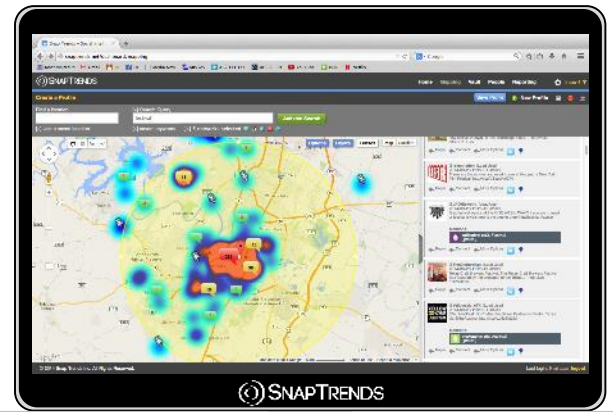## IT'S TIME TO GO SOCIAL

**SnapTrends** is the world leader in location-based social intelligence. Our patented SaaS solution collects 10 times more geo-specific social content than other solutions and delivers powerful analytics for our customers to make sense of it all.

With **SnapTrends** organizations can identify and understand the conversations and trends behind social media posts and the people who drive them, all within the context of location. This allows organizations to make better decisions and take more effective actions.

## PRODUCT HIGHLIGHTS

➢ Identification of posts within 5-15 feet of origin

➢ Unified search capability with capacity to filter by keyword, location, user, & social platform

➢ Automated discovery of influencers

➢ Live streaming with ability to monitor view multiple streams at once through Social Dashboard

➢ Social network analysis to identify a user's most active and important relationships

➢ Identification of dominant themes through topic, trend and text analysis & visualization tools

➢ Built-in reporting and exporting tools

➢ Mapping overlays and drill-down functionality

➢ Email/text alerts when user-defined pattern matches occur and threshold limits met

➢ Esri ArcGIS Maps and Google Maps integration



*SnapTrends Mapping View*

## USE CASES

### Weapons & Gang Activity
Detect influential and dangerous groups within a community and develop an understanding of the hierarchies within an organization.

### Narcotics/Vice
Detect prevalent illegal substances within a community and identify individuals linked to distribution.

### Criminal Investigations
Find suspects involved in criminal activity and collect information regarding suspects, the crime committed, and potential witnesses.

### Serving Warrants
Identify an individual's pattern of life to better find and apprehend the subject.

*Solve cases faster with*

## insights & analytics

*from*
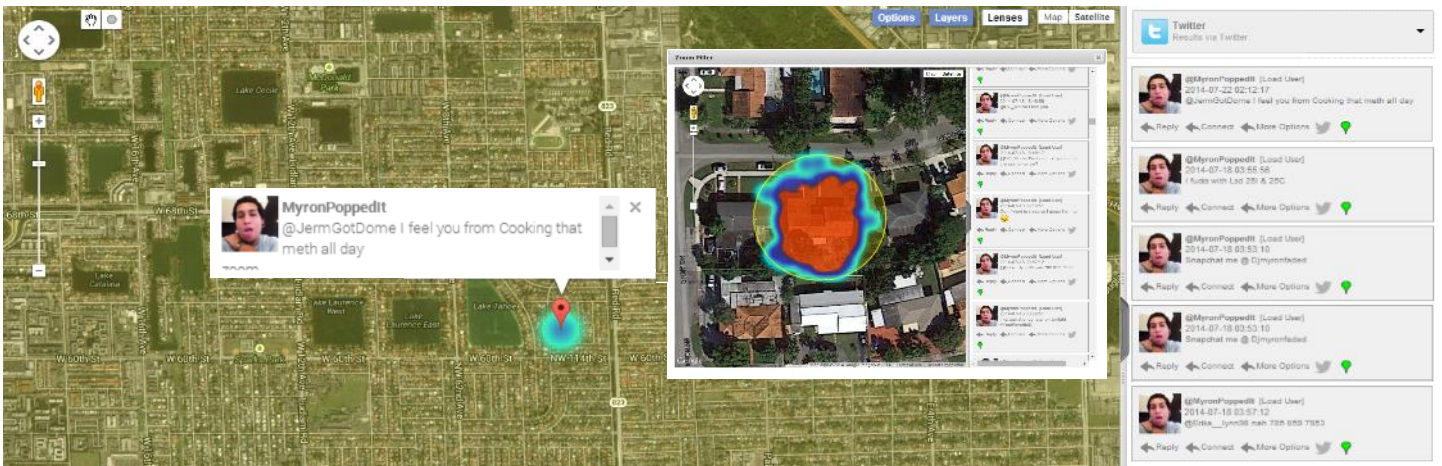
## Social Intelligence

# Problem:
## Gather real-time & historical information about known & unknown crimes and suspects.
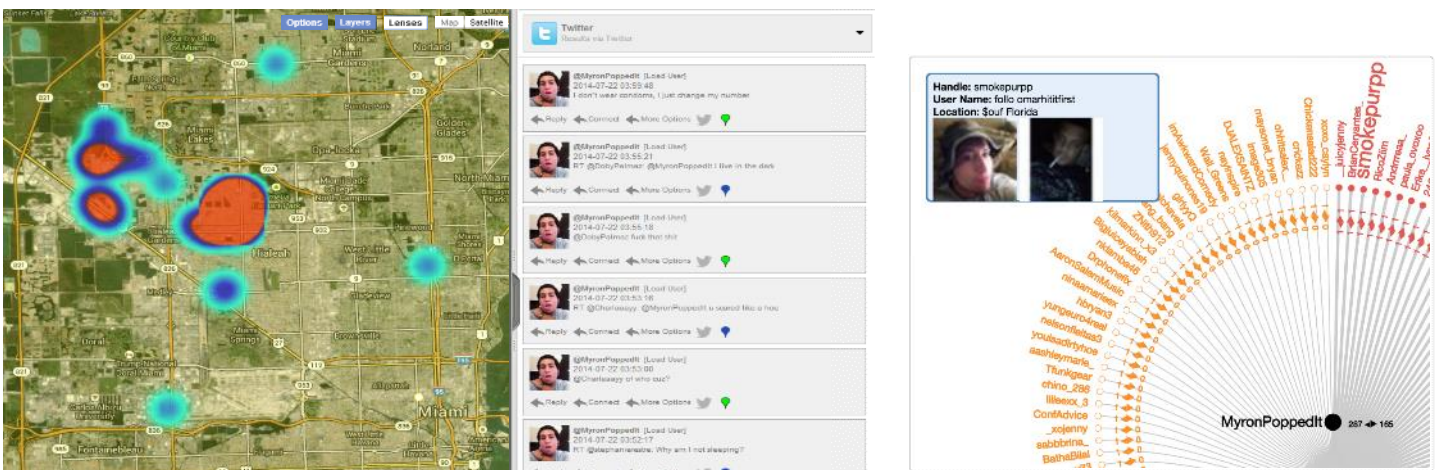# Solution:
## Use SnapTrends to proactively gather intelligence before, during & after investigations.



***Narcotics Distribution & Drill-Down Capability***: *Identify people involved in all levels of narcotics distribution chains within your jurisdiction, from street-level dealers to high-level participants, and leverage that information to further develop your understanding of the organizations.*
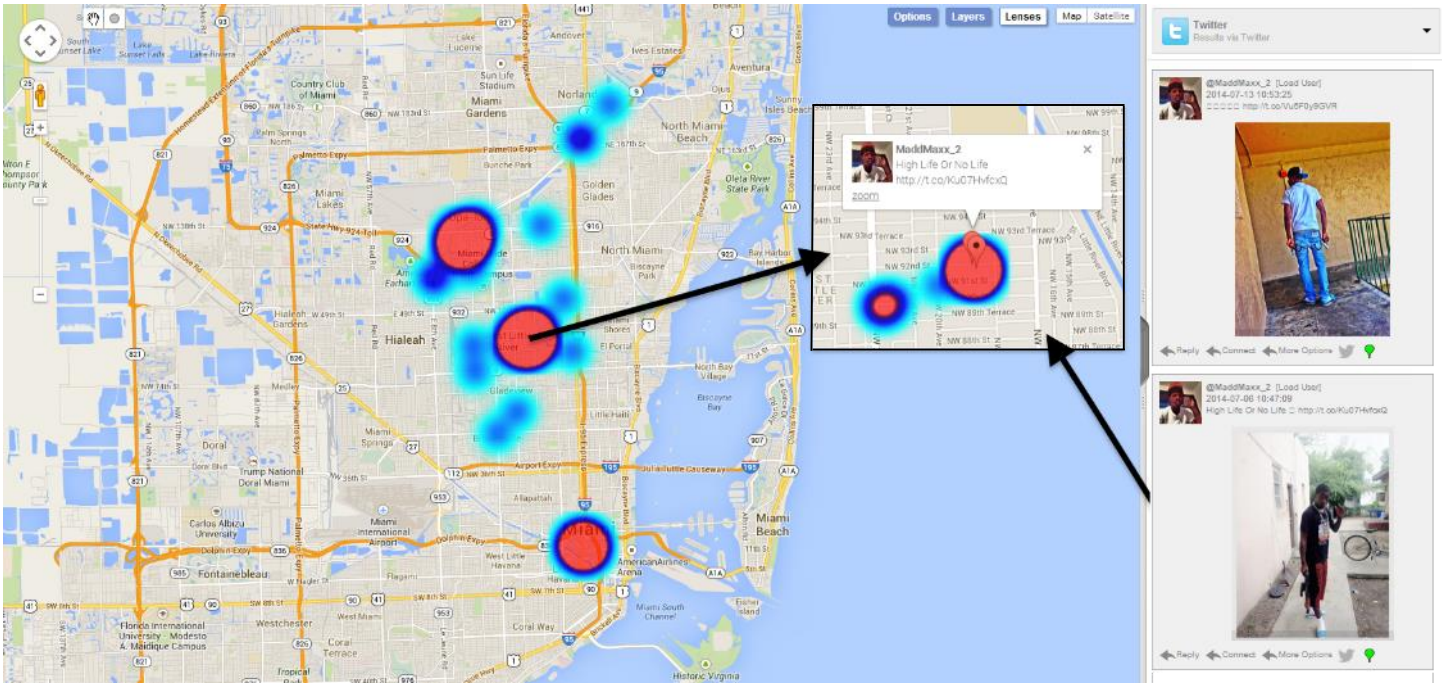


***Person of Interest Auto-Intelligence***: *Gather information about individuals of interest, such as their post history, the locations of posts, and other social media accounts they may have.*
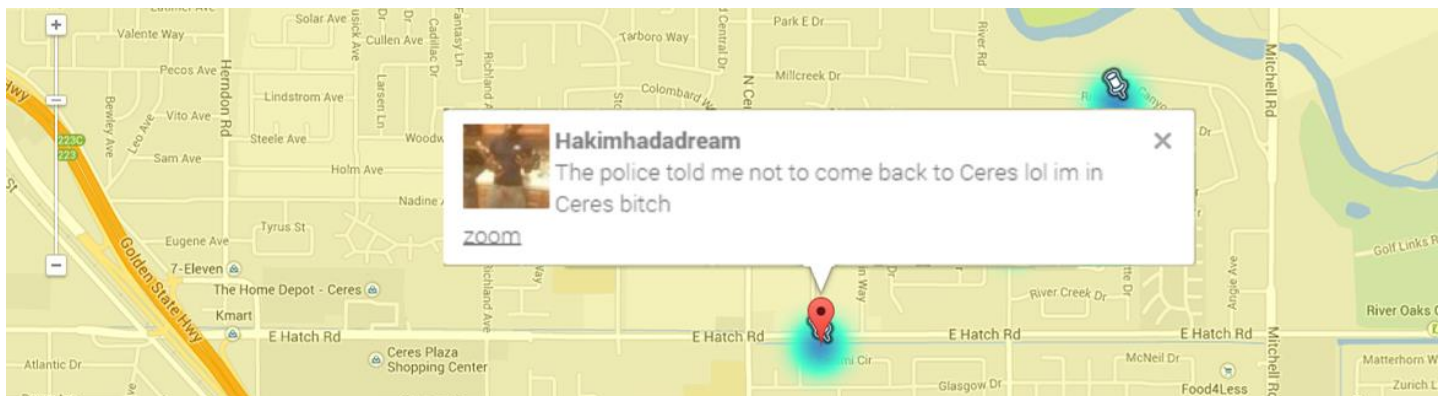


***Person of Interest Auto-Intelligence Continued:*** *Find locations a person may frequent on a map: residences, workplaces, schools, stores, etc. This information can assist you in your efforts to investigate & potentially apprehend the individual.*

***Relationship Maps:*** *Know who your person of interest follows, who follows them, and who they communicate with most often.*

**Photos & Videos:** *Some social media accounts contain incriminating photos and videos, which can alert you to violations of the law and other criminal activity, such as gang involvement, possession of illegal weapons, and the distribution of narcotics.*



**Organizational Insights:** *Many organizations adopt social media as a means of communication. Tap into the conversations within criminal organizations and gain insights into the hierarchies, values, activities, connections, and the methods used to accomplish their goals.*



**Customizable Alerts:** *Set up customizable alerts to notify you when certain people-of-interest post, when certain words and phrases are matched, or when certain thresholds are met.*

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