

CPM AI • BRAND SAFETY INSTITUTE PILOT PROGRAM

EXCLUSIVE 4-WEEK TRIAL • COMPLIMENTARY

AI-powered *brand monitoring.*

Agentic monitoring across the social & open web.

- TikTok
- YouTube
- Instagram
- Facebook
- X
- Threads
- Bluesky
- Reddit
- LinkedIn
- Discord
- Twitch
- Substack
- Podcasts
- News
- Forums
- + more

4-WEEK EXCLUSIVE TRIAL • FOR BRAND SAFETY INSTITUTE PARTNER BRANDS

Brand Safety Institute has partnered with CPM AI to offer a limited, complimentary trial for Brand Safety Institute Partner Brands. The program gives participating brands access to a complimentary trial of CPM AI's Agentic brand monitoring and narrative intelligence platform. This tool will help teams understand how their brand is being discussed across today's multimodal internet, including social platforms, podcasts, news, forums, video, and creator content.

CPM AI deploys agents that browse, watch, and listen across the web to identify the narratives, risks, opportunities, and customer conversations that matter most. CPM AI delivers actionable insights for marketing, product, research, communications, insights, and brand safety and reputation teams.

i. Ideal Participants & Core Benefits

BUILT FOR PARTNER BRANDS

This trial is built for brands and brand teams seeking better visibility into how their brand is perceived, discussed, challenged, and contextualized across the open web, social sphere, podcasts, news, and forums. It is designed to help organizations understand exactly where brand narrative safety, suitability, reputation, and consumer perception intersect—all without the need to spend weeks configuring dashboards, writing Boolean queries, or manually tuning keyword lists.

By participating in this trial, brands will be able to:

🌐 Monitor the Complete Narrative

Track brand narrative safety and suitability conversations across social media, podcasts, video, forums, and news.

🔍 Anticipate & Mitigate Risks

Detect emerging reputation risks and catch early signals before they escalate into larger issues.

👁️ Understand Brand Framing

See exactly how creators, consumers, media, and online communities discuss the brand, helping identify opportunities for smarter messaging.

↗️ Track Category Dynamics

Monitor competitive positioning, product launches, customer dissatisfaction, pain points, churn drivers, and unmet needs.

👥 Align Internal Teams

Uncover actionable insights that provide marketing, communications, product, research, and insights teams with a shared, unified view of what matters most.

⚡ Deploy Instantly

Start gathering intelligence quickly without requiring a large analytics team, complex setup process, or ongoing manual configuration.

FOR BSI
PARTNER
BRANDS

For Brand Safety Institute Partner Brands, the program offers a low-friction way to evaluate how agentic AI can expand the visibility, speed, and usefulness of brand narrative safety and suitability intelligence.

ii. Trial Cohort Schedule

THREE COMPLIMENTARY TRIAL COHORTS · UP TO 5 BRANDS EACH

01

COHORT 1

May 25

Start date · 4 weeks

02

COHORT 2

June 17

Start date · 4 weeks

03

COHORT 3

July 15

Start date · 4 weeks

Each cohort will include up to 5 participating brands only to ensure hands-on support and high-quality reporting.

iii. What Participating Brands Receive

DURING THE COMPLIMENTARY 4-WEEK TRIAL, EACH BRAND WILL RECEIVE

Weekly brand narrative safety and suitability reports

AI-powered brand monitoring across social, podcast, video, forum, and news

Identification of emerging brand risks, reputation shifts, and narrative changes

Competitive intelligence and market conversation tracking

Marketing action items based on real consumer and creator conversations

Product and customer insight themes, including churn drivers, pain points, and unmet needs

Research-ready summaries of audience sentiment, cultural context, and category trends

Plain-English access to insights, with no complex Boolean query setup required

iv. Fast Setup, Immediate Value

ANYONE ON THE TEAM CAN ONBOARD IN 10 MINUTES

10 minutes to your *first monitoring study.*

CPM AI is built so anyone on a brand team can sign up, onboard, and run their first monitoring study in about 10 minutes. No engineering required, no analytics setup, no Boolean queries to write, no exhaustive keyword rules to maintain, and no complicated monitoring dashboards to learn.

CPM AI automatically analyzes a brand's website, products, positioning, competitors, and relevant conversation spaces, then begins surfacing useful insights right away. This makes the trial accessible for lean teams as well as large enterprise organizations that need fast, actionable intelligence without adding operational burden.



10-minute onboarding

Anyone on the team can sign up and run their first monitoring study in about 10 minutes.



No heavy setup

No Boolean queries, exhaustive keyword rules, or complicated monitoring dashboards.



Automatic context

CPM AI analyzes your website, products, positioning, competitors, and conversation spaces.



Lean teams & enterprise

Fast, actionable intelligence without adding operational burden.

🔒 BSI'S ROLE

Highlighting partners that may warrant exploration.

As the media landscape evolves, BSI is surfacing innovative providers tackling industry challenges that we believe may be value-additive for members, enabling participants to test capabilities, assess applications, and guide the development of next-generation tools.

While BSI does not endorse specific providers, we aim to highlight partners whose capabilities may warrant exploration.

📅 NEXT STEPS

Apply for one of three *trial cohorts.*

Brand Safety Institute Partner Brands interested in participating can apply for one of the three trial cohorts. CPM AI will confirm cohort placement, gather basic brand and category context, and set up onboarding calls with each interested brand at the start of the selected cohort.

🔗 HOW TO APPLY

*Simply let **Brand Safety Institute** know of your interest in joining a trial cohort.*

🔗 WANT TO LEARN MORE?

*Set up a brief **demo** to learn more about the CPM AI platform.*