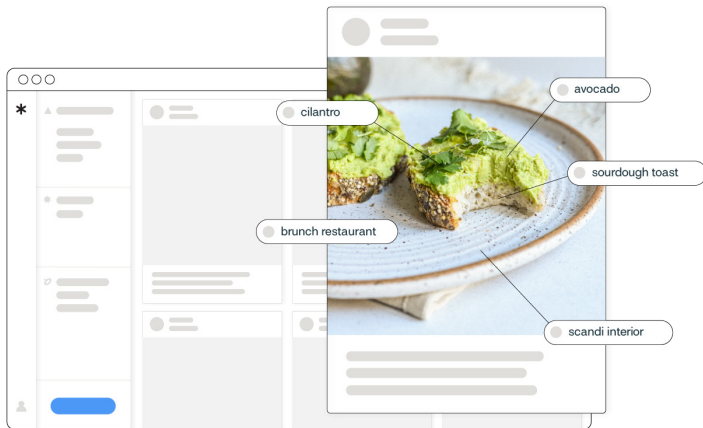# PULSAR*

# An advanced audience intelligence platform that helps you find the story in the data
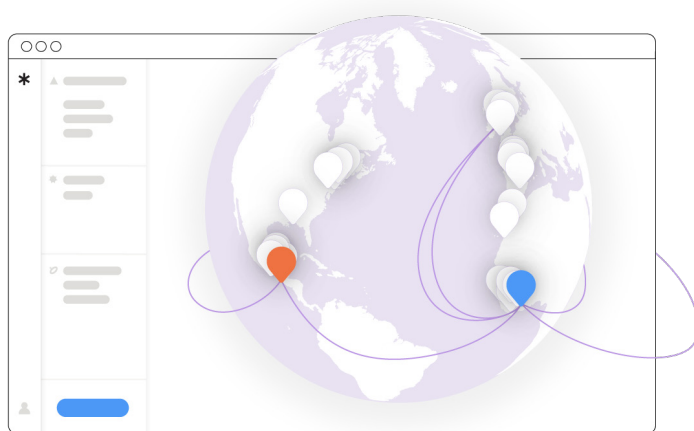
Pulsar Product – Audience Intelligence

## TRAC – Community-Based Listening

The most advanced insights tool on the market, Pulsar TRAC aggregates data from the leading social and web destination, as well as premium data sources. Blend conversational and audience analysis, filtering each conversation by the communities participating in it, and tailor insights by industry thanks to vertically-trained AI modules.
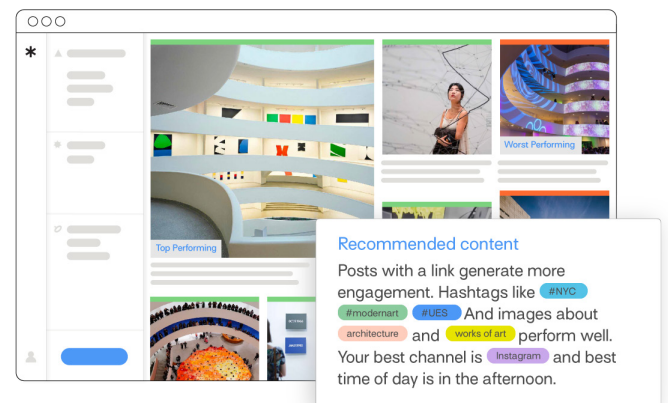
## CORE – Advanced Owned-Channel Analytics

Manage all your owned audiences in one place on Pulsar CORE : track the growth of your audience, measure overall impressions and engagement for each channel, and compare performance across channels, competitors, or your own Google Analytics data. See which posts your audience is engaging with the most, showing what you should be doing more (and less) of.





## TRENDS – Track Social Media Trends in Real Time

Pulsar TRENDS allows you to track social media trending topics as they heat up and cool off, visualizing the global conversation about different topics. Monitor how social trends develop for any topic in real-time, as they spread around the world, country to country, or city to city, as well as over 14 years of social media history. See a snapshot of what's currently trending worldwide in individual countries, and dig deeper with bespoke and historical social media trends searches.

## RESEARCH – Industry-specific insights

We work with major brands and agencies to provide actionable insights for advertising and digital strategy campaigns. Generic analysis won't solve your distinctive business problems, so we've developed custom analytics models for industries, including Film & TV, News, Gaming, Sports & Fashion. Our team of researchers and planners will help you scope your brief, leveraging both qualitative and quantitative methodologies, from data science to ethnography.



Pulsar Product – Audience Intelligence

PULSAR✳

# 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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