



PRODUCT LAUNCH PULSE CHECKER

Take a **"Pulse Check"** as launch approaches, understanding **how audiences are engaging** with associated themes, messaging and/or campaign activations, along with **deep level demographics** and **psychographics** across Facebook, Twitter and Instagram.

FUEL INSIGHTS:

- Highlight whether the engaged audience pre-launch, aligns with expectations
- Course correct where relevant locally or Internationally based on audience behaviour
- Audience Segmentation and Profiling aligned with deep level demographics and psychographics
- Powers optimised release date social spend, messaging and creative by social channel

OUR TEAM DELIVERS YOU A **PRODUCT LAUNCH PULSE CHECKER** FULLY CURATED INTERNATIONAL AND/OR MARKET BY MARKET REPORT BREAKING DOWN; AUDIENCES, DEMOGRAPHICS AND PSYCHOGRAPHICS.