



FUNDRAISING

# Respondology Nabs \$5M to Tackle Toxic Comments as Meta Scales Back Fact Checkers

*The company works with 450 brands whose collective social media following totals 1 billion*



Brands using Respondology saw a 17.6% boost in ROAS on TikTok and a 7.35% lift on Meta, driven by instant comment moderation. JakeOlimb/Getty Images



🔒 PREMIUM

By Trishla Ostwal

3 MINS AGO



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Social media moderation company Respondology has nabbed \$5 million in its Series A extension round led by Iron Gate Capital, with participation from SJF Ventures. The firm sells **generative AI** tools to brands navigating online conversations. Read the full pitch deck below.

messages with offers to users who comment or interact with posts.

“The AI software is so good that human moderators are only feeding intelligence back into the AI,” CEO Erik Swain told ADWEEK. The ultimate goal, he added, is to help brands clean up comment sections and engage with audiences in real time to drive social sales.

Respondology currently offers two other products: one that filters out harmful or off-brand comments across social platforms, and another that helps marketers monitor what’s being said about their brand—and their competitors—online.

The company says it works with 450 brands whose collective social media following totals 1 billion followers, according to a pitch deck reviewed by ADWEEK. Across 96 brands managing \$1.3 billion in paid social spend, Respondology saw average 17.6% lift in return on ad spend (ROAS) on TikTok and a 7.35% increase on Meta last year—results the company attributes to instant moderation.



Meta Scraps Third-Party Fact-Checking For X-like Community Notes. Some Claim It’s Gone ‘Full MAGA’

The company raised **\$11 million** in Series A funding in 2023. Its latest funding comes as platforms like Meta **pull back** on content moderation efforts, leaving brands with **less control** over where they show up online. Meanwhile, brand spend across paid social doesn’t show signs of slowing down: the spend is projected to reach \$270 billion in 2025, according to **Statista**.

Respondology is integrated as a tech partner with Facebook, Instagram, TikTok and YouTube, using each platform’s API to power its tools. The company doesn’t operate on X, as its software relies on the ability to remove comments—something that’s not possible on the platform.

associated images, and the comments surrounding it to determine whether something is abusive, spam, or from a bot.



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“If someone posts a puke emoji below a brand post with pride flag,” said Swain, “our technology will understand that it is in reaction to this pride post, it’ll read the puke emoji and filter it out in less than a second.”



Brands are able to customize the software to determine what kind of comments are acceptable for them—and what’s not. What sets the tool apart is its discreetness, Swain added, where the troll who made the comment still sees their comment.



“They don’t know it’s been moderated,” he said.



Check out the pitch deck below.





# Comments are the Future

How Respondology’s Comment Activation Platform is Protecting Brands on Social Media and Uncovering Value in the Comments

[Respondology 2025](#)

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