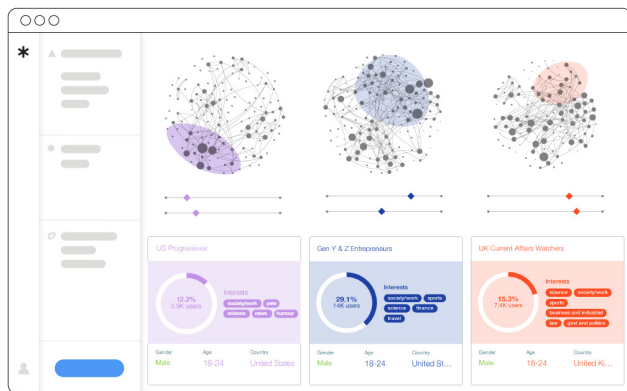


An abstract 3D composition featuring a variety of colorful, textured objects floating against a deep blue background. The objects include several spheres in white, grey, and blue, some with reflective surfaces. There are also rings, one orange and one yellow, and various irregular, organic shapes in colors like orange, yellow, blue, and green. Some objects have a fuzzy or textured surface, while others are smooth. The lighting creates soft shadows and highlights, giving the scene a sense of depth and dimension.

A vibrant, abstract collage of various 3D objects. The composition features a mix of smooth, reflective spheres in white, blue, and orange, alongside more textured, matte objects in bright yellow, blue, and orange. There are also several rings and smaller, irregularly shaped objects scattered throughout. The background is a deep, solid blue, which makes the colorful objects stand out. The overall style is modern and artistic, suggesting a sense of movement and dynamic energy.

A vibrant, abstract collage of various 3D objects. The composition features a mix of smooth, reflective spheres in white, blue, and orange, alongside textured, fuzzy shapes in blue, yellow, and brown. There are also several rings, some solid and some translucent, in colors like orange and yellow. The background is a deep, solid blue, which makes the bright, colorful objects stand out. The overall aesthetic is modern and artistic, suggesting a theme of diversity and community.

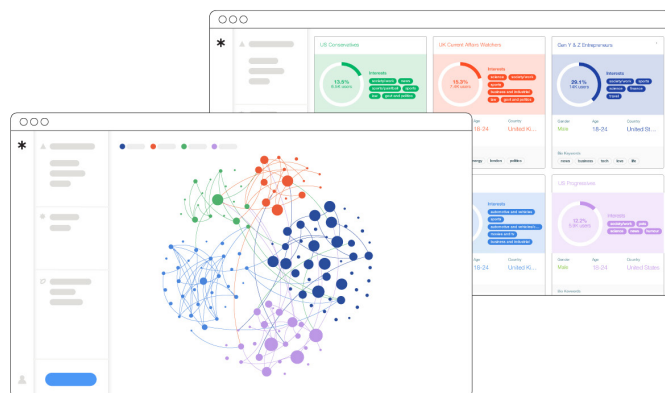
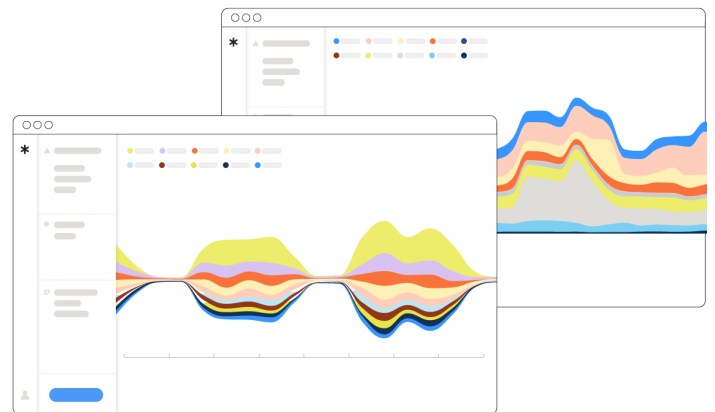


Introducing Communities

Our new integration, Communities, allows you to carry out both conversation tracking and audience segmentation in one tool. Unlock a whole new layer of social insights by zooming in on your audience by behavior, getting a granular view of how each community talks about any topic

Stop Doing Generic Social Listening

Different people talk about the same topic differently: that's why generic social listening will only take you so far. The answer? Community-based listening.



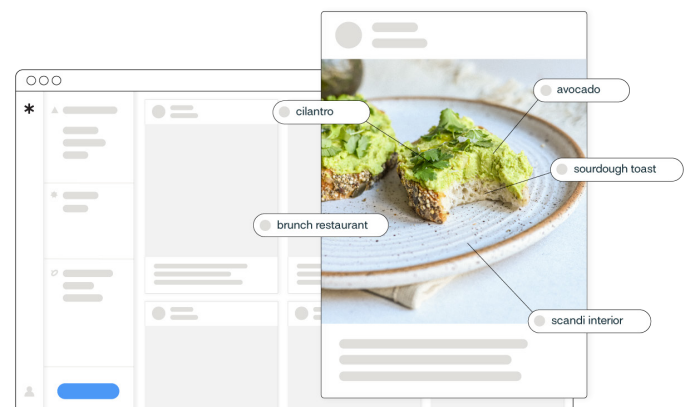
How does it work? Three simple steps

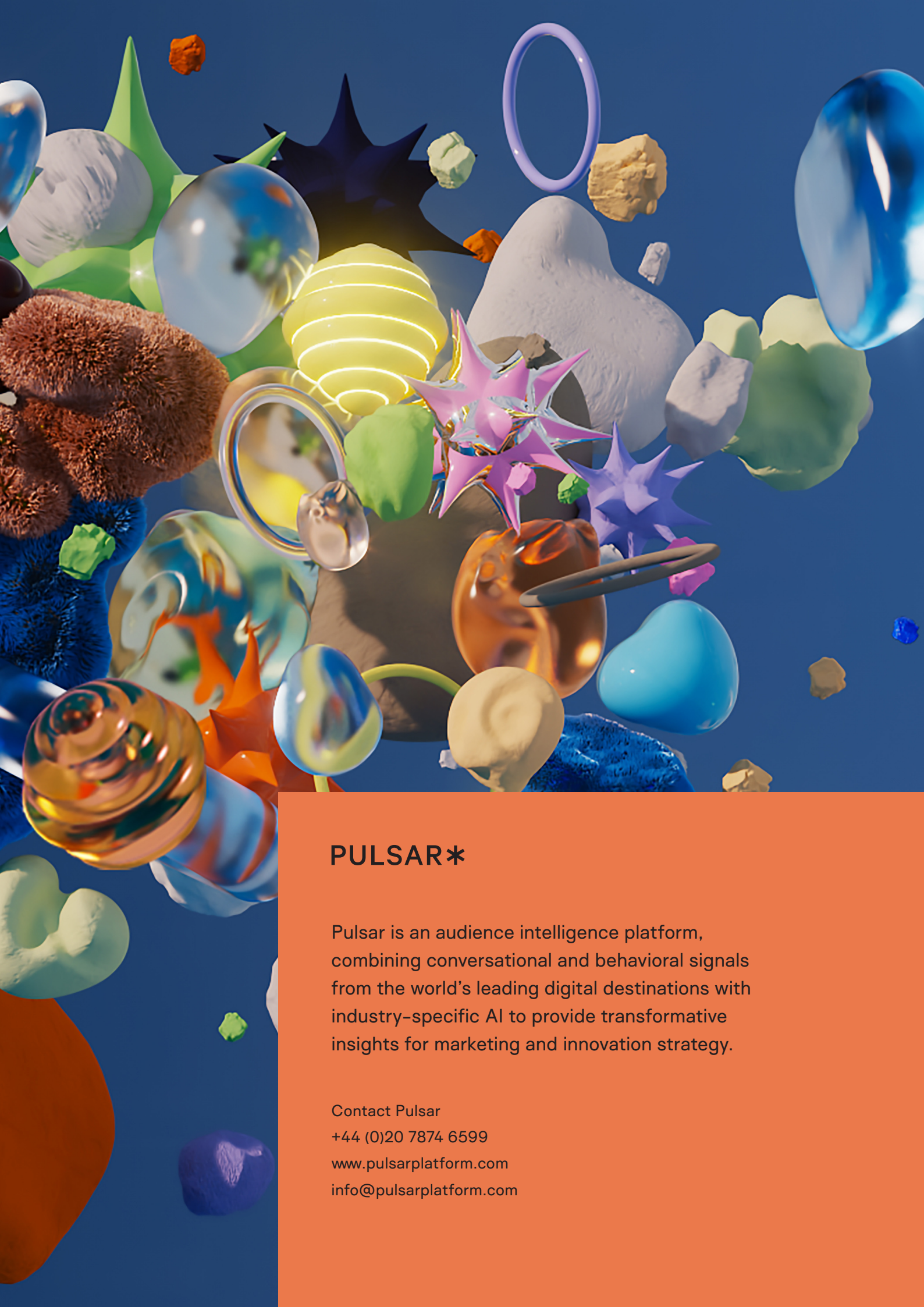
- Track any public topic of conversation
- Break down your audience into communities of interest and get a demographic and behavior profile for each one
- Unlock deeper social insights, personalize your content and influencer strategy by community.

Why use Communities?

“Using Communities, a host of insights can be gleaned from simply analyzing everything a set of ideal audience members talk about. One can often answer EVEN MORE questions than in an in-person focus group.. and, I would add, in non-contrived contexts. The value in this approach cannot be overstated enough.”

– Nathaniel Hansen, founder of The Socializers.





PULSAR*

Pulsar is an audience intelligence platform, combining conversational and behavioral signals from the world's leading digital destinations with industry-specific AI to provide transformative insights for marketing and innovation strategy.

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