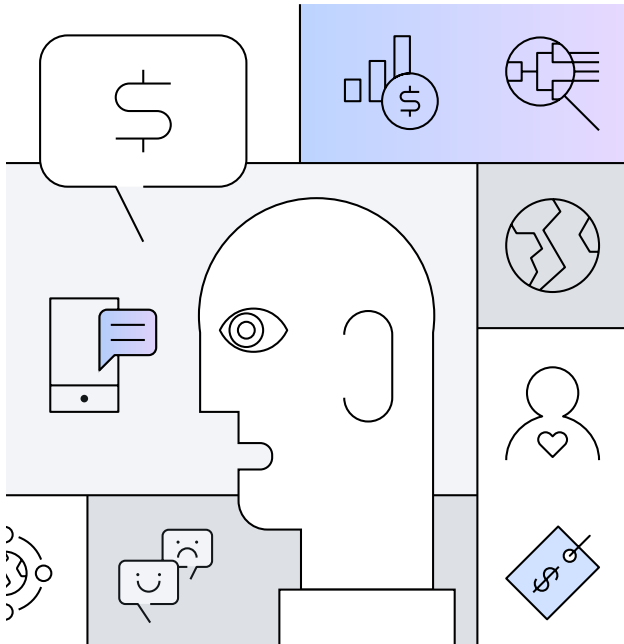




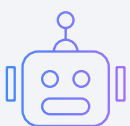
Voices matter.

In the modern digital landscape—flooded with false experts and fake followers—selecting the right influencer for your brand can be a challenge.

The wrong choice can lead to **wasted** ad dollars, **damage** to your reputation and the **loss** of consumer trust.



IBM Watson Advertising Social Targeting with Influential can help you choose a brand-aligned influencer by using AI technology that is designed to:



Understand an influencer’s audience and avoid followings dominated by bots.



Analyze an influencer’s sentiment and tone online to help match your brand values.



Automate the release of timed messages from influencers to help you reach real people at the right time.

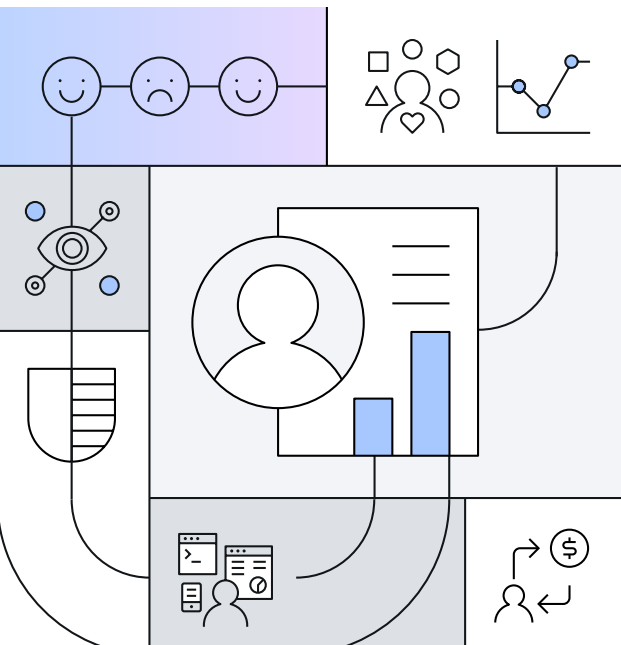
The solution draws from more than

**500,000**  
social influencers

who reach more than

**5 billion**  
followers

Source: Influential’s technology platform invite-only network



Candidates are subject to rigorous background checks and content analysis to help you identify an influencer and audience that are aligned with your brand.

Views are connected to sales data to verify that the influencer drove results and to create insights for future campaigns.

Ready to find an advocate for your brand?  
**Visit the IBM Watson Advertising Social Targeting with Influential web page.**

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