

PR & MEDIA MONITORING Pulsar Platform

BACKGROUND

Pulsar is a global audience intelligence platform offering both social listening and audience segmentation in one tool, enabling clients to discover the main communities in their audience and analyze their discussions through the use of Pulsar's AI.

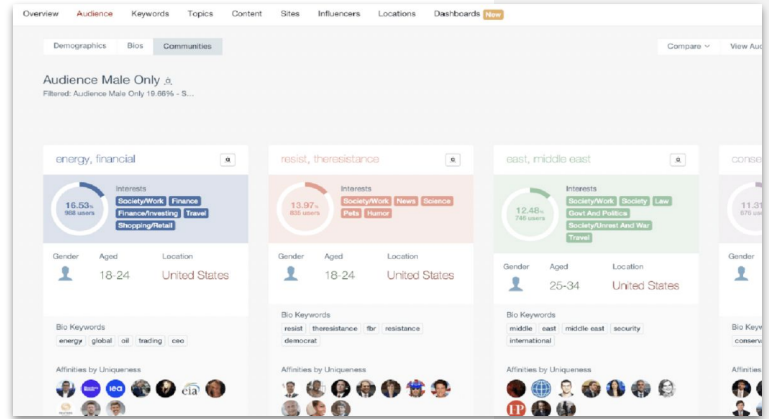
THE PROBLEM

Misinformation poses a threat to the reputations of companies and organizations, but existing media monitoring solutions rarely have technology capable of flagging unreliable news sources that are likely to perpetuate false content. To do good PR and manage reputations, companies need tools to distinguish between the trustworthy and unreliable websites mentioning them.

NEWSGUARD'S SOLUTION

Pulsar partnered with NewsGuard in February 2022 to provide PR experts with NewsGuard's Reliability Ratings indicating the general trustworthiness of thousands of news organizations. These data help communications professionals manage risks while optimizing branding and other publicity opportunities.

PULSAR



“Misinformation narratives pollute public opinion every day, but they can be hard to identify just by looking at the content. The context, such as the credibility of the news source, often gives clear hints. Pulsar has a long history of adding context to the content we see online, and this partnership with NewsGuard adds another crucial piece of background to help PR professionals and marketers stay ahead.” **Francesco D’Orazio, Founder and CEO of Pulsar Platform**