

### 8 key features to help you get to insight

At Pulsar, innovations from our in-house research department and agile product team are regularly passed on to the product, and user. Here are some of the most recent, and exciting, features that we've built into the platform.

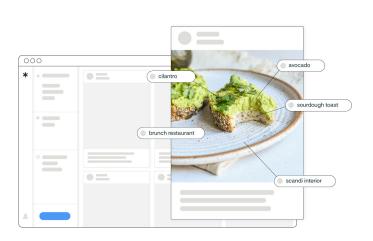


## 1. Communities: different audiences talk about the same topics in different ways

Track any public topic of conversation, break down your audience into communities of interest, get a demographic and behavior profile for each one and discover how different people talk about the same topics. And now, you can access this in as little as five minutes.

#### 2. More data sources: TikTok and beyond

We've expanded our data sources, which now include everything from TikTok and Discord to Print media and podcasts.



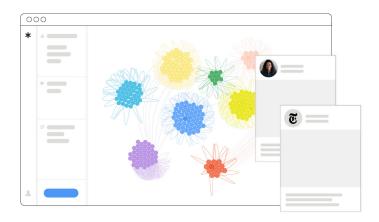
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## 3. Vertical Al modules to sort images and text

Leverage the power of AI technology to categorise your text and visual content. Identify anything from emotions to logos – and even the precise ingredients on a plate.

#### 4. A bird's eye view of your brand on CORE

One complete dashboard that distils audience growth and content performance, across all brand channels. Rank channels by potential, visualize impacts on audience growth and analyse the effectiveness of paid posts.

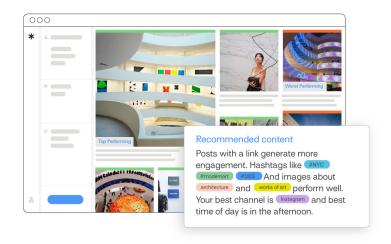


#### 7. Smarter email alerts

Never miss a beat with a smarter alert system. Get immediately notified of changes in sentiment, topic, participants and more.

#### 8. Custom dashboards

Create insight-rich dashboards which manage and automate reporting: allowing you to essentially 'create your own Pulsar'. Save time and effort by ensuring your reports answer the right questions.



#### 5. Explore Reddit Communities

Reddit Comunities, or Subreddits, are populated by early adopters, hardcore fans and brutally honest takes. Add up to 1000 individual subreddits, self-sorted around topics of interest, to your search.

#### 6. Search data insights

Complement your social, news and forum searches with Google Search data. Discover how social and search data differ – and use those insights to refine your search.



