BRANDPULSE

Real-time Social Sentiment Engine

A real-time AI monitoring layer provided faster crisis visibility and stronger forecasting across more than 50 channels.

Key Outcomes

- 50+ channels monitored in real time
- Faster crisis response capability
- Predictive trend forecasting added to social operations

Business Context

BrandPulse needed visibility across a fragmented social environment with enough speed to support proactive reputation management.

Agentix Labs Solution

Agentix Labs created an AI sentiment engine that continuously monitors channel activity, flags risk, and supports predictive trend analysis.

Implementation Highlights

- Social sentiment monitoring
- Crisis visibility
- Predictive trend forecasting