NETBASE PRODUCT SHEET

LIVE PULSE
DYNAMIC, MULTI-SCREEN CUSTOMIZABLE DISPLAYS OF YOUR REAL-TIME SOCIAL ANALYTICS WITH OTHER DATA SOURCES TO IMPROVE BUSINESS AGILITY

HIGHLIGHT ACTIONABLE INSIGHTS
Flexible, customer defined layouts put your most important data front and center. Pick your data sources and organize your screens to support your use cases and improve business agility.

BREAK DOWN DATA SILOS
Mashup data from 100’s of services such as Web analytics, Marketing analytics including bring your own metrics through Google sheets, excel, CSV etc.

IMPROVE PRODUCTIVITY
Multiple sharing options facilitate organizational communication and improve business agility.

MAKE DECISIONS ON-THE-GO
From big screens to mobile devices, responsive dashboards keep executive stakeholders informed both in the office and on the road.

BRAND YOUR COMMAND CENTER
Edit colors and layout to match your brand guidelines. Embed logos or specific styling to highlight your brand and personalize your screen.

NETBASE LIVE PULSE
NetBase Live Pulse is a dynamic, customizable display of social data along with other metrics for real-time insight into your business. Whether you are a CMO looking for an overview of brand's health, a social media analyst looking to improve your customer experience, or a PR director working to contain a crisis, there is a strong case for social analytics to help you succeed.

REAL-TIME INSIGHTS FOR STRATEGIC AND TIMELY BUSINESS DECISIONS
NetBase Live Pulse brings social to the core of your business where everyone can see the same information, align on priorities, and respond with lightning speed.

Give full visibility into your customer voice by bringing a Command Center into your boardroom or marketing department. No need for a complex IT build out. Simply define your use cases and data sources and NetBase does the rest.

• Command Center adoption is on the rise with CEOs and E-Teams
• Unite all of your customer voice data into one powerful display
• Get your whole team engaged and focused on the metrics that matter most with a real-time display

"Live Pulses give us a ground-breaking visualization tool for actionable social insights to what millions of fans are saying."

Tony Grotticelli, Director of Digital Content and Analysis, Universal Music Group
Break Down Data Silos

Mashup data from 100’s of services such as Web analytics, marketing analytics including bring your own metrics through Google sheets, excel, CSV etc.

Highlight Actionable Insights

Flexible, customer defined layouts put your most important data front and center. Pick your data sources and organize your screens to support your use cases and improve business agility.

- Trend topics and/or themes
- Customize widget color schemes
- Top terms, hashtags, and more
- Set goals & see prior period
- Integrate micro-sites & paid metrics
- Custom word clouds & timelines
- Images – from all sources
- And many more!
LIVE PULSE STANDARD

Quick to deploy, standard out-of-the-box layouts.

BRAND PULSE

Monitor brand or campaign performance on the go.

LEADERBOARD PULSE

Discover the most engaging posts and biggest influencers.

LIVE PULSE MASHUPS

NetBase LIVE Pulse Mashup brings together business KPIs and social media metrics into real-time dashboards so you can make accurate, instant business decisions.

- Customizable to your brand standards
- Mashable with 100’s of sources and business metrics to break down data silos
- Sharable insights that improve operational agility
- Mobile responsive design supports all stakeholders regardless of location and device

Mobile Friendly

From big screens to mobile devices, responsive dashboards keep executive stakeholders informed both in the office and on the road.

Customizable Look & Feel

Edit colors and layout to match your brand guidelines. Embed logos or specific styling to highlight your brand and personalize your screen.
SAMPLE USE CASE DASHBOARDS

Unlimited flexibility to create a display that meets your most strategic business objectives.

BRAND HEALTH MONITORING

CHANNEL & CONTENT MONITORING

EVENT MONITORING

MONITOR TALENT, SPONSORS AND INFLUENCERS

END-TO-END CAMPAIGN TRACKING

CATEGORY & CHANNEL INSIGHTS

COMPETITIVE MONITORING

MONITOR OPERATIONS AND CUSTOMER CARE

ABOUT NETBASE

NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

CONTACT NETBASE TO SEE LIVE PULSE IN ACTION!