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# Identify Key Players and Networks Shaping Online Narratives

Transform complex online conversations into actionable intelligence and identify key influencers, track narrative spread, and maintain information advantage with AI-powered insights.

Identrics transforms vast and fragmented data into structured, AI-driven insights, empowering organisations to navigate complex information landscapes with precision. Our expertise in narrative tracking, media intelligence, risk analysis, publishing, and corporate communications enables real-time solutions for data enrichment, content analysis, and strategic decision-making.

Trusted by leading organisations worldwide, we partner with public agencies, civil society groups, brands, and media outlets to understand and navigate the evolving information landscape.

## Our Expertise:



Narrative  
Tracking



Data Collection &  
Provisioning



Data  
Organization



Data  
Enrichment

## Our Goal:

Providing companies with access to the most relevant information, enabling them to uncover insights and optimize their business strategies.

Our AI-driven platform and services turn narrative complexity into strategic clarity.





## Annex by Identrics.

# Your Hub for Narrative Intelligence

Turn information streams into insights with our comprehensive narrative tracking platform. From assessing information reliability to mapping influence networks, Annex by Identrics provides a complete toolkit for in-depth analysis.

### Key Features:

- **Narrative Tracking.** Monitor and measure story credibility in real-time;
- **Network Analysis.** Map and visualise information flow and influence patterns;
- **Custom Taxonomy.** Build and apply your own classification systems;
- **AI-Powered Insights.** Leverage advanced algorithms for deeper understanding;
- **Interactive Visualisation.** Create compelling charts and reports;
- **Collaborative Tools.** Share findings and work together seamlessly;
- **Custom Data Upload.** Analyse your own datasets with our AI tools;





## Annex Hubs: Unlocking the Full Picture

Our hubs offer specialised tools for different aspects of narrative intelligence.

- **Explore.** Navigate vast information sources with precision search and filtering;
- **Network.** Map narrative diffusion and identify key drivers of influence;
- **Topify.** Detect emerging narratives through AI-driven topic clustering;
- **Annotate.** Customise data classification and annotation workflows;
- **Report.** Generate insightful reports with interactive data visualisations;

### Perfect for:

- **Media Monitoring Teams.** Track how narratives evolve in real-time to detect emerging trends and misinformation;
- **Communication Strategists.** Gain insights into audience perception and narrative impact to shape more effective messaging;
- **Research Organisations.** Analyse information flows and patterns to support in-depth investigations and academic studies;
- **Policymakers.** Understand the spread of narratives and their influence on public opinion to make informed decisions;
- **Brand Reputation Managers.** Identify risks, track sentiment, and manage brand narratives proactively;





# WASPer by Identrics.

## Synthetic Propaganda Discovery

WASPer detects and analyses synthetic propaganda campaigns, identifying manipulative narratives and information distortion tactics. By leveraging AI-driven analysis, organizations can proactively counter disinformation and enhance their media intelligence.

### How WASPer Works:

- **Data Collection.** Gather vast amounts of online content for analysis;
- **Pattern Recognition.** Detect manipulative trends, sentiment shifts, and bot-driven campaigns;
- **Influence Mapping.** Identify key actors, distribution networks, and agenda-setting techniques;
- **Risk Assessment.** Evaluate the potential impact of synthetic narratives;
- **Strategic Insights.** Provide actionable intelligence to counter propaganda;



**WASPer**

## Key Features:

- **Synthetic Content Detection.** Accurately identifies whether content is AI-generated or human-made;
- **Propaganda Filtering.** Uses advanced LLM-based models to detect and classify propaganda;
- **Technique Analysis.** Breaks down propaganda into distinct techniques using a hierarchical taxonomy;
- **Multilingual Adaptability.** Processes content in multiple languages;

## Technological Highlights:



Hierarchical  
Taxonomy



Pre-Trained and  
Fine-Tuned AI  
Models



Scalable  
Architecture



Open-Source  
Accessibility

## Perfect for:

- **Media monitoring.** Journalists and media organisations can verify content for biases and manipulation before publishing, ensuring editorial integrity;
- **Content Moderation.** Websites and forums can apply WASPer to filter manipulative content and foster safer online spaces;
- **Campaign Analysis.** Political consultants and campaign managers can analyse speeches, ads, and statements to refine strategies and responses;
- **Educational Applications.** Academic institutions can integrate WASPer into media literacy programs to help students and researchers identify biased or deceptive narratives;





# Global Media Contacts.

## Connect with the right journalists, editors, and influencers worldwide

Identrics provides high-quality media contact data and AI-powered optimisations to help PR distribution platforms enrich their databases, enhance the value they offer to clients, and reduce manual workload for their teams. Our continuously updated datasets enable media intelligence organisations to provide more precise and relevant media contact information to their customers.

### Key Features:

- **Journalist Signals.** Our system continuously scans media publications for emerging authors, capturing signals that let you quickly update your database and expand coverage;
- **Journalist & Outlet Focus.** Identify and log the topics, entities, or regions a journalist or outlet covers over time, enabling improved mailing group management and enhanced press distribution;
- **Bespoke Knowledge Management.** Leverage our dedicated Knowledge Manager to organise and optimise your media data for maximum impact, designing consistent database structures and integrating the standards you rely on;
- **Knowledge Base.** Capture, store, and connect unlimited information about journalists, media outlets, and publishers in a structure optimised for AI-assisted human querying, revealing hidden insights and fostering stronger relationships with media professionals;

### Perfect For:

- **Media monitoring agencies.** Expand coverage and provide clients with the most current media contact information;
- **PR distribution platforms.** Enhance the accuracy, completeness, and relevance of media contact databases, offering better targeting capabilities and reducing manual work for PR teams;





# Kaspian by Identric.

## Intelligent Enrichments at Scale

Kaspian by Identric provides access to a vast data repository and advanced tools for transforming raw data into structured, enriched information. Designed to enhance analytical platforms and media intelligence solutions, Kaspian enables organisations to extract valuable insights from large volumes of media data.

### Key Features:

- **Extensive Media Coverage.** Indexing over 130,000 websites and 1.5 million documents daily;
- **Flexible Enrichment Layers.** Choose enrichments such as document topics, named entities, entity sentiment, document sentiment, summaries, and Facebook engagement;
- **Seamless Integration.** Access data via API or sFTP, allowing easy incorporation into existing workflows;
- **Custom Data Streams.** Generate personalised data streams using search queries, source metadata, and content enrichments;
- **Scalability.** Process large-scale data efficiently, catering to organisations of all sizes;





## API Services:

- **General Sentiment.** Measures overall sentiment—positive, negative, or neutral. Available in 11 languages, leveraging a human-in-the-loop approach for high accuracy and low bias;
- **Entity-Based Sentiment.** Understands sentiment toward specific people, organisations, and other entities, providing granular insights even when multiple opinions appear in the same data item;
- **Abstract Summary.** Generates automated summaries listing relevant events, circumstances, proceedings, and dates related to mentioned entities;
- **Entity-Based Summary.** Provides concise descriptions about any entity in a single paragraph, saving time when creating entity profiles;
- **Document Topics.** Organises documents with precise topic categorisation, applying up to 200 topics and industries with a hierarchically structured taxonomy;
- **Named Entity Extraction.** Extracts valuable information, including brand names, people, organizations, locations, and other predefined entity categories;
- **Organic Document Grouping.** Discover natural narrative patterns through topic modelling, revealing organically forming narratives;
- **Facebook Engagement.** Gauge both journalistic input and audience reaction by coupling document grouping with Facebook engagement data;





## Perfect for:

- **Media Intelligence Platforms.** Enhance media monitoring and analysis with comprehensive enrichment capabilities;
- **Research Institutions.** Access structured datasets for in-depth analysis and investigations;
- **Business Intelligence Analysts.** Extract valuable insights for market trends and competitive analysis;
- **Publishing Companies.** Organise and categorise large-scale content for easier discovery and recommendations;
- **Marketing Agencies.** Analyse consumer sentiment and behaviour to optimise campaigns;





# Risk Entities

Our framework of models aimed at providing support to due diligence, compliance and risk management allows domain experts to augment their workflow by extracting and classifying relevant risk entities and events.

## Key Features:

- Identification and verification of special interest persons;
- Entities involved in illicit activities;
- Building and maintaining sanction lists;
- Documents abstracting and profile augmentation;

## Perfect for:



AML  
professionals



KYC  
professionals



Fintech  
professionals



Public sector  
professionals





# Knowledge graphs

Data connections and knowledge inference is the key for any company to create a reliable organisational memory to query for more informed decisions; and offer their clients inferred knowledge which can only be unlocked via connecting classical databases into a knowledge graph.

## Key Features:

- **Intersect disconnected databases to gain new knowledge;**
- **Our knowledge manager, who designs ontologies and reworks; taxonomies**
- **Flexible tech stack depending information retrieval use cases;**
- **Scalable knowledge and data expansion via ontological connection;**

## Perfect for:



Multiple dataset products



Companies with fragmented sets of own data



Risk intelligence companies exploring complex entities' interconnectedness





# Why Identrics?

As an award-winning provider of AI and NLP solutions, we leverage our expertise in publishing, PR, media intelligence, corporate communications, risk analysis, and government agencies to help businesses and organisations overcome data overload, gain real-time insights, and enhance content analysis.

## Our Approach:

- 1. Evolution, not revolution.**
- 2. Agile projects approach.**
- 3. Consistent innovation with rapid deployment.**
- 4. Client-centred co-development.**
- 5. Maximise return output, minimise client input.**

## Get in touch:

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