

Social Reporting, Solved

A client-first look at our latest product updates, team expansion, and strategic direction.



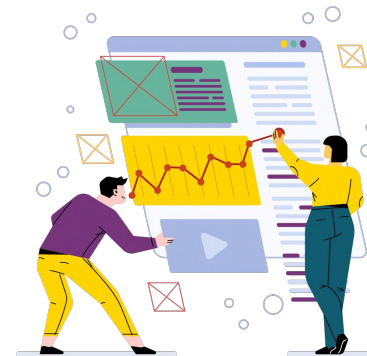
Welcome

What's driving the evolution?



How?

"Social Reporting, Solved" means we help you turn **social data** into action.



Our Proprietary Platform

Top Platform Partners

**Industry-Specialized
Analysts**



ListenFirst | Proprietary & Confidential



| How We Deliver Value

Proprietary Platform

Strategic value is hidden in what brands post on social, not just what people say. Our platform was built to close that gap.



Tracks brand-published posts across social platforms every day—spanning 20+ industries and the full Russell 3000



Delivers insights that power creative, competitive, and executive strategy



Dynamic benchmarking engine — measure yourself vs. market



Identifies emerging trends early to lead the conversation



Captures actual engagement (clicks, not just comments)



Scales insights from social managers to the C-suite

Services Offering

Industry-specialized analysts translate data into insight, strategy, and action tailored to your brand.



Social Measurement

Always-on reporting of your content, competitors, and partners



Social Research

Strategic analysis to explain trends and competitor wins



Social Consulting

Expert guidance on campaigns, KPIs, and content strategy



Custom Social Development

Bespoke dashboards, automation & tool integration

What the product does and what we know we're good at



We're doubling down on what we know we do best:



Benchmarking Engine

Compare your brand to competitors, industry, and the full social landscape.



Social Content at Full Scale

We track every brand's content daily—volume, velocity, and audience response.



Trend Spotting, On Speed

Surface winning formats, shifts in tone, and viral moments before the market catches on.



Insights That Scale

Tactical for managers. Strategic for execs. Actionable for everyone.



Strategy-Fueling Feed

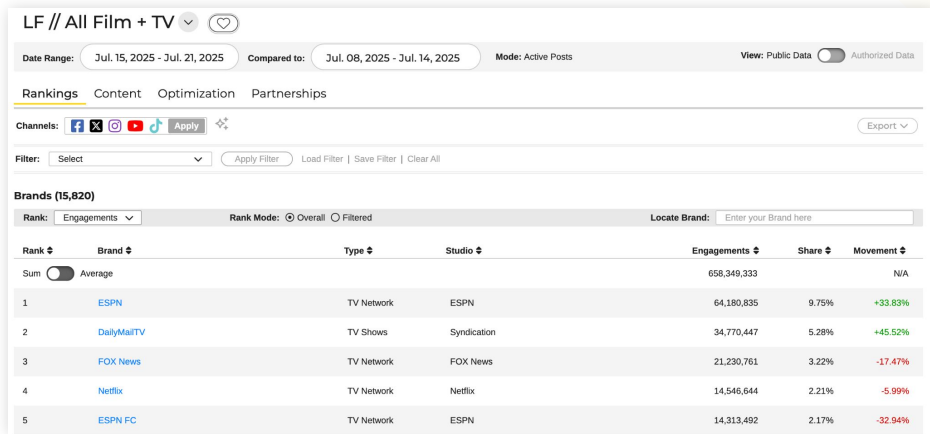
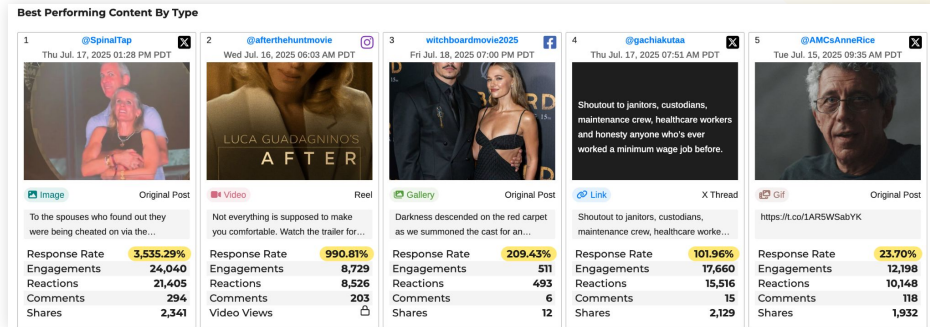
Performance-ranked, browsable, and built to power smarter decisions.



Social Compass

What is Social Compass? It helps you navigate your category — not just compete in it.

Social Compass shows you what's trending, what's flopping, and what's about to take off. Know exactly how your brand stacks up and how to outperform your space.





Product Direction: Where We're Going



Where ListenFirst Is Headed

A faster, smarter, more responsive team and platform



The most comprehensive
O&O dataset



Intuitive UX with fewer
clicks to insights



Insights, not just data



Competitive
benchmarking at scale



Roadmap re-prioritized to
meet your needs

Built to flex. Built for you.



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How ListenFirst Develops Product



Typical

- Projects queued in fixed order
- Unclear priority of requests
- One-size-fits-all solutions

VS



ListenFirst

- Timely roadmap reviews to re-prioritize
- Transparent request tracking + client voice
- Agile resources tailored to each request

*You don't just influence the roadmap — you **define** it.*





New Products Powered by our Partnerships



You've asked for deeper strategic partnership — we've built toward that

Expanding our capabilities from reporting to provide strategic support

1

One Stop Social Reporting Solution

Our platform agnostic approach brings earned data to life

2

Building on Data within our DNA

Expanding our API and data integration capabilities

3

Evolving from Projects to Programs

Bringing Social Program expertise to Enterprise clients

Our expanded services include



Coming Soon...

Earned Social
Listening

Custom
Executive
Dashboards

Enterprise
Social
Program
Management

News Digests

Platform &
Program
Governance

Influencer
Analytics

Advanced
Analytics
Services

Digital
Services

Audience
Insights



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What does this mean for you?

- Insights from your fans, about your fans
- Confidence in methodology and consistency
- Fewer requests, more answers





Expanded Global Team: What It Means for You



1

Industry Specialization

Every brand has its own language - our team can speak it.

2

In-Market Teams

Our new global team blends top-tier U.S. and International talent for fast, flexible delivery.

New Services Focus



Industry Specialization in Action



Every brand has its own language. Our industry-specialized strategists speak it fluently—applying category knowledge to drive smarter, faster results.



Music



Video Games



Film & TV



Fashion & Jewelry



Finance & Investment



Sports



Beauty



Alcohol & Spirits



Media & Lifestyle Publishing



Why is a bug-eyed monster named Labubu suddenly dominating TikTok, showing up on runways, and reselling for thousands? Senior Strategist [Xiaoman Chen](#) helped us dig in.

From cult collectible to global sensation, Labubu's rise isn't random; it's a masterclass in scarcity, community, and social-first fandom. Our latest deep dive breaks down how POP MART turned a vinyl figurine into a cultural force, and what marketers can learn from the playbook. If your brand is chasing cultural relevance, start here.

Read the full article now: <https://lnkd.in/gHFMHv4G>

#MarketingStrategy #FandomMarketing #SocialMediaTrends
#CulturalInsights #UGC #POPMart #Labubu #ListenFirst #TrendSpotting
#SocialIntelligence



How Sinners Became a Social Media Case Study

What does it look like when a film doesn't just go viral, but strategically engineers a viral moment?

In our latest blog, [Colleen Scott](#), Senior Strategist at ListenFirst, unpacks how Sinners became one of the most talked-about movie launches of the year before it even hit theaters.

From a cryptic teaser campaign to conversation-sparking controversy, Sinners offers a playbook in:

- ✓ Creating cultural tension on purpose
- ✓ Turning polarized responses into reach
- ✓ Using social media as the engine, not just the amplifier

Whether you work in entertainment marketing or brand strategy, the lessons here go beyond the big screen.

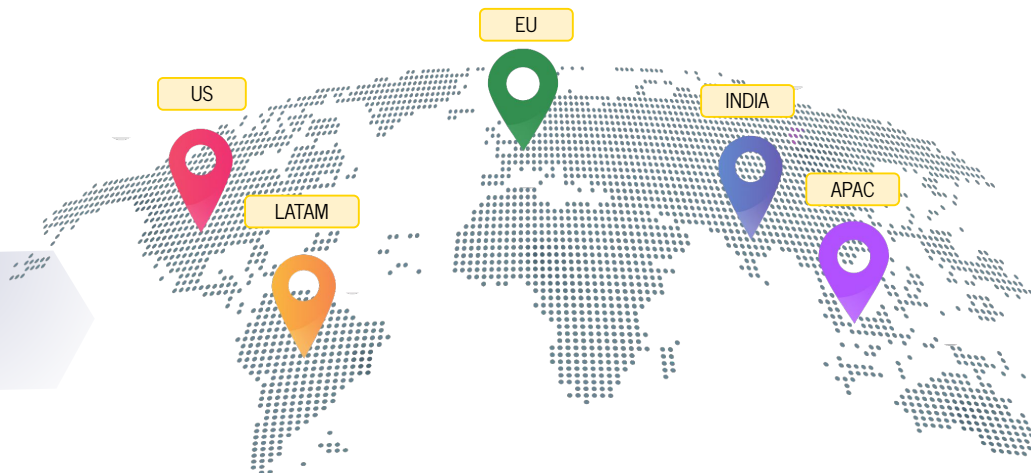
Read the full breakdown here: <https://lnkd.in/d9NVzv7h>





| In-Market Team | Follow the Sun Model

Our new global team brings together top-tier talent across key markets—combining U.S. and international analysts with deep marketing and social expertise. With regional fluency and industry specialization, we deliver fast, high-quality insights at a level that rivals (or beats) in-house teams.



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**Virtual presence in APAC and other global regions*



LISTENFIRST

What does this mean for you?

- Faster response times
- Better cultural fluency
- Enterprise scale, startup speed

Looking Ahead: What to Expect Next



| We're invested in you

You shape what comes next.



LISTENFIRST



Join Beta Programs or Strategy Pilots

Get early access, provide feedback, shape innovation.



Have Product Feedback?

Email your account manager for 1:1 time with our CTO.



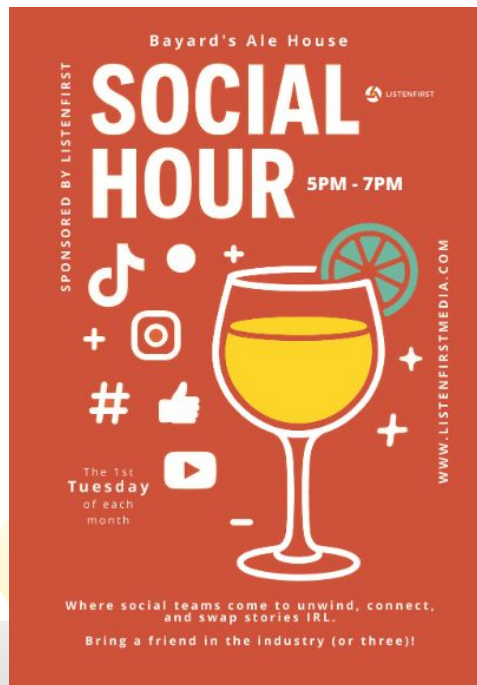
Request a Free Proof-of-Concept

Talk to your account team—we'll show, not just tell.



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Let's build together



Strategy Sessions in Your City

- Custom insights, face-to-face.

Ongoing Programs, Not One-Offs

- We're investing in consistent, local engagement—not just drop-ins.

Events

- NYC Happy Hours · LA Roundtable · Nails & Networking





Live Q&A



Want a deeper dive with your team?

Reach out to your account manager to book a custom walkthrough or strategy session.

Thank you

