

From social listening to narrative intelligence

Move from monitoring conversations to understanding influence



Social Listening

Monitor the conversation

What is being said , how much attention is it receiving?

Mentions

Where topics, brands or issues appear

Volume

Is attention increasing or decreasing?

Sentiment

Understand broad audience reactions

Engagement

Which content gains attention



Narrative Intelligence

Understand the dynamics of the conversation

How is the narrative developing, who is driving it, and why it might matter?

Narratives

Identify recurring claims, storylines and frames

Origins

Trace where narratives and signals first emerge

Actors & Entities

People, sources, organizations and communities involved

Network

Relationships and amplification pathways

Evolution

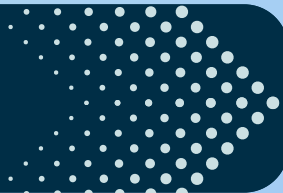
How narratives change across time and environments

Risk signals

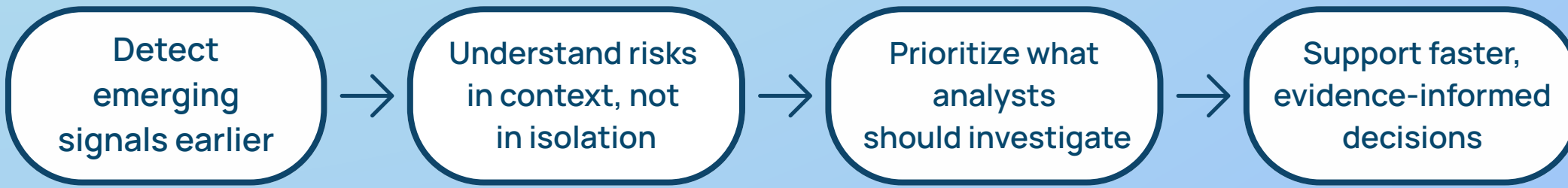
Unusual amplification or patterns that deserve investigation

Monitoring → Understanding

See the signals. Reveal the bigger picture.



From reactive monitoring to earlier awareness



The capability gap

79%
of enterprises have encountered misinformation, disinformation or malinformation issues in the last 3 years.

14%
of communications leaders plan near-term investment in narrative intelligence (by February 2027)

50%
of enterprises are expected to invest in disinformation-security products or services and TrustOps strategies by 2027

45%
of CMOs will adopt narrative intelligence technologies by 2029 (projected)

Sources: • Gartner, What CCOs Need to Know About Narrative Intelligence, February 2026.
• Gartner, Managing Reputation in a Tech-Centric Era, June 2026.