

Pulsar CORE

Owned Channel Analytics

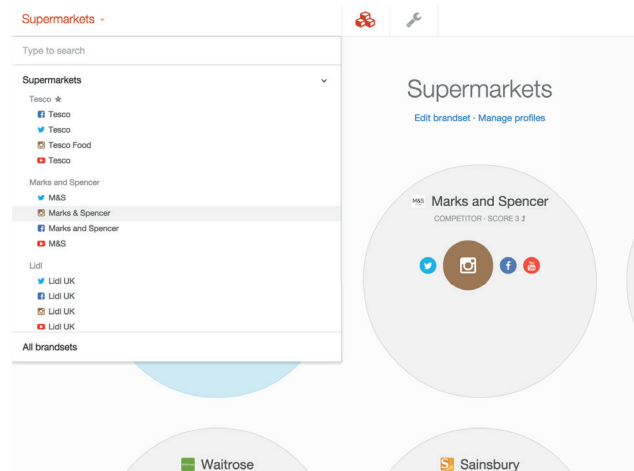
CORE is the most complete analytics tool for your owned social media channels. Understand the performance of the content you create. Measure your audience reach and growth. Benchmark your achievements against competitors and get a holistic view of your brand.

Pulsar CORE is the only product tracking owned and earned social media in one place. Pulsar's Social Brand Score shows how your owned channels fit into your customers' wider social context and proving the real impact and value of your social media footprint.

With Pulsar CORE you can:



Manage all social channels in one place



Pulsar CORE lets you track all your owned social media channels – from Twitter and Facebook to Instagram, YouTube and LinkedIn.

Get rid of platform-specific tools and switch to one clear, convenient, single dashboard of your owned channel performance.

See the bigger picture



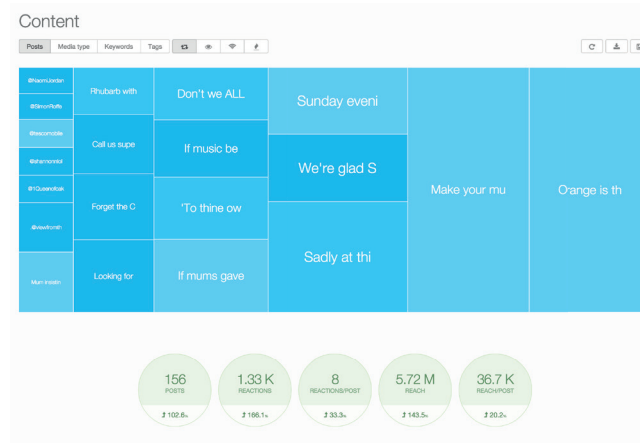
Pulsar CORE gives you integrated brand level metrics, combining the impact of all your channels together, so you can measure the total reach and engagement you're generating.

Understand and visualise how each channel contributes to your overall brand footprint in social media.

With Pulsar CORE you can:



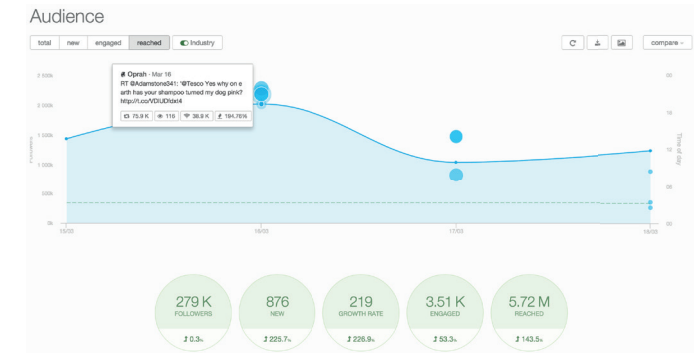
Manage all social channels in one place



See all the posts you've published and how they're performing by engagement, reach and visibility. See what kind of posts performs better by media (images, video, text, links), topic or custom categories you create.

We use the same advanced analytics as Pulsar TRAC to give you the clear and granular metrics you need.

See the bigger picture



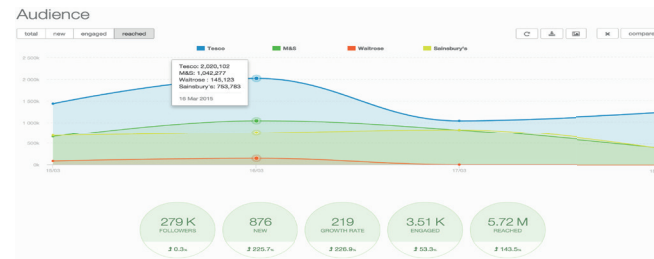
Understand how your audience is changing by tracking your total followers, your engaged followers and the audience you managed to reach.

This 3-dimensional view of your audience will show you the different ways your campaigns are having impact, enabling you to optimise content and paid spend.

With Pulsar CORE you can:



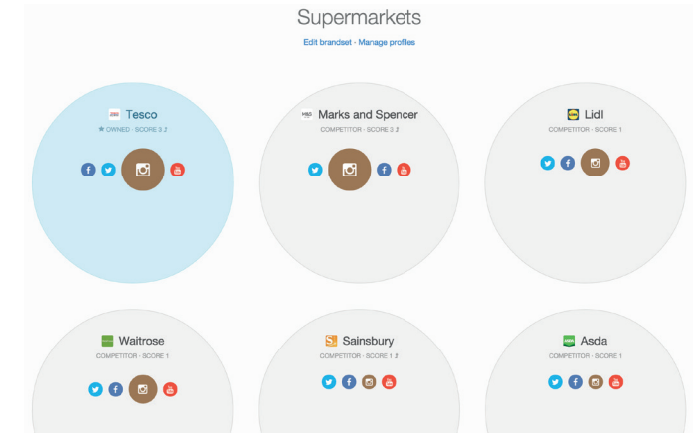
Manage all social channels in one place



See your performance in context.
Group your brand and its competitors together in a 'brandset' – and create as many brandsets as you want to help manage multi-market and enterprise-scale accounts.

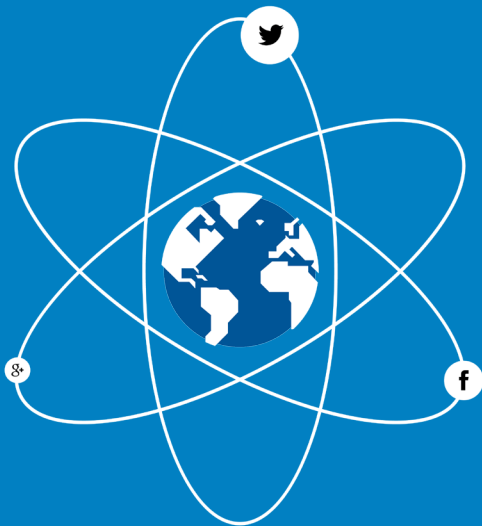
Your brandset provides competitor and category benchmarking, so you can chart their content and their audience impacts against your own.

See the bigger picture



Owned media is only half the story.
Earned media is the other half and with Pulsar CORE we bring the two together for a holistic view of your brand impact.

Combine data from Pulsar TRAC with your owned channels data to get an integrated Brand Score based on both the engagement and advocacy your brand generates.



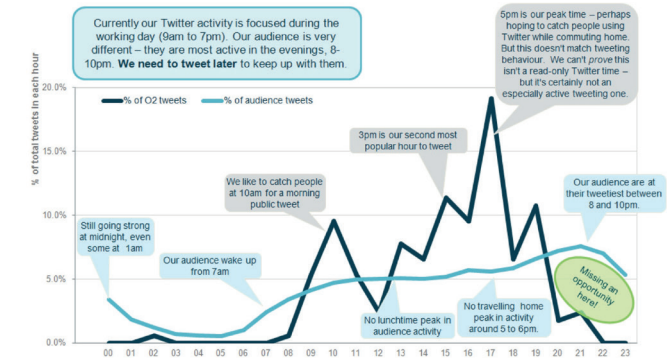
Strategic Insight & Reporting

Sometimes you haven't got time to fit in your owned channels analysis. That's alright – because we do! At Pulsar we have a global team of experienced social media researchers and planners with a robust mix of qualitative and quantitative experience.

Whether it's for a one-off deadline or a regular monthly report, our team can help you set up your projects and deliver insight and recommendations via a range of customized reports, including:

- Weekly or monthly social media insight
- Product launch or campaign reviews
- Real-time crisis reporting
- Insight reports responding to a specific business question or product category
- Competitive landscape reviews and strategic positioning analysis
- Mapping audiences, their social networks and interests
- Influencer mapping for strategic social media PR
- Identifying consumer need- states for innovation projects

Time of day Comparing our activity with our audience



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