PULSAR ✳

Advanced audience intelligence for the media industry

BBC FINANCIAL TIMES **FOX NEWS**
The Guardian *News* UK **NBC**

Your digital audiences evolve over time as stories ebb and flow, public interest shifts, and culture pushes forward, challenging marketing and distribution to adapt in new ways. You need a dynamic insight solution for a responsive strategy.

Social data research is uniquely able to deliver continuous insight throughout the lifespan of a story, campaign, or cultural moment.

We've developed an insight framework to support data-driven decisions throughout the digital news cycle for business.

✳ Five steps to optimizing the lifespan of a story

→ 1

Measuring content resonance to identify the stories that drive interest and emotion, informing editorial and social publishing

Social data uniquely enables us to look beyond reach and understand how people are connected – helping us anticipate spread and more strategically seed content. Most "influencer" analysis is one-dimensional, based purely on reach – but there are much smarter ways to assess how different voices influence the way buzz spreads around top stories.

→ 2

Optimizing distribution by understanding the dynamics of virality and influence among your target audience

Understand reader or viewer interest in connected stories vs. isolated news events, and how this may impact social participation and reaction to ongoing coverage. Easily identify the individual pieces of content that drive the most impressions or engagement on a daily basis to aid planning meetings.

→ 3

Once a story or campaign is released, understanding who's engaging and where to invest in targeting going forward

Cultivating true insights into your readership, with depth and color, across large datasets which span hundreds of thousands of consumer conversations.Understand what readers think, feel, and do without prompting or any potential bias – and learn from consumers who may not otherwise participate in market research.

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→ 4

Tracking audiences, outside of direct brand engagement, to gauge their interest in editorial verticals or topics adjacent to news

'Always-on' respondents means you can access sentiment and opinions in real-time, and over the course of extended time periods.

→ 5

Using social indicators to prove the value of your audience to current or potential advertisers

Deep audience analysis lets you go beyond what is being said to segment audiences and build personas – exploring consumers' digital footprints and the content they share.

Case Study

→ Problem

The BBC approached Pulsar with the challenge of tracking conversations playing out across social media as audiences engage with news across five category verticals - politics, business, migration, security and environment. They were interested in understanding how engagement with topics within these areas varies globally and how different audiences stories and tonality appeals.

→ Solution

Keyword search design tracking audience conversation in both the US and India using Pulsar TRAC and qualitatively we applied an analytical framework to understand cultural, topical and editorial tonality.

→ Outcome

The outcome was an understanding of the value the BBC's audiences place on key news topics and how their expectations and priorities evolve over time in the face of new story developments. The BBC identified the language and the themes that resonate with their audience and where to prioritize editorial content published on their platforms.

Why Pulsar

Pulsar is an advanced audience intelligence platform that helps you find the story in the data. It is the only social media listening platform built by a research agency, with a full insight team that leads analysis.

Pulsar leads the evolution of social listening by bringing all the digital signals of your audience into one place and leveraging the power of data visualization and AI to help you uncover the personas, the trends, the behaviors and the affinities that will make your marketing bullet-proof.

Our work in media is growing a portfolio of publishing houses and their commercial partners.

Contact Pulsar ⟶
UK: +44 (0)20 7874 6577
US: +1 646-902-9394

www.pulsarplatform.com
info@pulsarplatform.com

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