

# Jun Group Unveils AI-Powered Sentiment Analysis, Unlocking Deeper Insights for Influencer Media

*Mobile advertising leader announces advanced sentiment analysis for influencer marketing measurement.*



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[Group](#), a mobile technology company

that delivers intelligent, privacy-first advertising for brands, agencies, and publishers, has unveiled the next evolution of its sentiment analysis tool for influencer marketing campaigns. This advanced measurement product delivers deep insights into consumers' reactions to social content, helping advertisers better understand the effectiveness of influencer creative and messaging.

At the core of this product is Jun Group's industry-leading influencer content, crafted by creators who naturally align with brands' values. As social content is posted, comments are input into a large language model (LLM) to identify keywords and categorize the commenters into various groups — such as current shoppers, those considering a purchase, or brand favorability. This process ensures that profile information is excluded, preserving anonymity and privacy while complying with social platform policies.

"Influencer marketing is a powerful tool for promoting brands, products, and guiding purchase decisions," said Jordan Boswell, Director of Influencer Marketing at Jun Group. "Yet, within the walled gardens of social media, measurement opportunities can be limited. We're excited to introduce a solution that gives advertisers a clearer understanding of their impact and uncovers insights that might otherwise go unnoticed."

Sentiment analysis is now available to Jun Group's influencer marketing customers and compatible with major social platforms. When paired with features like third-party sales lift measurement and shoppable media, brands gain a comprehensive view of their campaign's impact, encompassing creative effectiveness, consideration, and purchase.

Jun Group launched its [full-service influencer division](#) in 2018, bringing over a decade of ad technology expertise to social content. Today, this offering is known for its ability to enhance

authentic content with results-driven science, extending beyond vanity metrics by supercharging campaigns with data, measurement, and AI.

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