



CloutCheck AI

Multimodal Reputation Risk Analysis Platform <3

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Introduction: The Reputation Risk Problem

In today's digital landscape, protecting brand reputation is paramount, especially in influencer marketing

(e.g Matt Rife in elf campaign).

However, existing tools often fail to provide comprehensive risk assessment.

The Challenge

- Multimodal risks often overlooked (e.g images, text videos)
- Lack consolidated, transparent risk scores

Why This Matters

- Brands face significant financial damage
- Difficulty vetting influencers objectively

Current Limitations

- Manual review, basic keyword analysis
- Inability to process complex data e.g visual context

Our Solution

Comprehensive, transparent risk score platform through advanced AI multimodal analysis.

Aims & Objectives: Building CloutCheck AI

Our core mission: to build CloutCheck AI, an AI-powered multimodal reputation risk analysis platform that redefines brand safety to help HR individuals easily scan and classify if a specific influencer is relevant to their brand or not.



Automated Content Acquisition

Gather social media content from diverse platforms.



Advanced Multimodal Analysis

Apply NLP, computer vision, and speech recognition to uncover hidden risks.



Actionable Reputation Scoring

Provide transparent, quantifiable risk scores.



Intelligent Decision Support

Empower users with intuitive dashboards and comprehensive reports.

Literature Review:

CloutCheck AI's robust methodology is built upon a solid foundation of academic research in reputation management and advanced AI content analysis.

Reputation Research & Existing Solutions

- Authenticity and trust are crucial for brand perception (Chen & Zhang, 2021).
- Objective metrics, beyond follower counts, are essential for assessing influencer impact and risks (Johnson et al., 2023).
- Influencer reputation is dynamic, requiring continuous monitoring for effective risk management.
- **Kroll** - manual influencer vetting.
- **Brandwatch** - uses LLM based sentiment analysis.

Technical Advances

- NLP and Computer Vision detect subtle harmful content across media (Lee & Kim, 2022).
- Cross-modal fusion models identify complex patterns missed by single-modality analysis (Gomez-Rodriguez et al., 2020).
- Advanced Multimodal Monitoring & Analysis (AM3) offers a holistic approach to identify subtle and emergent threats. (uses cross attention based mechanisms to provide unbiased results.)

Research Gaps & CloutCheck Positioning

Despite significant advancements, existing research and tools in reputation analysis still leave critical gaps.



Narrow Toxicity Focus

Explicit toxicity only



Limited Modalities Analyzed

Struggles with multimodal data



Opaque Interpretable Scoring

Uninterpretable risk scores



Limited Industrial Validation

Lack real-world testing

CloutCheck AI directly addresses these limitations by providing a comprehensive, multimodal, and transparent risk assessment platform that has been rigorously validated.

CloutCheck AI: Key Features

CloutCheck AI offers unparalleled capabilities designed to empower brands with intelligent influencer insights.

Security & Access

Ensuring data integrity and controlled user access.

- Secure User Authentication
- Role-Based Access Control
- Compliance with Privacy principles.

Data Collection & Analysis

Gathering and interpreting diverse content streams.

- Multimodal Data Ingestion (Text, Image, Audio, Video)
- Historical Data Analysis
- Sentiment & Tone Detection
- Contextual Content Extraction

AI Processing & Fusion Model

Advanced AI to synthesize data into actionable intelligence.

- Automated Risk Scoring Algorithm
- Cross-Modal Data Fusion Engine
- Pattern Detection
- Bias Detection & Mitigation

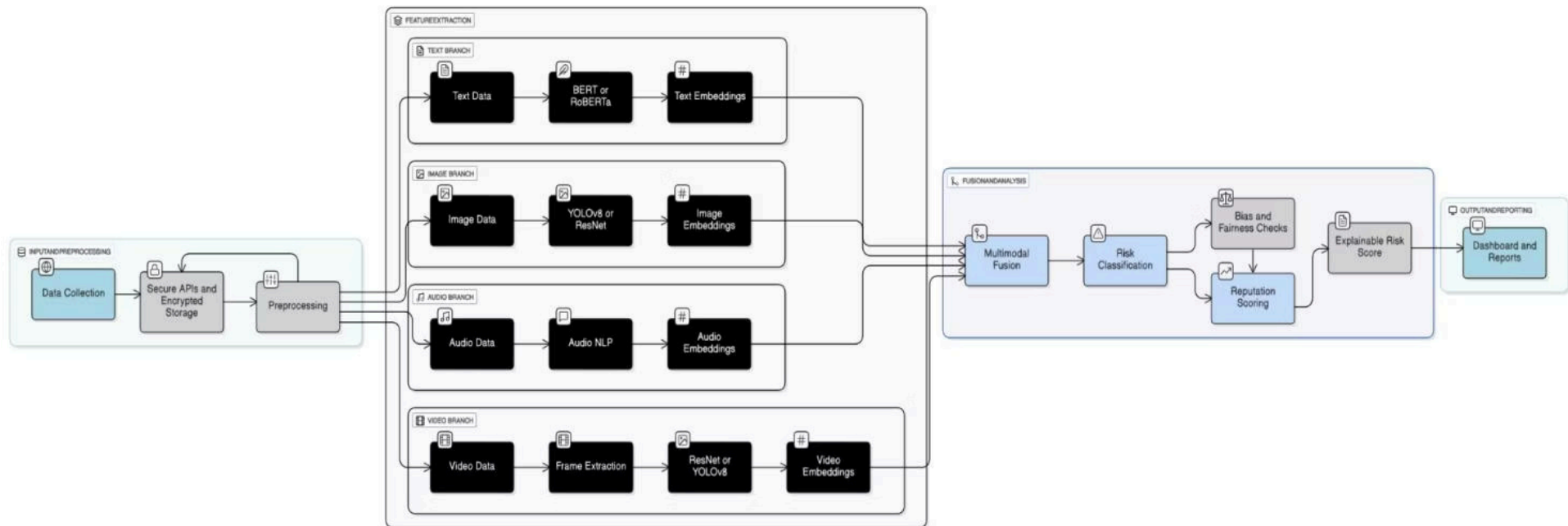
Reporting & Insights

Delivering clear, customizable, and actionable findings.

- Dashboards & Risk Reports
- Real-time Alerts & Notifications
- Actionable Recommendations
- Explainable AI (XAI) Insights

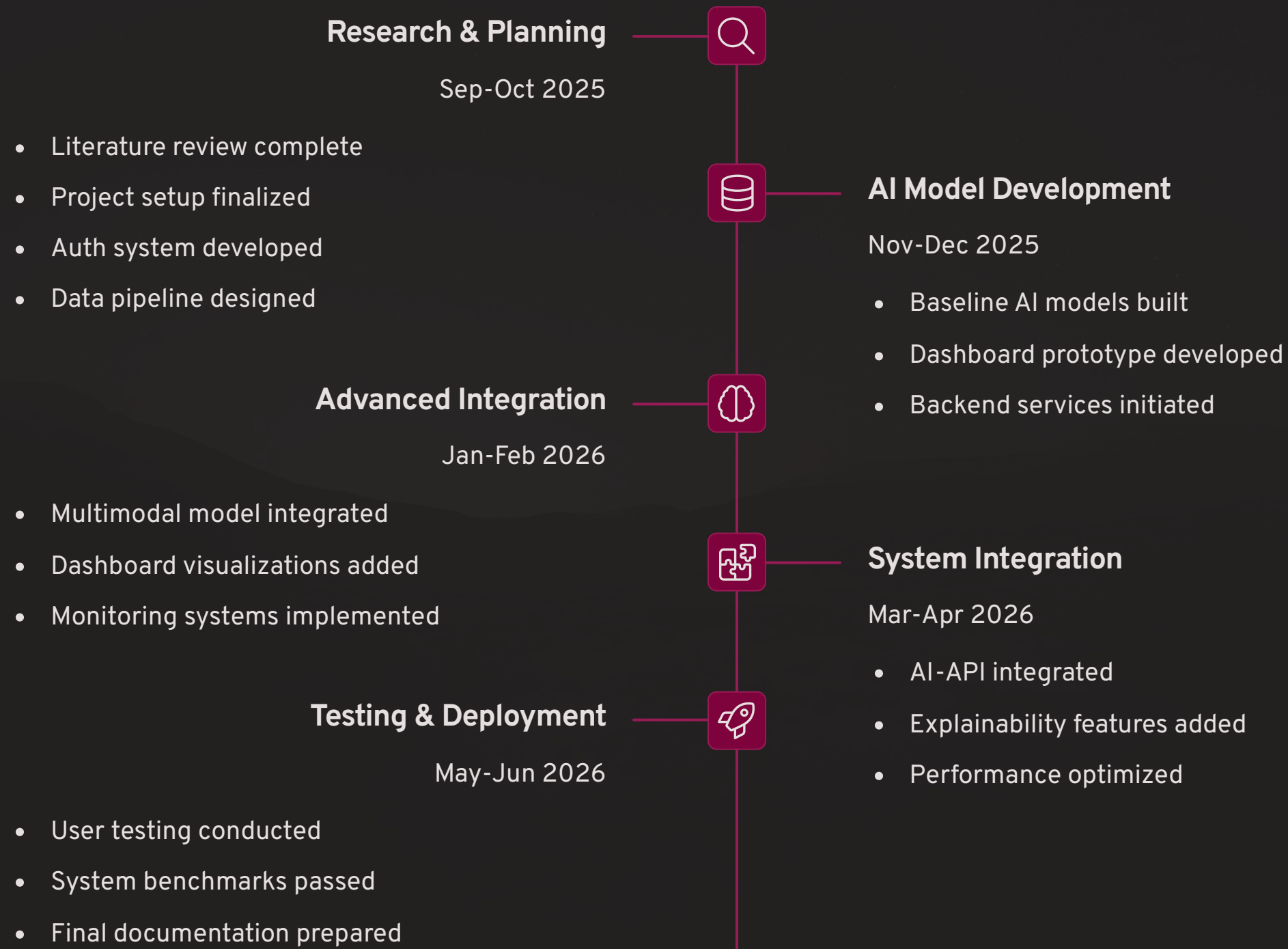
Proposed Methodology & Architecture

CloutCheck's architecture integrates data collection, AI processing, and user reporting.



Project Timeline: Key Milestones

Our structured approach ensures timely development and deployment of CloutCheck AI.





Deliverables & Conclusion

Till the end of FYP 1, we plan to deliver our **complete research findings, the fusion model, and the reputation risk scoring algorithm** that will be used to give a unanimous score and further our pipeline.

CloutCheck AI stands as a groundbreaking solution, leveraging advanced multimodal risk analysis to deliver unparalleled insights. Its significance lies in its ability to not only safeguard brand reputation in the landscape of influencer marketing but also to set a new industry standard for ethical engagement and digital trust.

Thankyou!