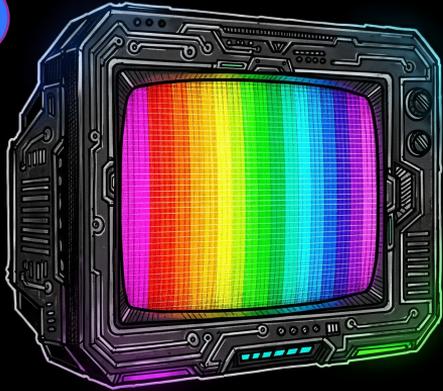




ClarifyAI



# NYC Mayoral Race: Pre-General Election Update

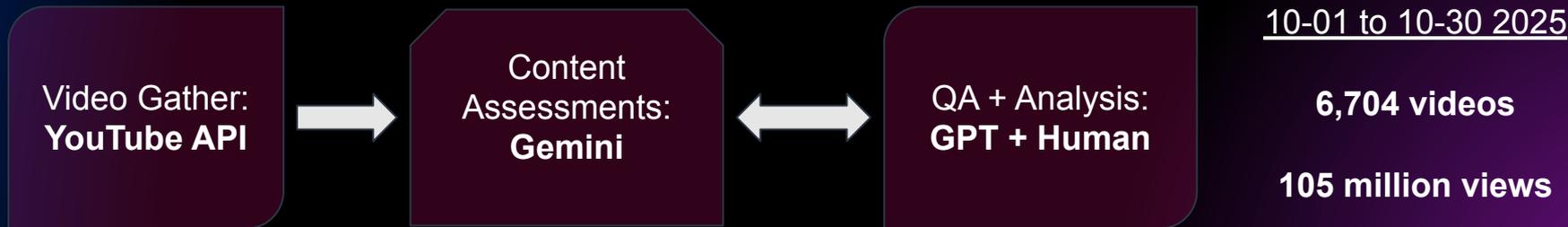


# Technology

**ClarifyAI** is a narrative intelligence platform for brands and causes. We identify and reach audiences exposed to specific narratives that impact reputation.



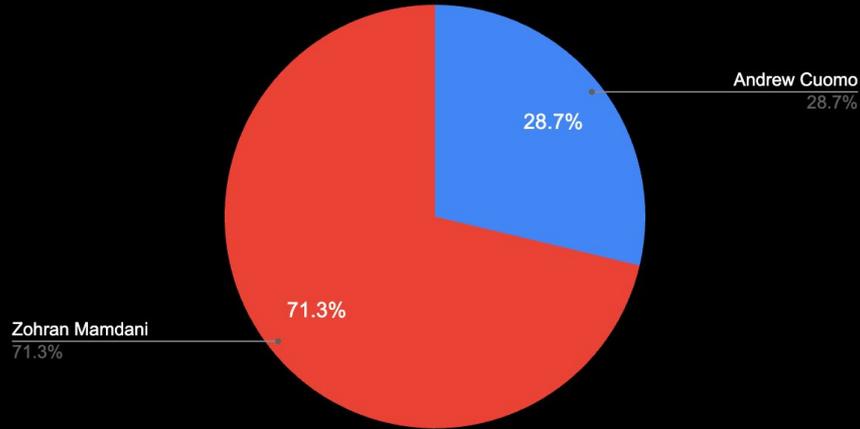
# Our Process



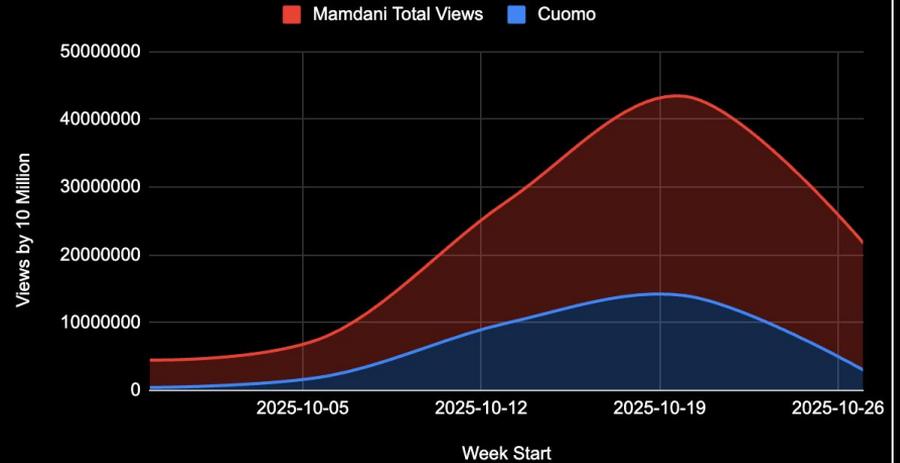
# Mamdani dominates Cuomo in both creator attention (videos posted) and user attention (views) (71% views and videos)

## Share of Narrative Attention on Each Candidate

Percentage of videos mentioning each candidate's name or visually-depicting them

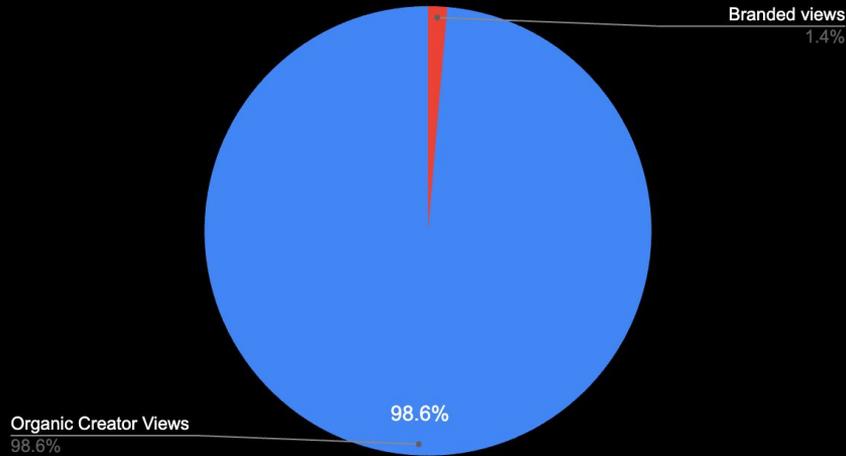


## Mamdani and Cuomo Total YouTube Views

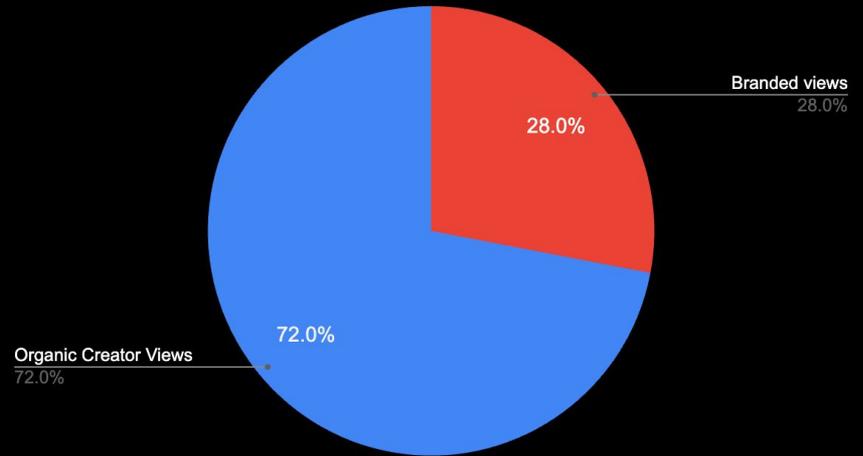


**Organic creators are driving the vast majority of views about the race. Cuomo drove 28% of views of positive narratives with paid ads from his account in October.**

Mamdani's Account as a Fraction of Positive Views

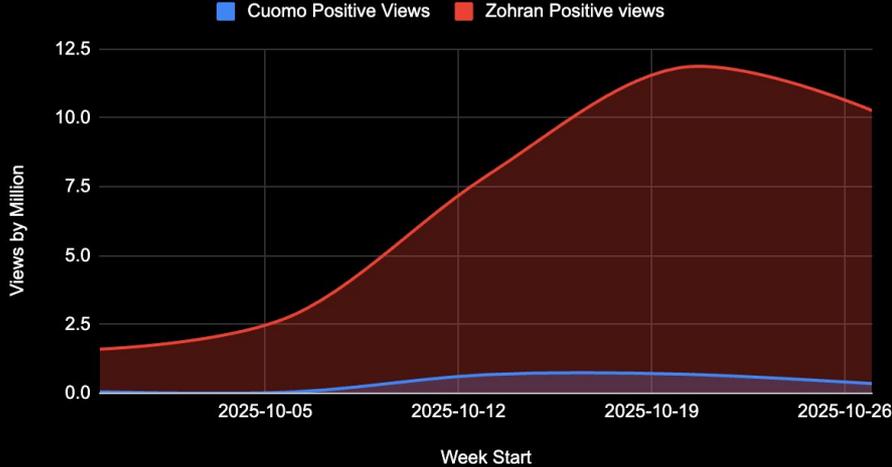


Cuomo's Account as a Fraction of Total Positive Views

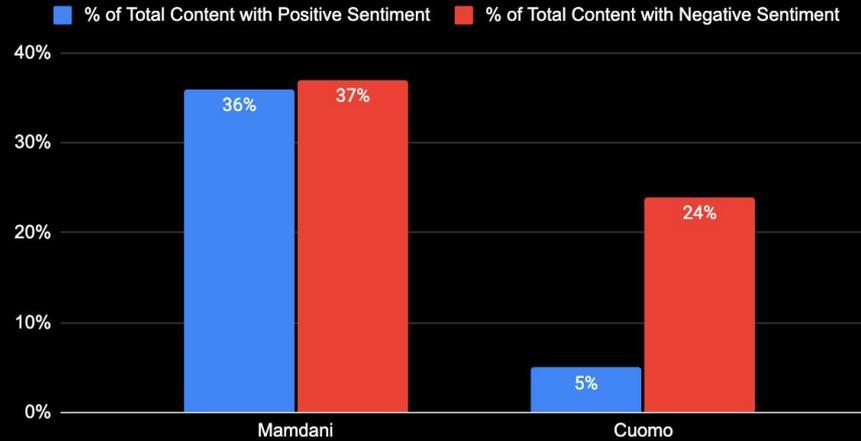


# Mamdani dominates Cuomo in total views of positive narratives

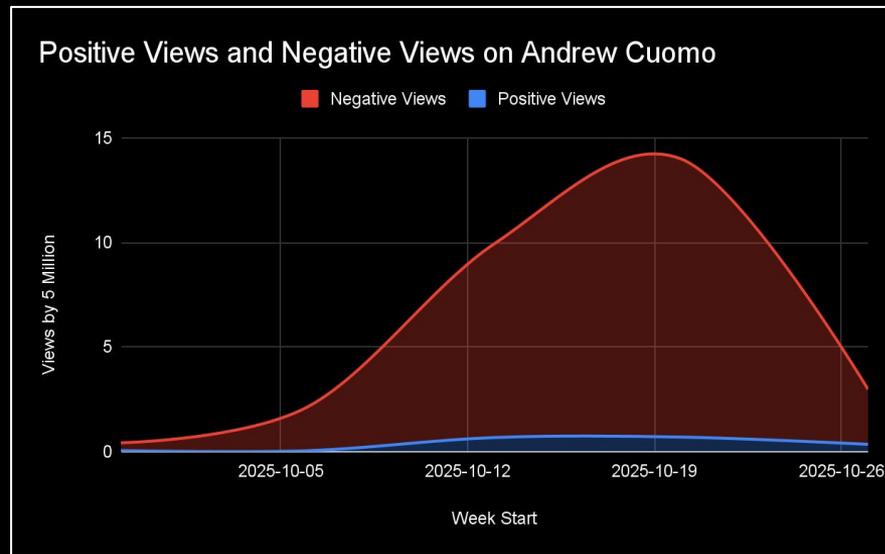
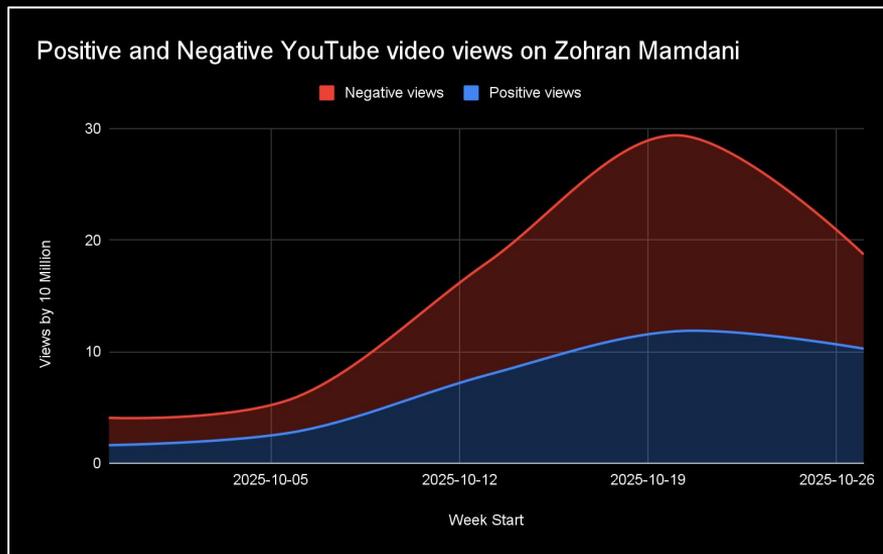
Cuomo Positive Views and Mamdani Positive views



% of Total Content with Positive Sentiment and % of Total Content with Negative Sentiment



# Views of narratives about both candidates were more negative than positive, but Cuomo's ratio was far more negative



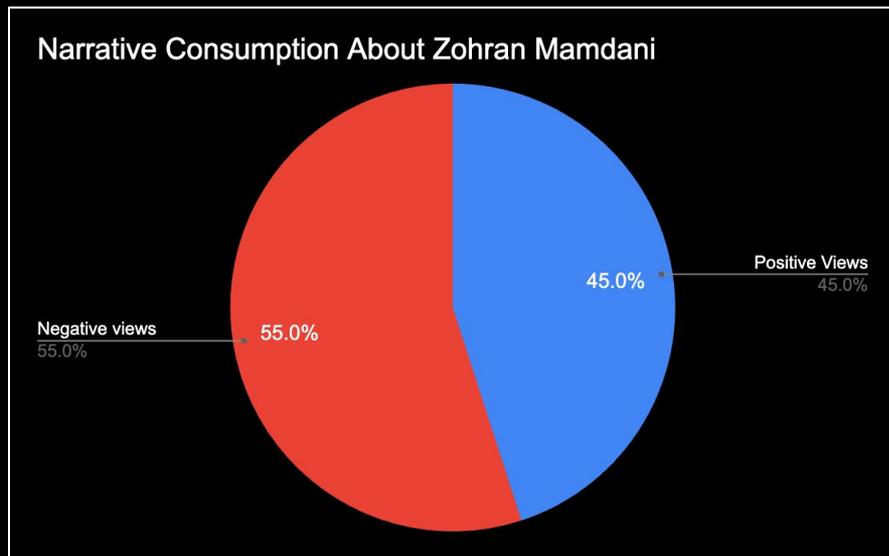
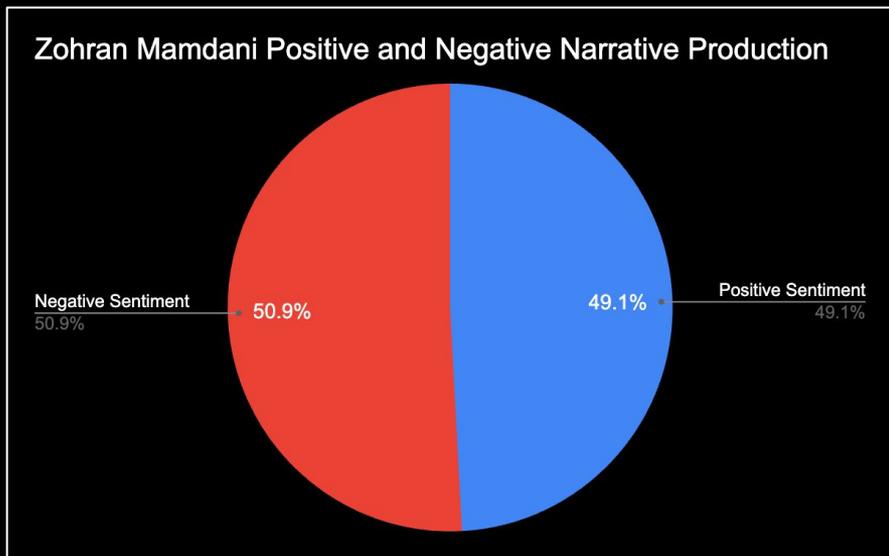
**This spike in negative narratives in October was driven by viral shorts of Zohran and Cuomo attacking each other during the 2nd Mayoral debate.**



This video where Cuomo attacks Zohran's experience before Zohran responds by attacking Cuomo's record is the most-watched piece of content containing negative narratives about Mamdani and Cuomo.

CNN - 1.5 million views

# In October, video production of negative narratives about Mamdani slightly outpaced video production of positive narratives



This spike in negative views continues a trend driven by Fox News content in July and August. Right wing news remains a prominent driver of negative sentiment about Mamdani.

# Mamdani's most-watched positive video is of his Daily Show Interview with Jon Stewart



Despite its release on October 28, Mamdani's interview with Jon Stewart discussing the strength of his grassroots campaign, focus on affordability, and personal stories from the campaign trail is the most-watched piece of positive content about Mamdani.

The second most-watched video is a clip of Mamdani answering a question about free bus funding in the 2nd NYC Mayoral debate.

The Daily Show - 3.5 million views

# For the first time since the primary, Andrew Cuomo's YouTube channel is once again a top creator of content about him



The most-viewed positive video about Cuomo is this paid media ad from his campaign.

Cuomo's campaign also started producing campaign ads using generative AI.

Andrew Cuomo - 4.4 million views

## Debate reactions also dominated Cuomo's most-watched negative videos



The #2 most-viewed negative video about Cuomo is this short of Hasan Piker reacting to Zohran's attack on Cuomo during the debate implying Cuomo wants to evict Zohran from his apartment due to his support for NYC landlords.

Hasanabi - 3.5 million views

# We Make Narrative Intelligence Actionable

ClarifyAI delivers brand intelligence, sentiment analysis, and monitoring of the digital landscape – and makes those insights actionable for communicators and marketers alike.



## BRAND MONITORING

Track the treatment of your brand and products by creators on YouTube.



## SENTIMENT ANALYSIS

Understand the sentiment of the narratives being consumed



## COMPETITIVE REPORTING

Learn what creators are saying about your brand – and your competitors.



## NARRATIVE RETARGETING

Reach audiences who have been exposed to specific narratives.

**We can help you target audiences exposed to any narrative about your brand**



**/LiveRamp**

# Thank You!

Speak soon!

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