How a company with over $100B market cap manages engagement across 120+ countries

Global companies tend to generate a lot of engagement, especially if they are investing in paid media. Millions of comments are posted each day across companies' ads in different languages across different regions. This engagement gives a lot of **insight on brand perception**, **potential crisis on the rise and how well your creative is resonating with your audiences.** However, it's hard to manage at scale, as the volumes are too high for humans to handle.

About the company

The brand in question invests over $50M in Facebook advertising annually across the globe. They have one global team and four main regional teams: UCAN, LATAM, EMEA and APAC. The creative is made on a global level and distributed to each region whereas each region collaborates with local agencies to set up the ad campaigns on Facebook and Instagram. The global team is interested in receiving as much information as possible around how campaigns are performing in different regions, brand perception globally and possible risks.

> $50M in Facebook advertising annually across the globe
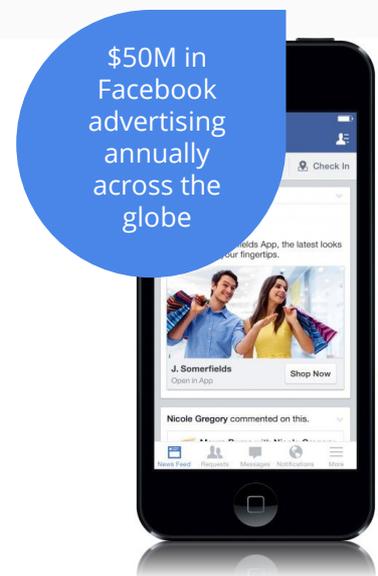
Challenges that the company was facing prior to BrandBastion

❌ Maintaining the same quality and performance standards when advertising whilst having several regions, countries, teams and agencies involved in running Facebook and Instagram ads. Sometimes there would be issues with audience targeting, copy or the wrong links being used. These matters would usually go unnoticed by both regional and global teams.

❌ Instagram ads being hijacked by malware, false information and brand attacks. The brand was having challenges being able to access comments across these ads, as well as having the human resources to manage them.

❌ The global team wanted to know how ads were being received and what ads were generating most positive and negative sentiment, but had no centralized way of receiving insights on the engagement.

What BrandBastion provides

By using a proprietary solution powered by a combination of human moderation, machine learning and AI which analyzes incoming comments in real-time 24/7, BrandBastion:

✔️ **Hides**

harmful content according to brand guidelines from Facebook and Instagram ads such as malware, hate speech and fake news.

✔️ **Alerts**

the right brand team if there's an issue with an ad, such as a high amount of negative sentiment or an issue with copy or targeting.

✔️ **Provides insights**

on engagement received across regions and countries including topics discussed, threats and sentiment.

Results

Since partnering with BrandBastion, the company's global marketing team has been able to use clear insights on how their campaigns are being received across different areas and they've been able to react to issues threatening the brand, as well as being able to comfortably run ads at scale, knowing that the ads won't spread harmful content.