

PULSAR\*

## Achieving & Measuring Impact

Quirk's Chicago – March 2023

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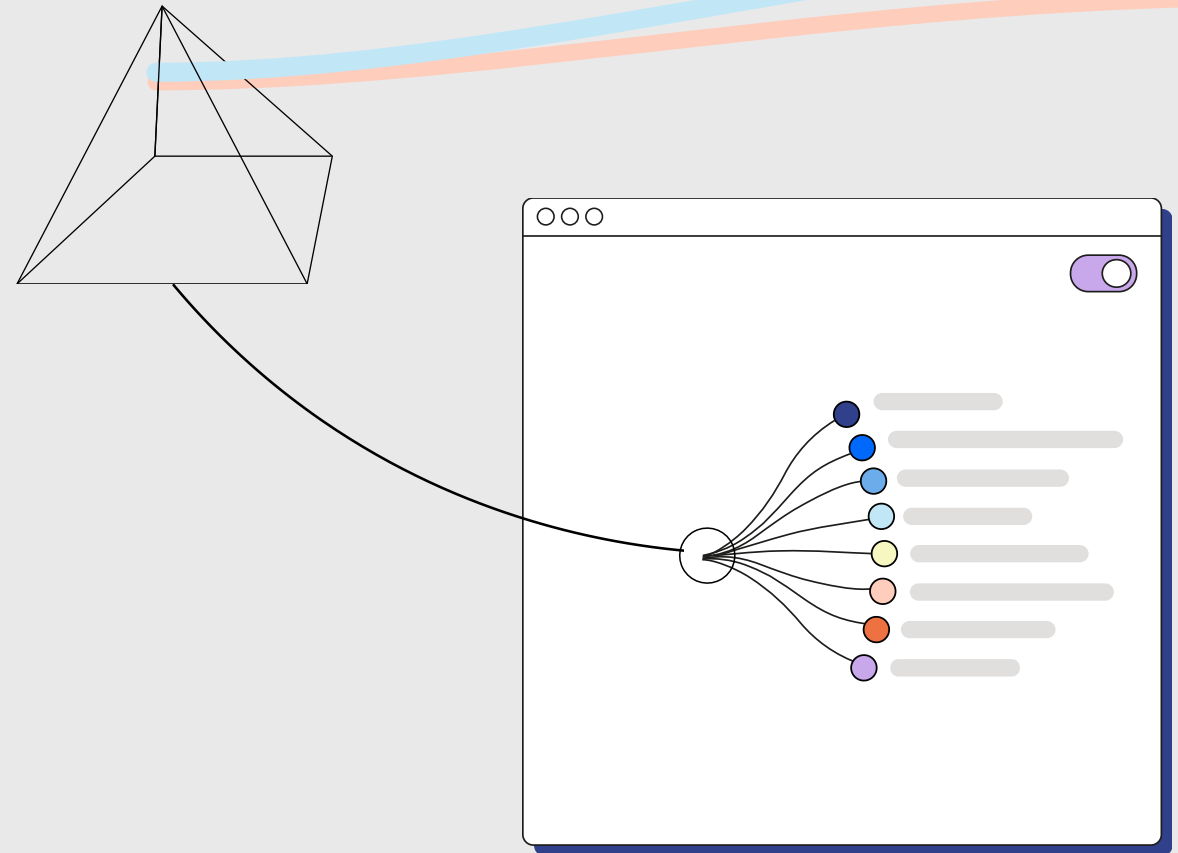


# Who are we?

Pulsar is an audience intelligence company.

We help organizations understand their audiences and create messages that matter to them, through both a self-serve SaaS platform and an in-house insights & strategy team.

We combine conversational and behavioral data from the world's leading digital sources, with vertical AI and the smartest minds.



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# What we'll be covering



**The audience shape  
determines how  
campaign content  
spreads**



**Responding to your audience's  
interests benefits brand  
perceptions**



**Media stories help  
shape public perception  
of topics**





**Twitter x Pulsar**  
@Partnership



**Brand conversations on Twitter**

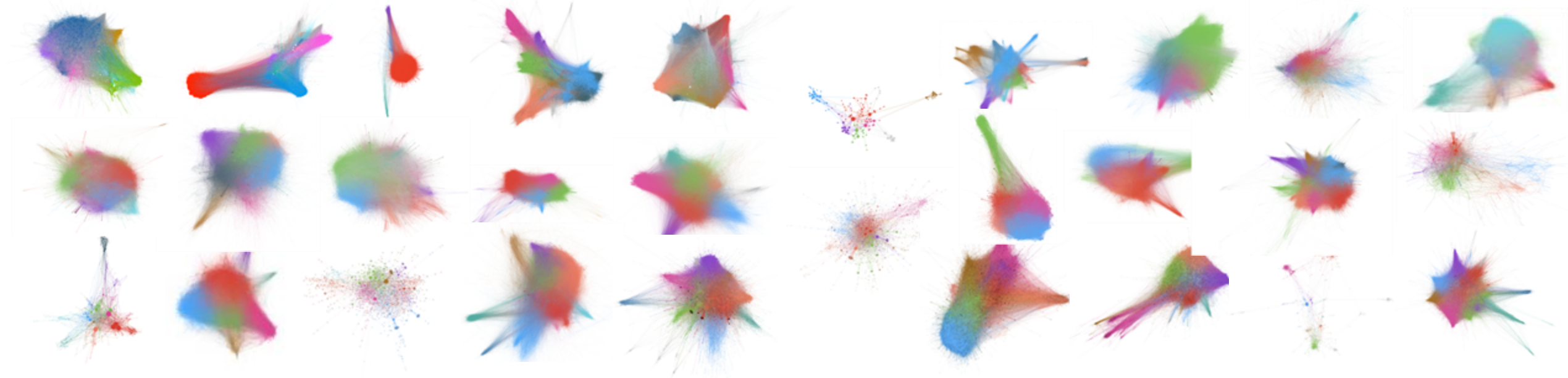
**Pulsar's audience analytics**

**Conversation Measurement  
Partnership**

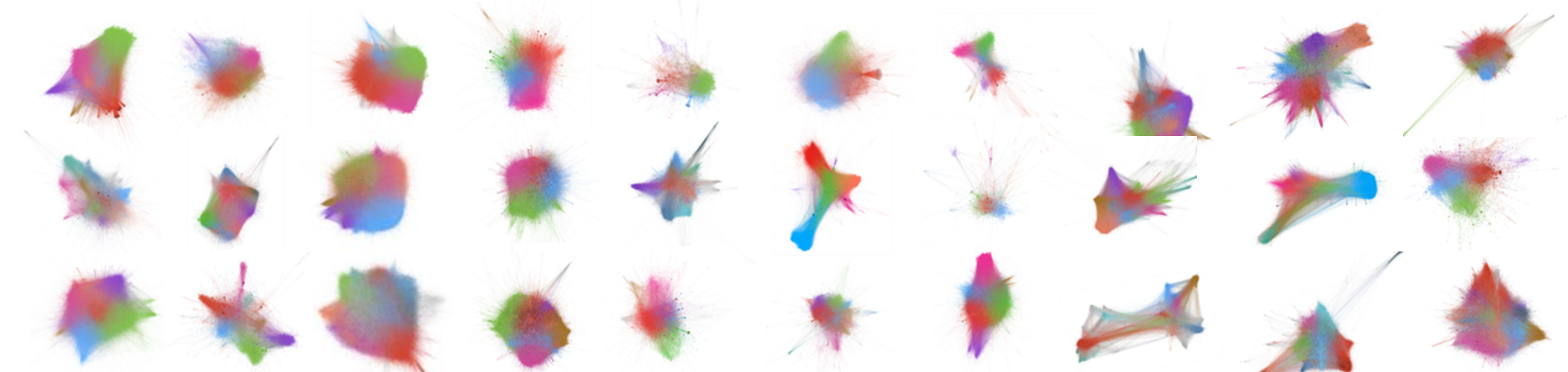
7:35 PM · March 28, 2023

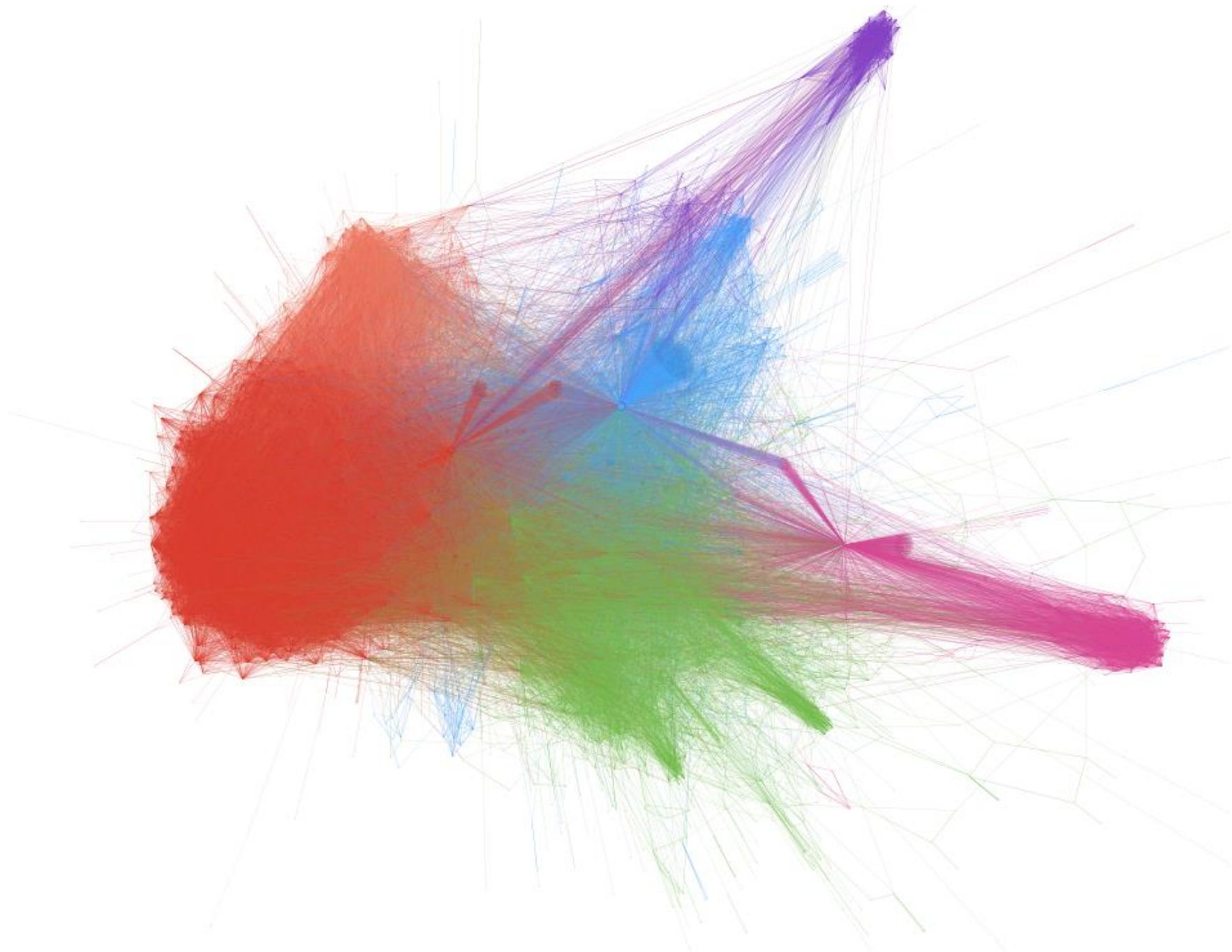






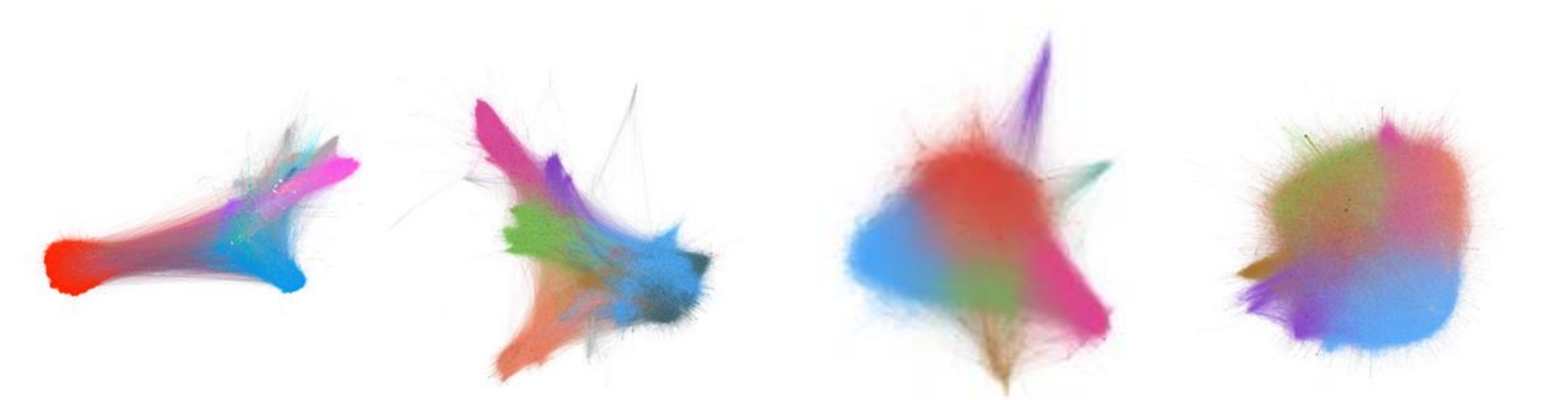
**We've analyzed over 75+ brand campaigns on Twitter since 2020**





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# Audiences come in different shapes and sizes



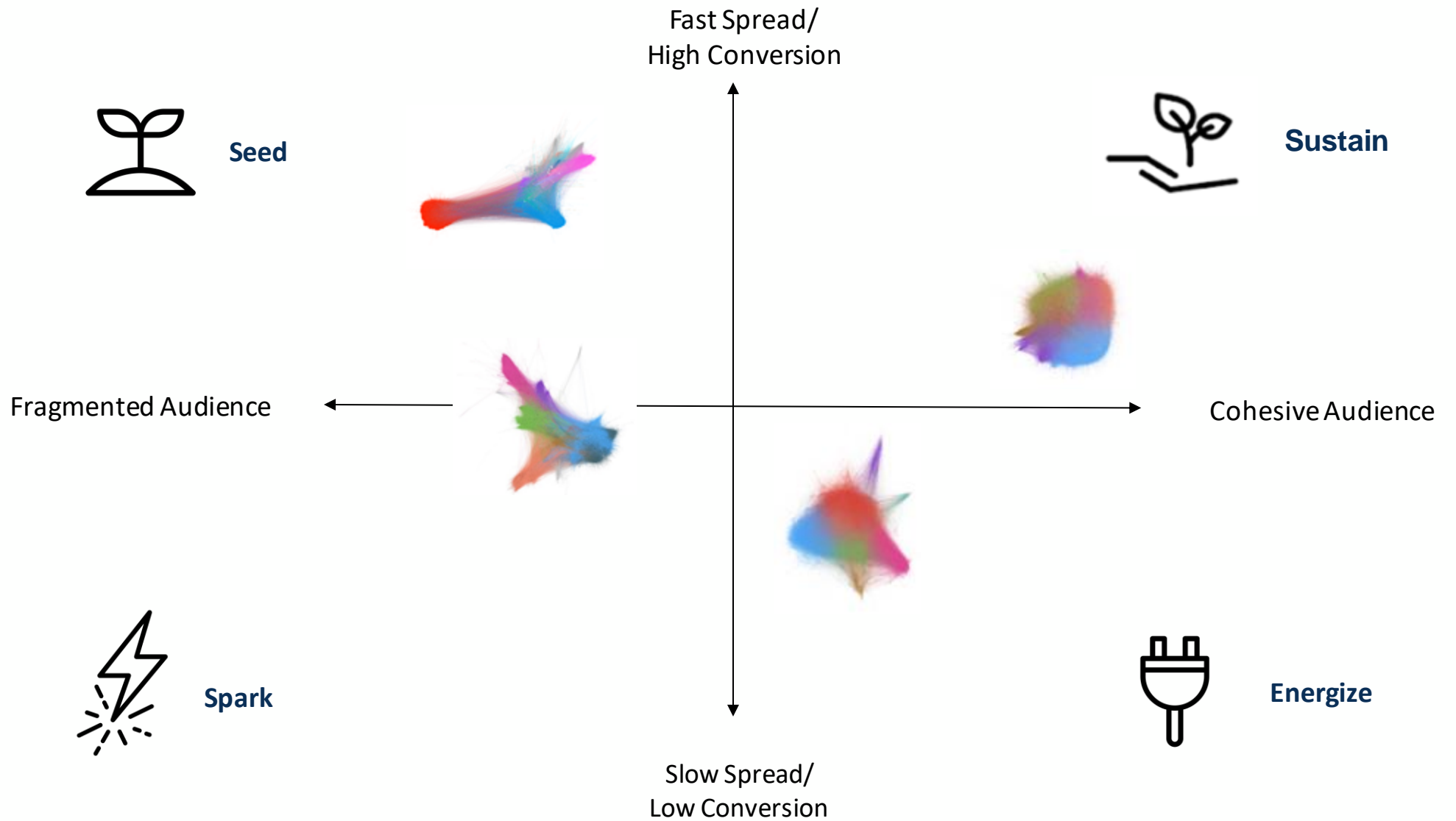
More Fragmented

More Cohesive

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# Campaign Types



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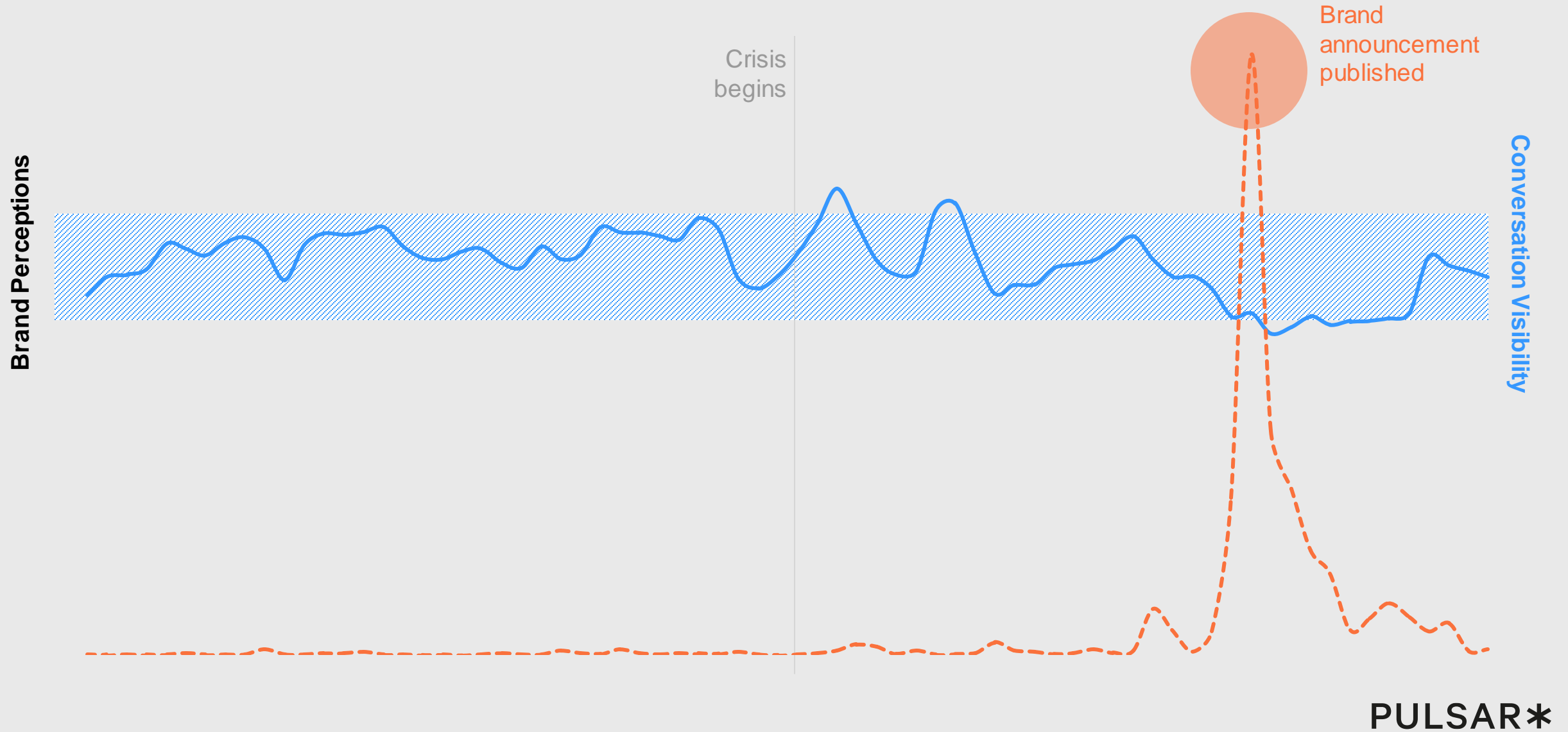
# Interest-based targeting significantly outperforms demographic-based targeting

7.1x

More likely to join the conversation

Responding to your audience's  
interests benefits brand  
perceptions

The response to the unfolding crisis drove a substantial spike in visibility, but did not ease the negative reputational impact



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**34%**

Praise the business  
for their decision

**36%**

Support the  
decision but say it  
is not enough

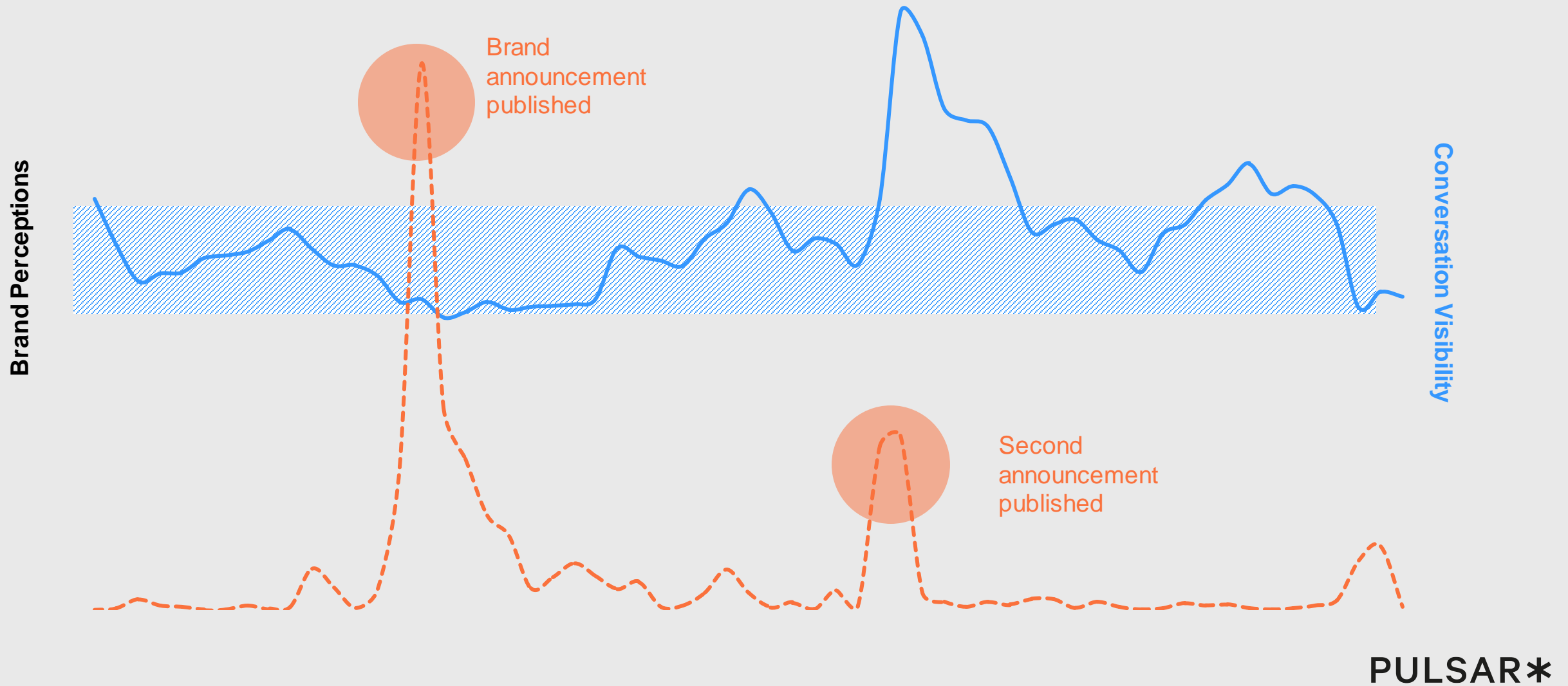
**18%**

Support the  
decision but call  
hypocrisy

**5%**

Oppose the  
decision made by  
the business

The response to the unfolding crisis drove a substantial spike in visibility, but did not ease the negative reputational impact



Media stories help shapes  
public perception of topics

# The Attention Trail



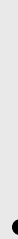
Social



*Upstream*



Search



*Mainstream*

*Footprint*



Web Analytics

*Catalyst*



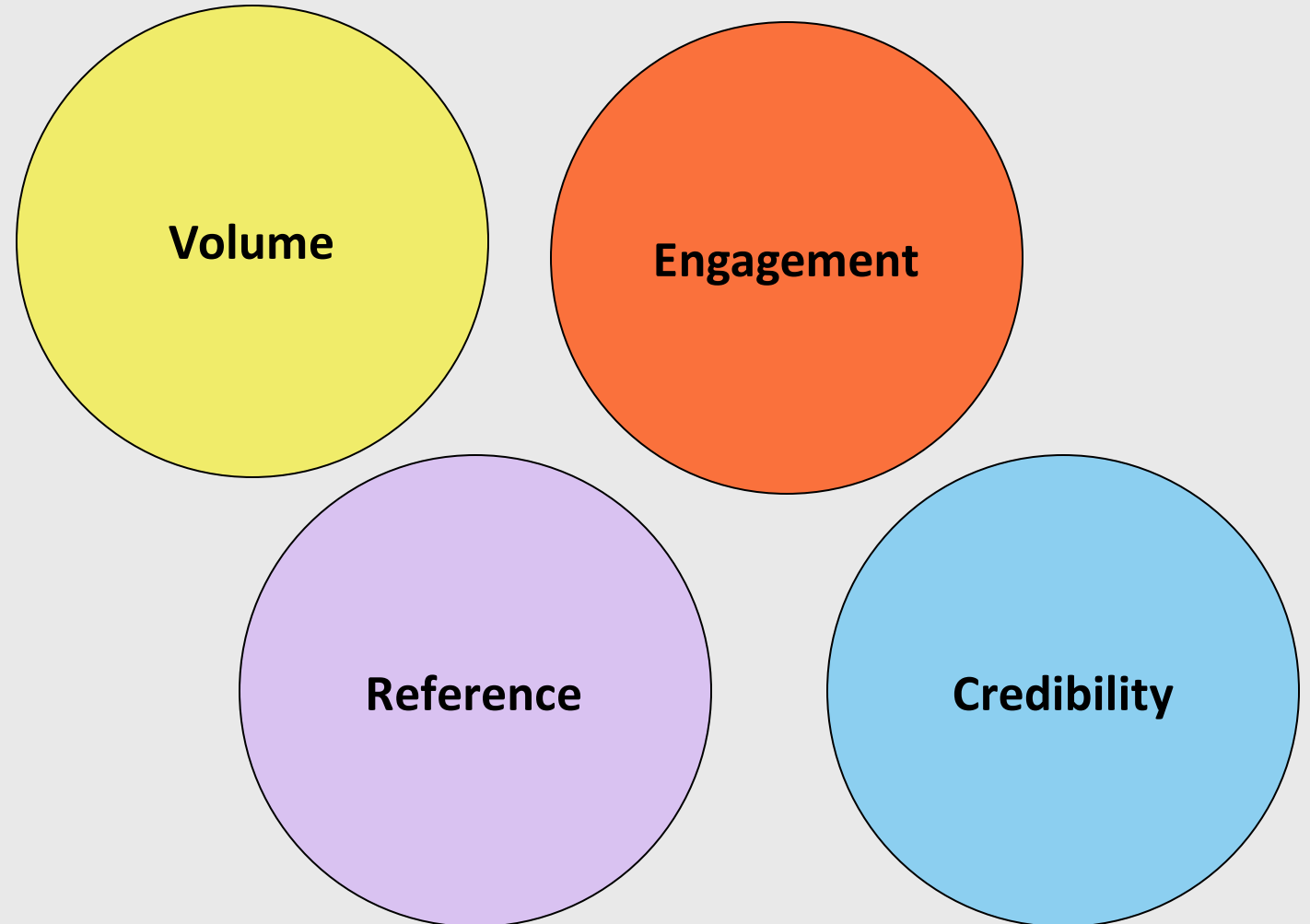
Media

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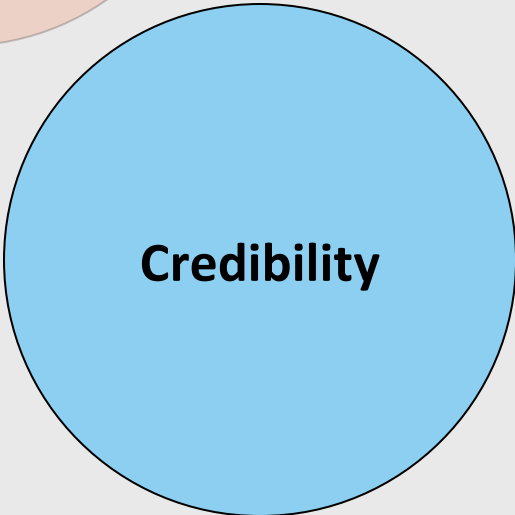
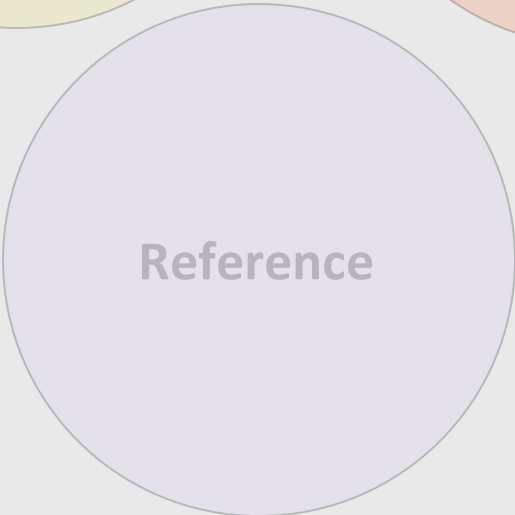
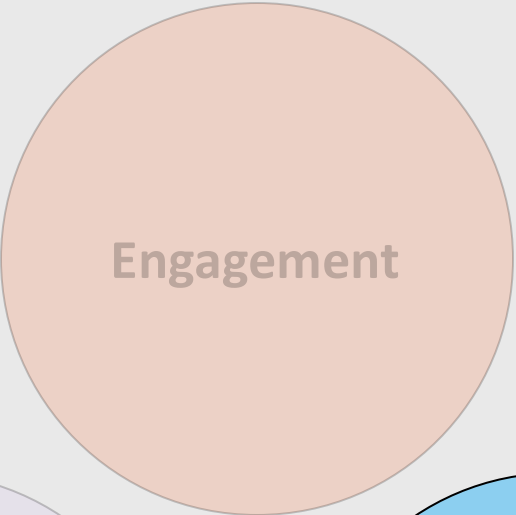
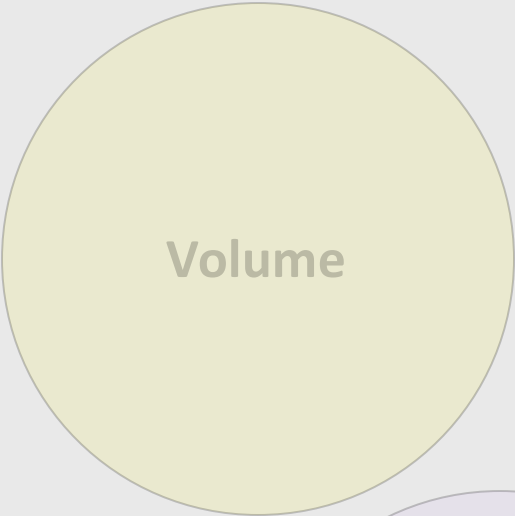




One score to measure audience signals for off-platform influence:

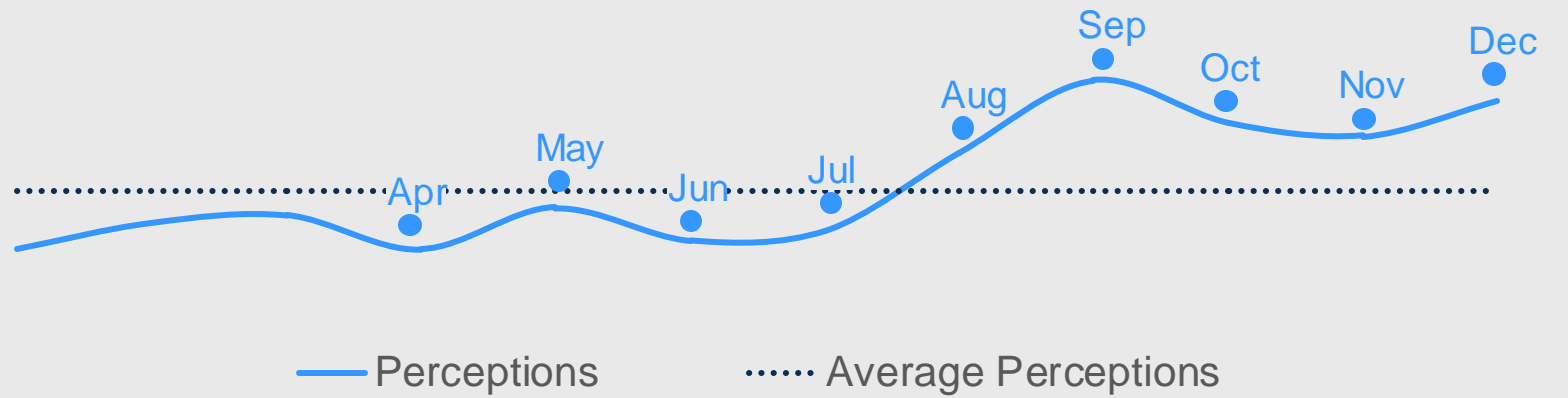
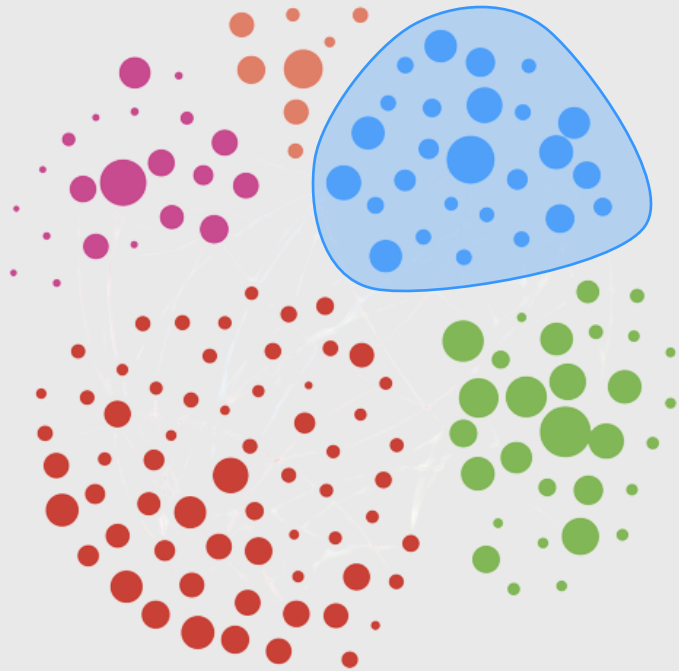


One publisher was the driving force of trusted media narratives across topics.



Ongoing measurement:

Track the make up of the audience reached and their perceptions over time







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**Thank You**

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