Cliques.AI
X
Kehlani

The Problem

Kehlani's "Folded" went viral on TikTok, **BUT:**

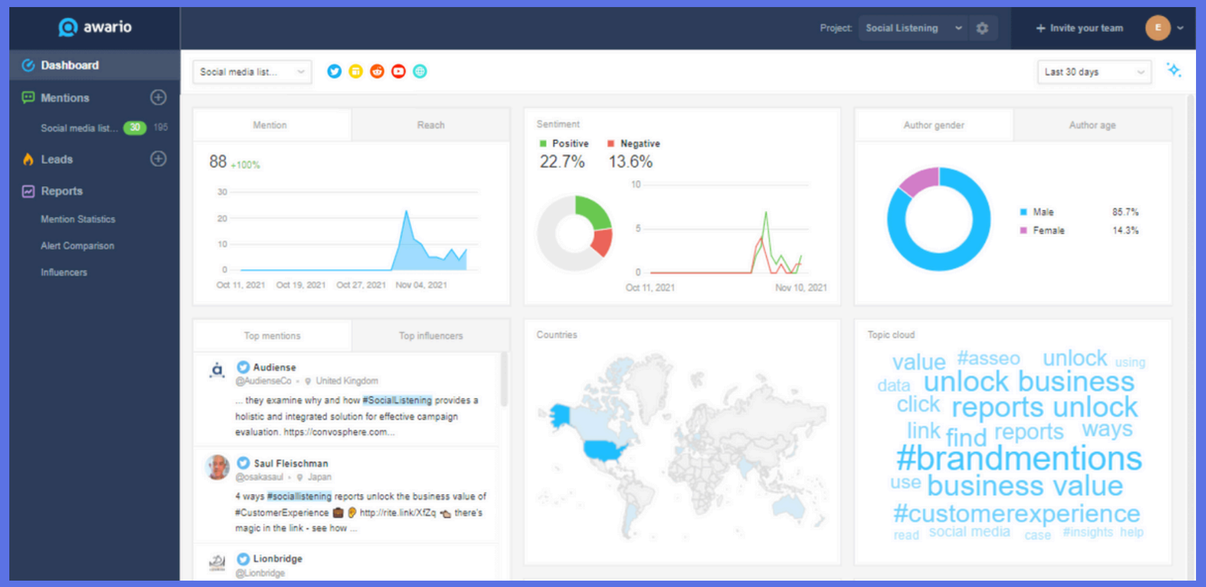
01 Does the recent success translate into long-term followers?

02 How do we characterize these audience groups?

03 What future tactics would lead to long-term listeners?

Social Listening Dashboards

Yesterday's Answer



Existing solutions **do not** provide meaningful interfaces or tools to answer the toughest questions surrounding public opinion today

Unstructured - how can I leverage this for insights?

No causality - why does sentiment flow this way?

No counterfactual reasoning - if I were to do "x", what would happen?

The primary way to understand today's world is through NETWORKS

Metcalfe's Law - network value grows exponentially:

10 users creates 100 units of value
1000 users creates 1,000,000 units of value

Raw data is rising faster than our ability to understand:

149 zettabytes created in 2024
181 zettabytes created in 2025

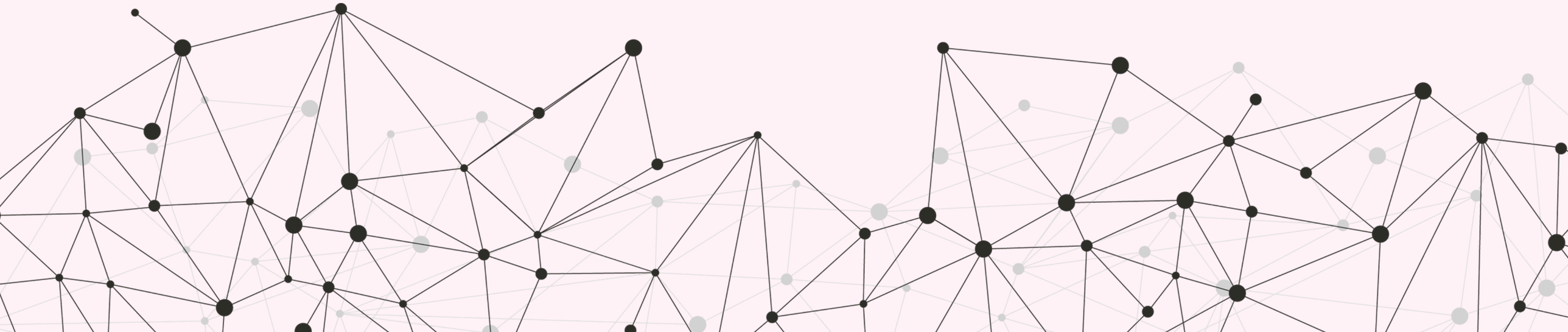
Global investment in graph databases is growing:

Market CAGR is 18-27%

Cliques.AI presents

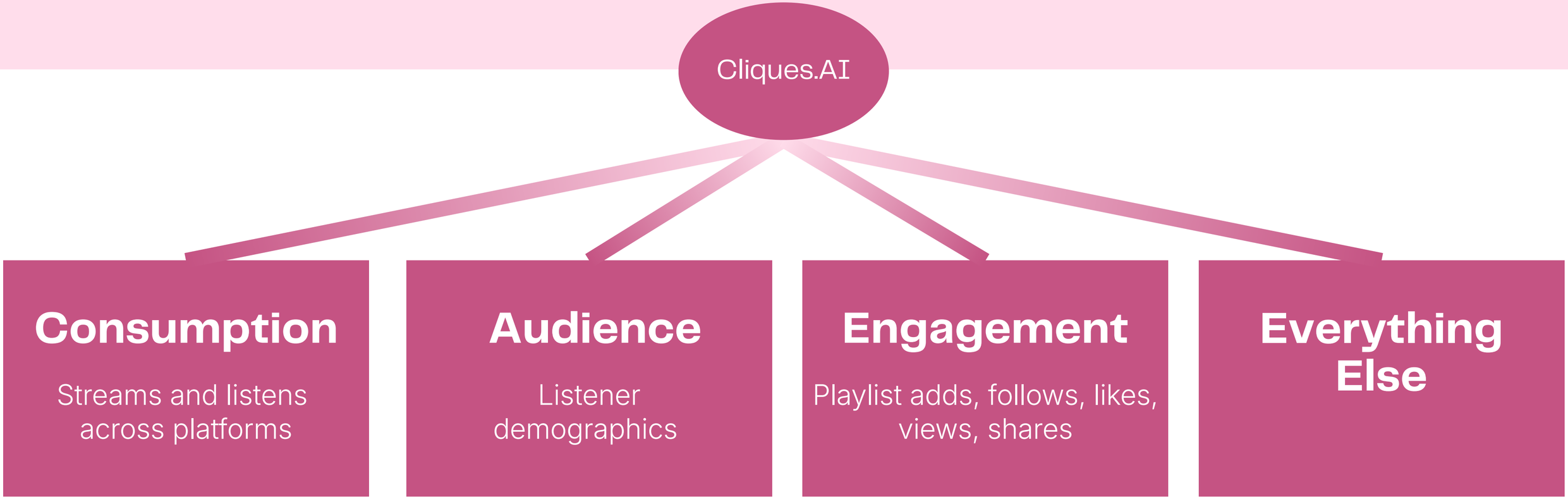
TOMORROW'S SOLUTION:

Using networks to parse
public perception



NO fragmented data:

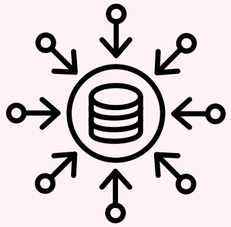
Cliques.AI integrates **ALL**of your available data into a **SINGLE** entry point



How could you use Cliques.AI?

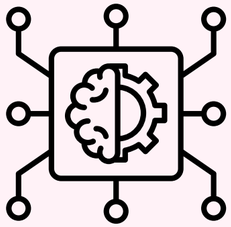
Use 1

Identifying Clusters



Aggregated Data

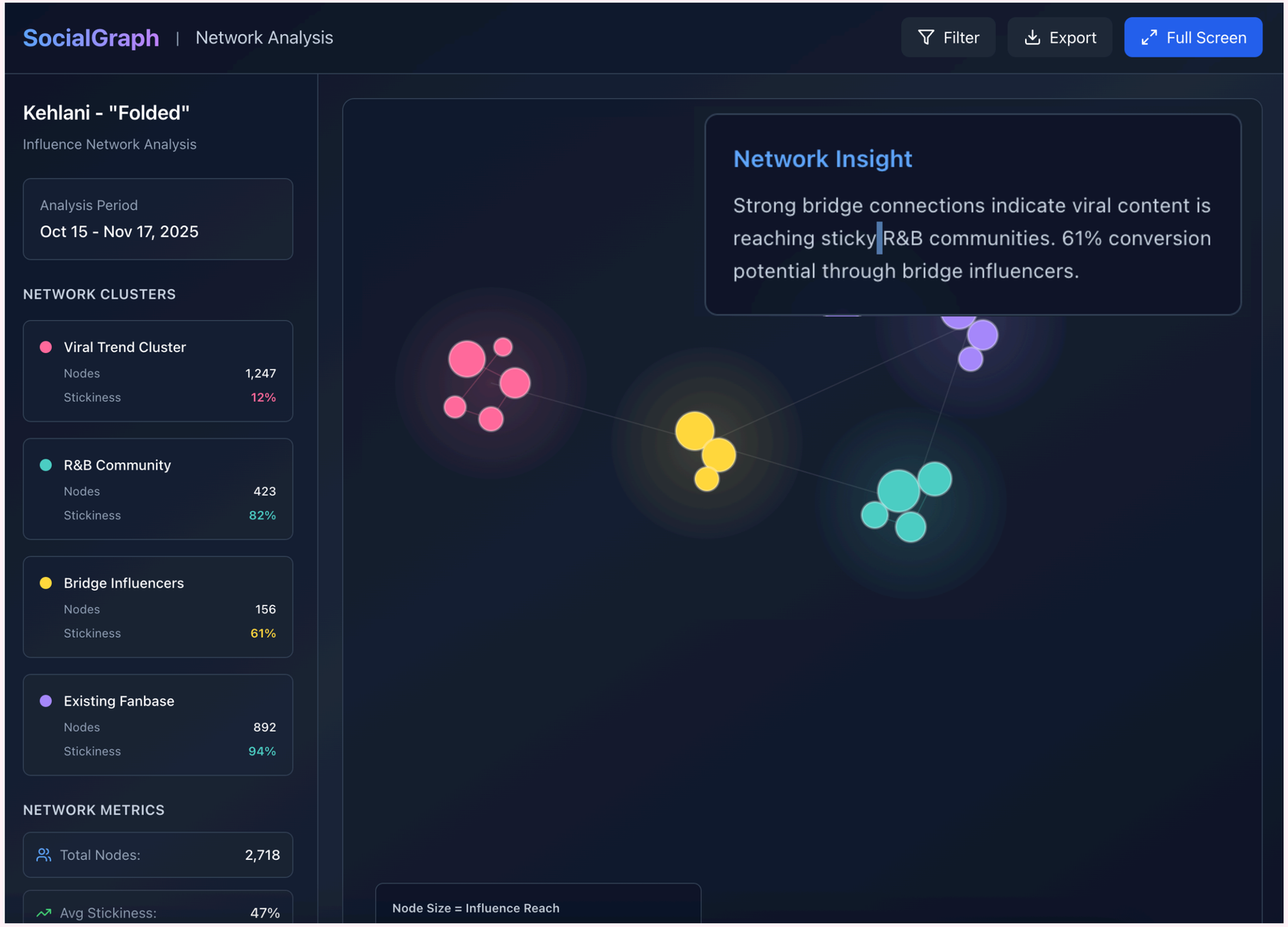
Combine all sources of data to identify relevant listeners



Graph ML

Apply machine learning to identify audience groups

Use 1: Identifying Clusters



Build Graphs

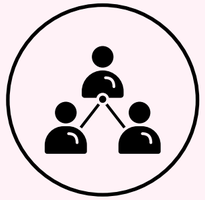
- Leverage data and ML to discover groups of listeners
- Identify connections between clusters
- Visualize information spread between groups

Use 2

Modeling Information Flow

Tie Strength

Distinguish between Strong and Weak relationships



Find Influential Entities

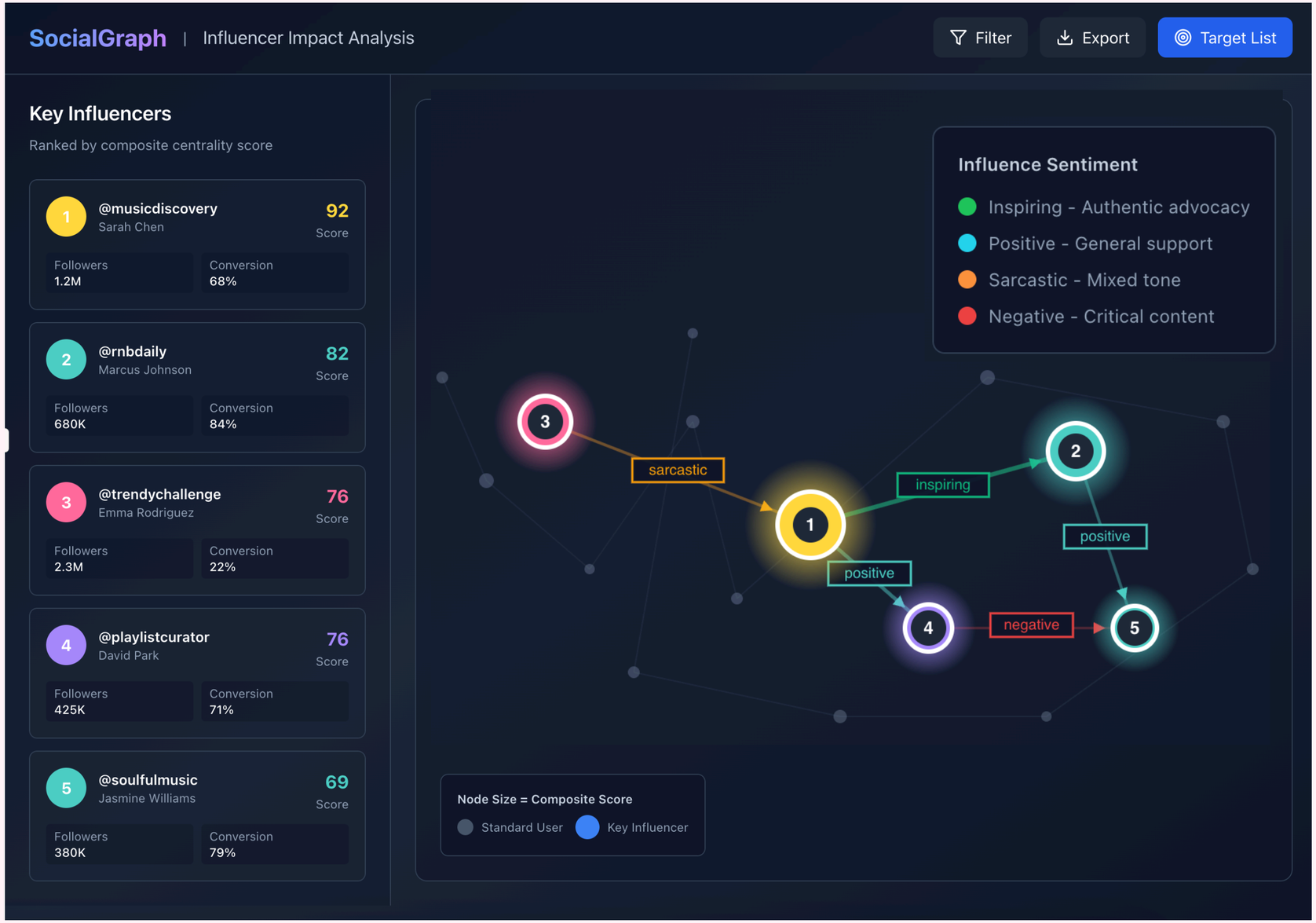
Identify local bridges in graphs that lead to information spread

Use 2: Modeling Information Flow

Understand Specific Clusters

- Identify “thought leaders” within clusters
- Map out information patterns specific to each audience group

Use 2: Modeling Information Flow



Build Networks

- Use network theory to find influential entities within clusters
- Score the strength of their influence using machine learning & generative AI
- Connect influential entities between clusters

Use 3

Visualizations

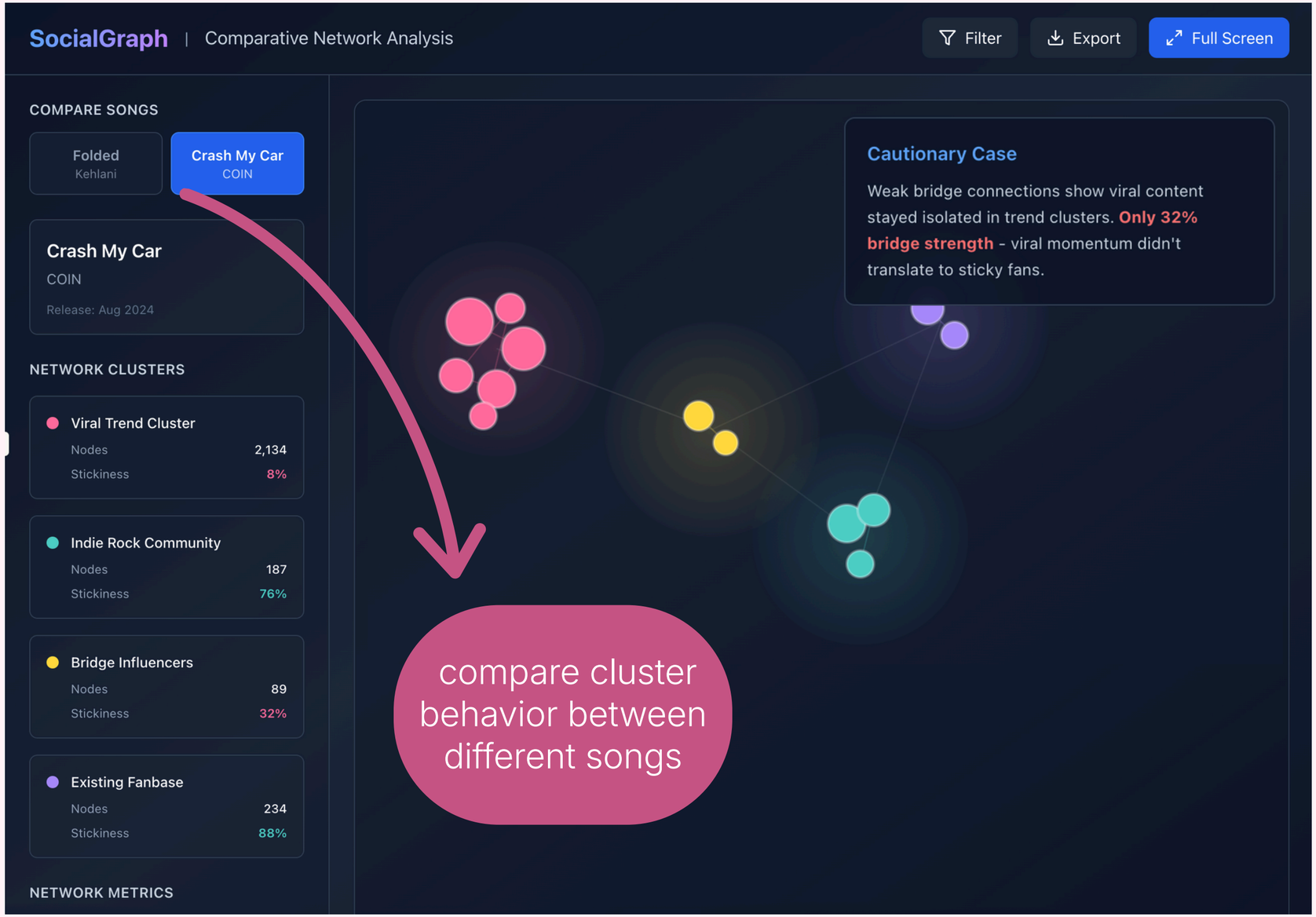
Context Matters

Sliced views based on “projects”

Time Slices

Watch how behavior unfolds

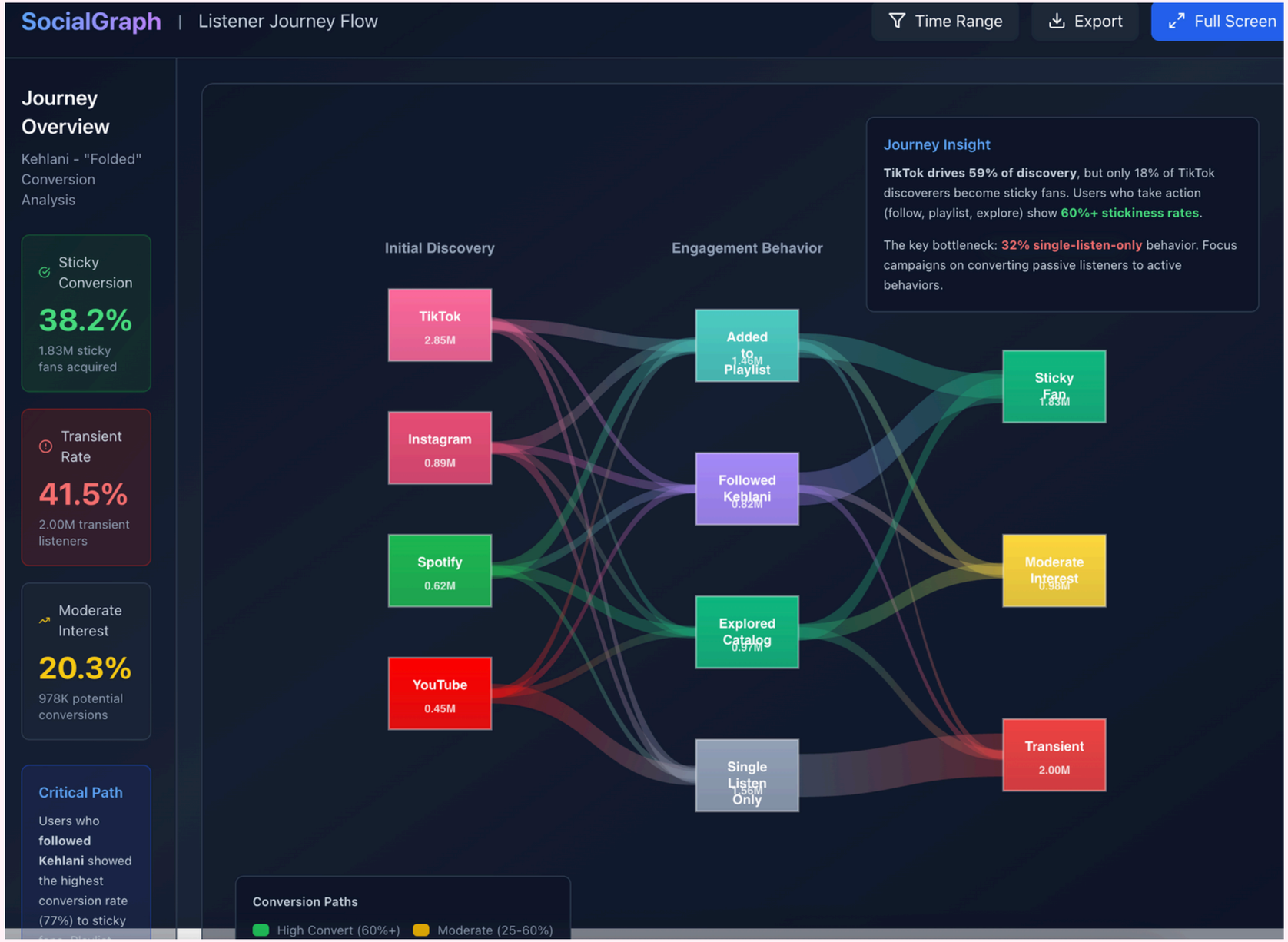
Use 3: Visualizations



Project Views

- Toggle between multiple contexts
- See how cluster behavior changes

Use 3: Visualizations

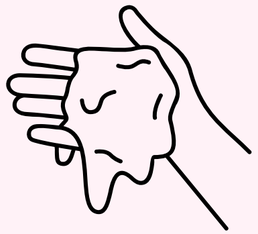


Audience Journeys

- Visualize the complete listener experience from exposure to adoption
- See which paths lead to “sticky” fans

Use 4

Stickiness



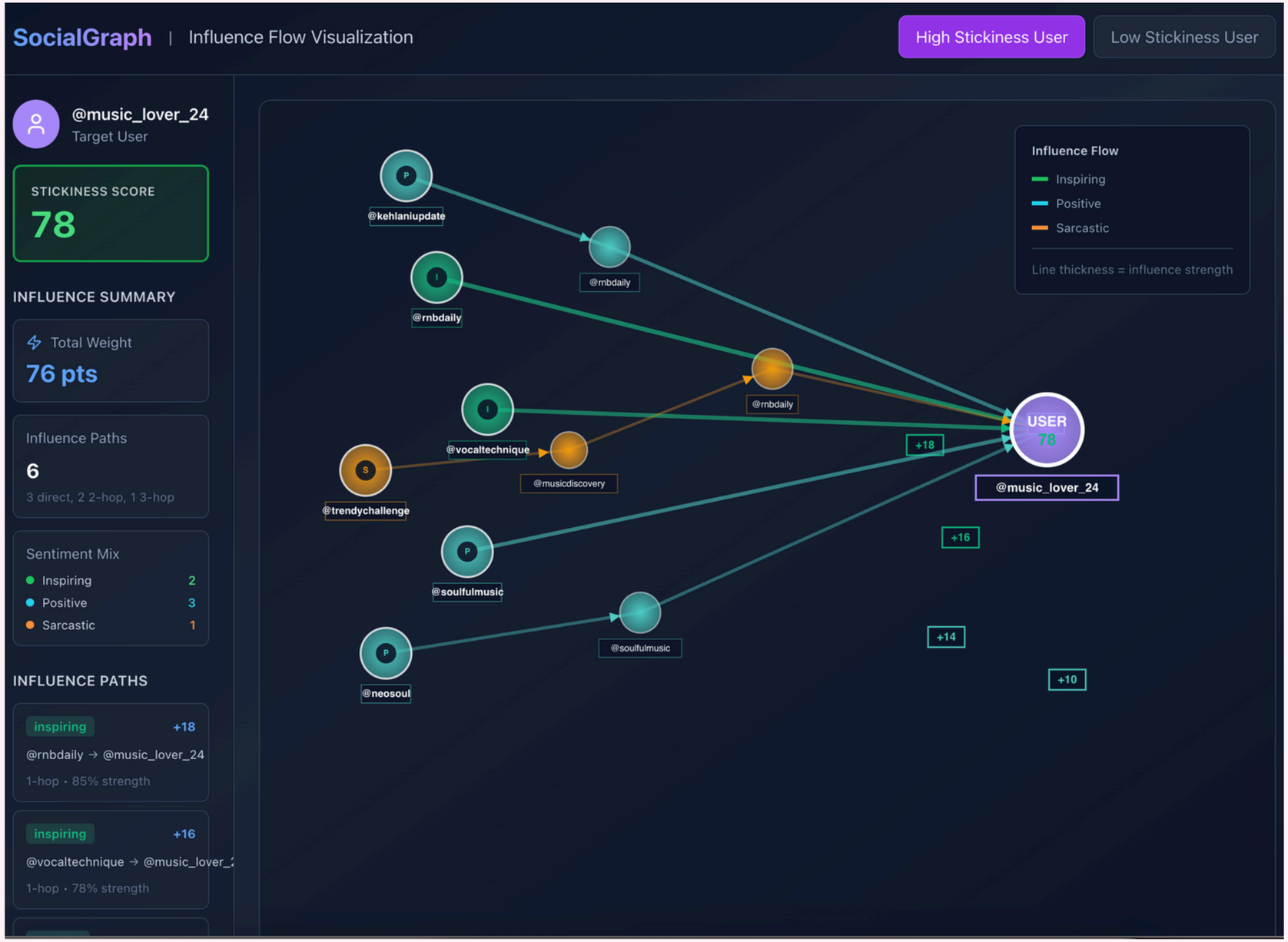
Find Sticky Users

Score how likely a user will remain engaged

Interpretable

Understand what makes a user “sitck”

Use 4: Stickiness



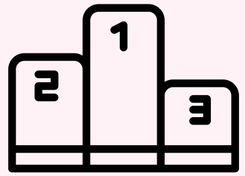
Stickiness Score

- Run graph based metrics to aggregate sentiment and influence that reach each entity
- See what factors make up each score

stickiness = sum(**influence** * **impact**)

Use 5

Campaigns



Rank Influence

Find the most important entities in your graph

See Future Impact

Predict the effect of using an entity to boost public opinion

Use 5: Campaigns

Run Counterfactuals

- Quantify the projected reach of each influential entity
- Estimate number of new “sticky” fans

Cliques.AI

Seeing the world 1% better each day

contact : hermessuen@cliquesai.com