

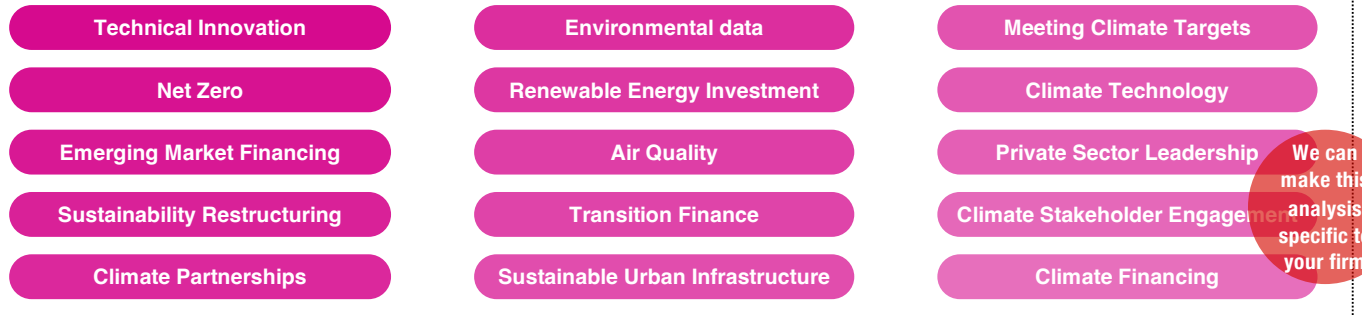
Are You Leaving Engagement Opportunities on the Table?

With COP29 around the corner sustainability messaging is about to flood the market. We prepared some insights to illustrate how to avoid your message being drowned by the noise.

We analyzed six different industries over the past month to understand what firms are talking about

More often ●
Less often ●

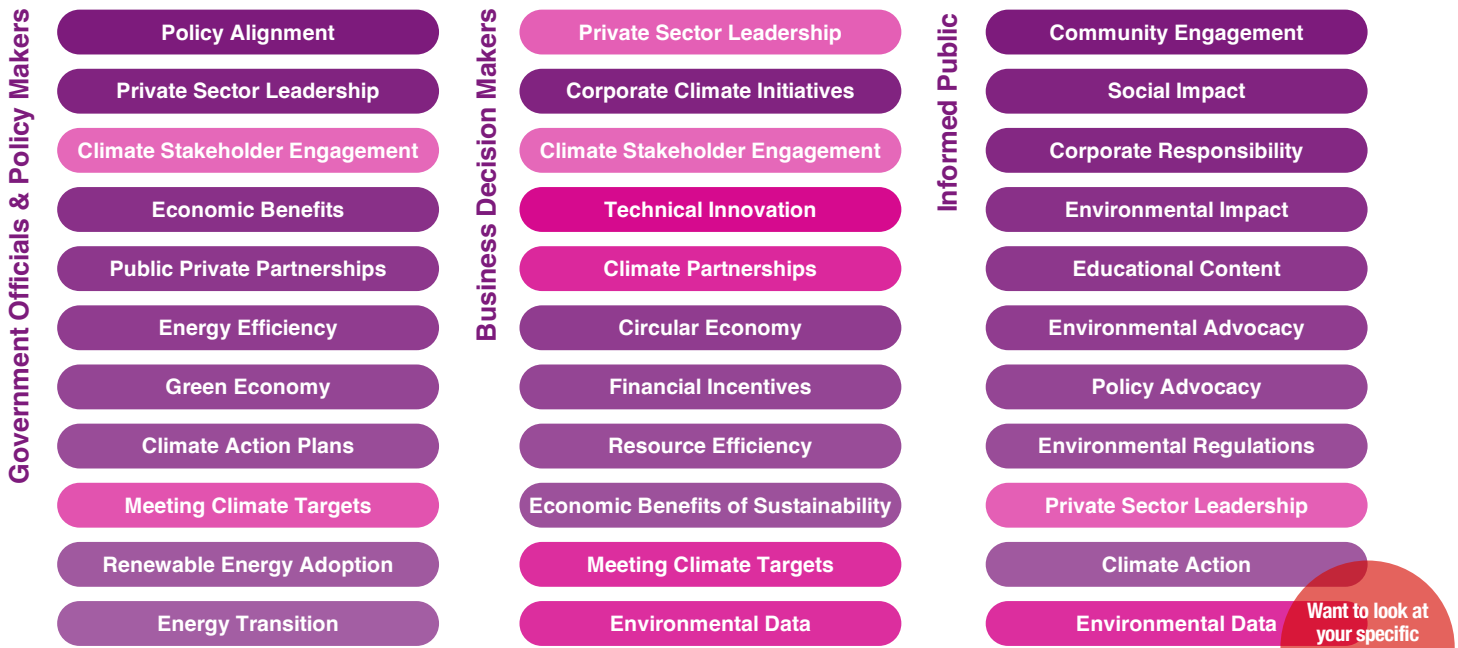
Here are the key topics – but are they the right topics?



What do audiences want to hear about from businesses?

By analyzing connections between millions of conversations we can build a unique understanding of audience interests and identify the most engageable topics

Not talked about! ●
Talked about by businesses ●



What does all this mean?

We realize that this is a somewhat overwhelming amount of information, even though this is a high-level analysis.

The bottom line: corporate communication priorities are not well aligned with the priorities of audiences.

The good news: we can solve this problem. Our AI analyzes these issues specifically for your business and your audiences, and presents explainable, readable recommendations to help your brand create impact. We are happy to show you how!