

YouScan Redefines AI Transparency in Social Listening with the New Insights Copilot

YouScan's upgraded Insights Copilot makes social data analysis faster, clearer, and easier to trust for marketers and researchers.

LONDON, UNITED KINGDOM, November 4, 2025 /EINPresswire.com/ -- [YouScan](#), a leading social intelligence platform, has announced the release of [Insights Copilot 3.0](#), an upgraded AI assistant designed to make social data analysis faster, more transparent, and easier to trust.



The new version of Insights Copilot helps professionals move from overwhelming data to clear, evidence-based insights – all within seconds. With its latest update, YouScan enhances the way researchers, marketers, and analysts explore social conversations, adding measurable insight strength, a transparent reasoning view, and expanded data capacity.

“

AI can be impressive, but sometimes it feels like a black box. With Insights Copilot, we’re changing that – every conclusion comes with proof, and clarity, so users can trust what the AI delivers”

Anna Yanko, Marketing Director at YouScan

Insights Copilot is the first [social listening](#) AI agent built to help marketers, researchers, and analysts cut through the noise and uncover insights they can actually rely on.

The AI agent is ready to answer complex questions in plain language. Instead of sifting through dashboards or reports, marketers can simply ask:

“What are the top 5 trending topics in the beauty industry right now?”

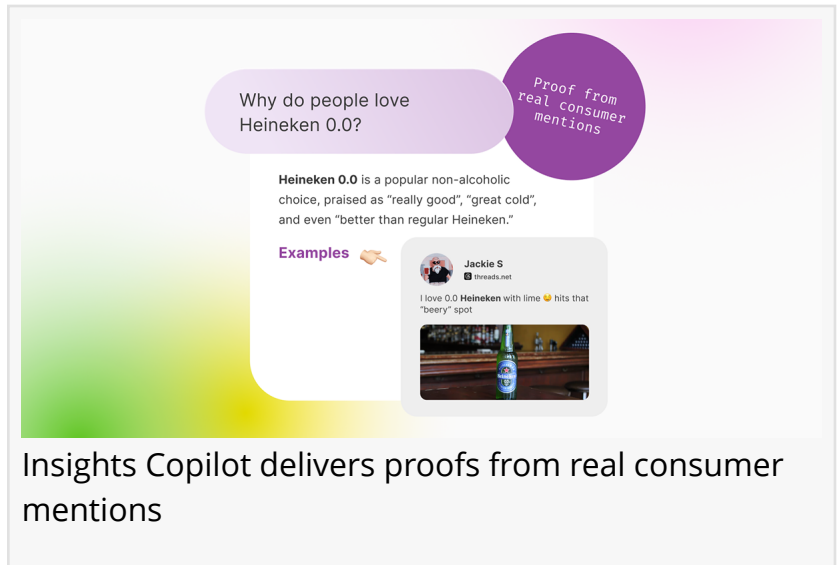
“Can you analyze the sentiment of social media posts about our new product launch?”

How can we ensure our insights are accurate and reliable?

Copilot instantly delivers clear, narrative-style insights backed by real examples from social media, forums, and review sites – the digital spaces where people openly share how they feel about brands, products, and experiences.

Every conclusion is backed by real consumer mentions, making it easy for marketers to validate insights and share them across teams.

How can we ensure our insights are accurate and reliable?



YouScan rolled out a major update to Insights Copilot, focused on three pillars: transparency, reliability, and speed.

The new 3.0 release introduces a more transparent reasoning process, revealing how Copilot connects data points to shape each conclusion. It also strengthens the evidence behind every finding, allowing users to see not only what people are saying but how consistent and significant each pattern truly is.

Insights Copilot 3.0 introduces several key upgrades:

- Enhanced insight strength indicators:

Each finding now includes a mention count and a visual indicator of insight strength, showing how much real data supports it.

- Advanced AI processing capabilities:

Powered by advanced AI models, Copilot now processes up to 5,000 mentions per request, providing results that are both quicker and more nuanced.

- New reasoning view for transparency:

A new reasoning view reveals how Insights Copilot builds conclusions step-by-step – from raw social data to structured insights.

How can we ensure our insights are accurate and reliable?

With its focus on trust and transparency, Insights Copilot turns traditional social listening into an

interactive, verifiable experience. Users can explore conversations, verify findings with real examples, and rely on AI insights strong enough to guide business decisions.

YouScan Team believes that AI should lighten the workload, not add uncertainty. Every insight in Copilot 3.0 is backed by real data – so teams can move forward with confidence.

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YouScan is an AI-powered social listening insights infrastructure for global brands and agencies. It helps brands better understand their consumers, identify emerging trends, and protect their online reputation. With advanced text, visual, and audience analysis, YouScan enables companies to capture not only what people say online, but also what they share through images and how they engage with brands in real life.

□ Learn more at youscan.io

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