sharing a photo from her recent vacation. The *Relationship Engine* generates suggestions for the operation team to respond to VIPs. Such friendly discussions generates good will with the VIP. The technology engine empowers a small team so we can hold such personal conversations every day with hundreds of VIPs.

### Leverage Relations to Influence

With strong personal relationships in place, we turn to the *Influence Engine* to leverage these relations for the benefit of the customer. The *Influence Engine* sifts through hundreds of thousands of posts every day, guided by the definitions set in the *Strategy Console*. The *Influence Engine's* finds matches between the posts and one or more *social campaigns*. Each *social campaign* comes with a set of rules dictating when and how it should be used to influence a VIP. When a match is found, the *Influence Engine* prompts the team to engage with the VIP using the matched social campaigns. In addition, the *Influence Engine* detects proactive opportunities to influence VIPs and capitalized on those too.



## Measure Results

Results are measured using our *Relationship Strength Index*. The *Result Collector* continuously records achieved results both as quantitative data and qualitative data (e.g., conversations with VIPs).