

We find the bad stuff on social media, and protect you from it.

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## **SOME OF THE BAD STUFF**











**IMPERSONATORS** 







**INFORMATION** 

**LEAKAGE** 



# ML USE CASE HIGHLIGHT







CUSTOMER SCAMS



# SECURITY ANALYSIS ENGINE



### Profile Analysis Engine

- Machine learning based system, optimized for high dimensional data spaces
- Used to identify the following:
  - Impersonation profiles
  - Malicious profiles
  - Spam profiles

### Link Analysis Engine

- Machine learning based system, optimized for high dimensional data spaces
- Identifies malicious / suspicious URLs

### Content Analysis Engine

 Finds sensitive and relevant information and conversations on social media using natural language processing technology



# WHY ML FOR SOCIAL THREATS

- ~100M Unique Links / Day Analyzed by ZeroFOX
  - o (scale comparison > unique linkes on pinterest & twitter)
- 2M Analysis by VT / Day
- < 24 HR Half-life for Malicious Links on Social Media</li>
- 5.5 Redirects on Average
- >50% Attacks are Phishing
- >40% Social Media Users Have Been Compromised
  - So says Symantec!



### **BAD "PEOPLE"**

- Automated behavior
- Suspicious user engagement
- Absence of original content
- Repetitive post content
- Excessive link posting
- Sparse profile















