



CUSTOMER SUCCESS STORY

Live Insights

Liferaft's Live Insights AI feature is transforming how security and threat intelligence teams manage high-volume social media monitoring.



EXECUTIVE SUMMARY

By automatically clustering related posts and identifying emerging threats in near real-time, Live Insights reduces analysis time by up to 90% while enabling faster, more proactive threat response. Early adopters report significant workflow improvements, with one customer reducing spike analysis from 20-30 minutes to just 1-2 minutes per incident.

THE CHALLENGE

Security teams face an increasingly difficult paradox: expanding monitoring scope with limited analyst resources. Organizations monitoring social media for threats, protests, and executive protection scenarios routinely encounter:

Information overload: Queries generating hundreds to thousands of posts daily

Manual analysis burden: Analysts spending 20-30 minutes reviewing posts to identify what caused activity spikes

Time-sensitive gaps: Critical situations like active shooters requiring immediate detection, not hours-long analysis

Alert fatigue: Teams struggling to separate signal from noise without missing critical threats

As one customer explained: "I'm looking for anything that can save my time when I'm filing reports because that's a very big process and time consuming."

CUSTOMER OUTCOMES

Global Investigations Firm: 90% time reduction

A Threat Intelligence and Investigations Manager at a global investigations and corporate intelligence firm, integrated Live Insights into their threat monitoring report workflow with immediate results.

Before Live Insights: "Sometimes or actually a lot of the time for some of these date ranges, the posts could be hundreds. And if I have to look through like what is it? 50 per page on just the general query viewing. So, I mean if I'm going through pages of posts looking for and noting different posts and seeing, hey, am I seeing this one multiple times? I mean that could take me 20 minutes, that could take me 30 minutes."

THE SOLUTION

Live Insights uses AI to automatically analyze incoming social media data, group related posts into event clusters, and surface trending topics in near real-time. The feature operates continuously in the background, alerting analysts only when significant patterns emerge.

KEY CAPABILITIES

- ✔ **Near real-time detection:** Identifies emerging threats within 5 minutes, compared to 6-hour requirements for traditional analysis methods.
- ✔ **Low threshold activation:** Generates insights from as few as 3 similar posts, enabling early threat detection.
- ✔ **Intelligent alerting:** Notifies analysts when new insights emerge, but avoids alert fatigue by only sending updates when situations materially change.
- ✔ **Continuous monitoring:** Runs continuously on queries without manual intervention.

With Live Insights: "Whereas this is just a quick, however long the insights take, which would be a minute, two minutes that's time saver for me just to wait for that to finish or I can even do something else to work on in those minutes while I'm waiting for that rather than spending half my time looking at the query pages."

Impact: this team now uses Insights to explain activity spikes in client-facing threat monitoring reports, with the feature becoming integral to their mid-month and end-of-month reporting cycles.





MESURABLE RESULTS

90% time savings: Analysis time reduced from 20-30 minutes to 1-2 minutes per incident

72x faster detection: 5-minute threat identification vs. 6-hour traditional methods

97% lower threshold: Detects patterns from 3 posts instead of requiring 100

12,000+ posts to headlines: One demonstration showed 12,000+ posts condensed into a handful of actionable insights.



WHY LIVE INSIGHTS WORK

Live Insights succeeds because it augments rather than replaces analyst expertise. The feature handles the time-consuming work of identifying patterns and themes, while analysts retain access to underlying posts for deeper investigation when needed.

The intelligent alerting system ensures analysts are notified of significant developments without being overwhelmed: "If 500 more posts come in about this shooting incident, but with no new additional message and info, just there's been a shooting incident at union station. Okay. What do I do with that? 500 posts about that? I'm not going to get a new alert. I've already received this alert. However, if that now changes to union station, shooter caught or police arrive at the scene, something like that is significantly changing the situation. With Live Insights I will get an update on that."

USE CASES



Executive protection:

Monitoring threats during travel, events, and earnings announcements



Active threat response:

Detecting active shooter situations, protests, and civil unrest in near real-time



Brand monitoring:

Identifying emerging reputation issues before they escalate



Threat monitoring reports:

Explaining activity spikes in client-facing deliverables



Healthcare security:

Tracking threats to organizations and executives following high-profile incidents



CUSTOMER TESTIMONIALS

"I really like having the feature added because as I said, it saves a lot of time for me rather than looking through a bunch of posts. And again, I'm looking for anything that can save my time when I'm filing reports because that's a very big process and time consuming, and this feature definitely helps a lot."

"This makes it much easier to identify what exactly caused that spike on the graph."

CONCLUSION

Live Insights AI represents a fundamental shift in how security teams manage social media intelligence.

By delivering 90% time savings, enabling 5-minute threat detection, and reducing analyst workload without sacrificing coverage, the feature helps organizations do more with existing resources while responding faster to emerging threats.

