

Terapage Advances AI Market Research with Pulse for Predictive Consumer Insights

Pulse by Terapage scans live global signals against completed research, delivering weighted, geo-targeted intelligence in the right tone to the right people.

LONDON, UNITED KINGDOM, June 25, 2026 /EINPresswire.com/ -- Research teams across Europe, North America, Australia, and global markets face the same single challenge: completed studies go static, whereas the world keeps evolving. Consumer behaviour changes overnight. Market narratives shift rapidly. Competitive landscapes change. By the time new research begins, the window for action has often closed.

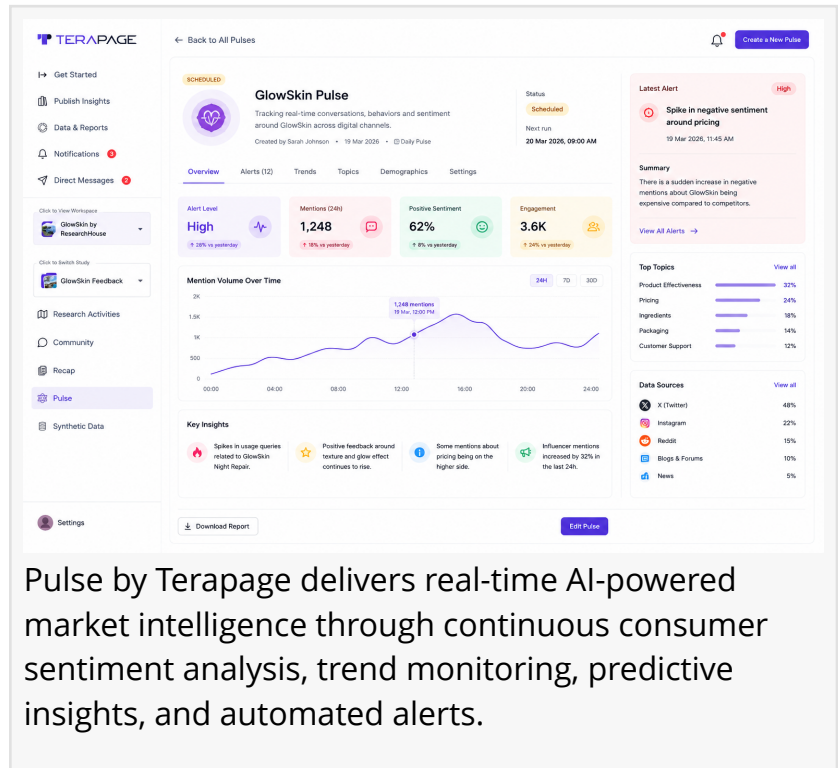
London-based [Terapage](#), the AI-powered market research platform, has revolutionised ongoing research with its key feature [Pulse](#). This predictive intelligence tool keeps research alive, relevant, and actionable long after a study or research project closes. Pulse continuously scans real-world research results and key insights across configurable data sources and delivers contextual intelligence to researchers and stakeholders in a professional, publication-ready format.

“

Pulse is research that never sleeps. Always scanning, always delivering intelligence your team can act on.”

Founder & CEO Dr. Anietie Godswill

Flexible Data Sources with Precision Source Weighting
At the heart of Pulse is a fully configurable data architecture. Researchers connect Pulse directly to existing Terapage internal studies, selecting specific research activities, including journal activities, focus groups, multi-task, interviews, along with external study uploads as primary data inputs. Third-party files can also be uploaded in any format, including .docx, .xlsx, .csv, .mp4, and audio transcripts.



Pulse by Terapage delivers real-time AI-powered market intelligence through continuous consumer sentiment analysis, trend monitoring, predictive insights, and automated alerts.

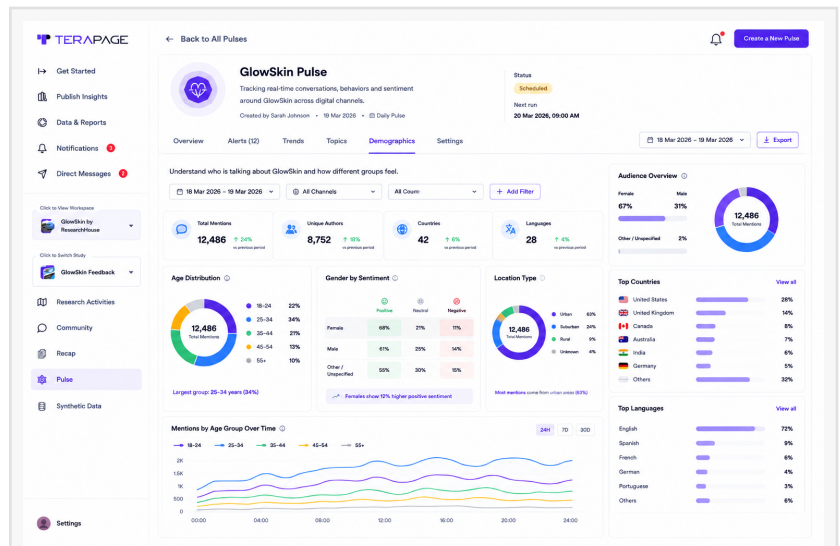
What makes Pulse distinct is its Source Weighting system. Researchers assign percentage weights across seven independent intelligence streams — Internal Research, Public Opinion, Social Listening, Behavioural Data, Competitor Listening, Academic Sources, and Open Web, thus enforcing a 100% total in real time. This means every Pulse is built on the organisation's own intelligence hierarchy, not a generic algorithm's assumptions.

Geo-Targeted Regional Intelligence Across Global and Local Markets Pulse delivers market intelligence with surgical geographic precision. Through its Market and Regional Settings, teams can target signals at the continental, national, state, and city levels simultaneously. This empowers multi-market research teams to monitor consumer trends globally with just one click away. For instance, teams can study tourism and hospitality feedback during the summer break in Florence, Casablanca, Skardu, and beyond within a single Pulse configuration. All regions across Africa, Asia, Europe, North America, South America, and Australia are supported. Teams can also add competitors directly to their signal model to study their strengths and weaknesses.

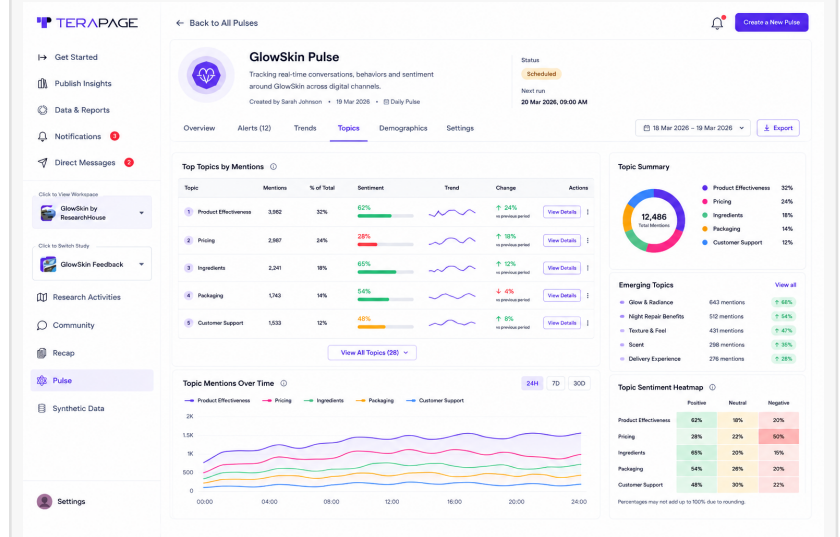
Configurable Tone, Frequency, and Stakeholder Notifications

Pulse is built to fit any organisation's communication workflow. Basic Settings allow teams to set Data Refresh Frequency, i.e. from daily to monthly, and choose a Content Tone from five options: Academic, Professional, Industry, Hybrid, or Technical. This ensures every insight report speaks the language of its intended audience.

Notification Settings give research leads precise control over who receives Pulse outputs and



Pulse by Terapage delivers AI-powered demographic intelligence with audience segmentation, sentiment analysis, and geographic insights for smarter market research.



Pulse by Terapage automatically identifies trending topics, analyzes sentiment, and uncovers emerging conversations to help businesses understand what matters most to their audiences.

when. Publication Frequency is independently configurable, Pulse Alerts can be set for key lifecycle events, including creation and completion. In a live deployment, a single Pulse can distribute intelligence simultaneously to researchers, multiple collaborators, and external observers in one automated workflow.

As businesses increasingly explore AI-driven approaches to market research and business intelligence, Pulse by Terapage is their best choice. It strengthens the comprehensive research ecosystem by enabling continuous consumer intelligence, predictive analytics, competitive monitoring, and automated insight generation within a single platform.

Pulse is available now to all Terapage subscribers. A [free 7-day trial](#) is available at terapage.ai.

About Terapage
Terapage is a London-based AI market research platform serving brands, research agencies, and enterprise insight teams across the UK, US, Canada, Australia, and global markets. The platform unifies qualitative and quantitative research, AI-moderated interviews, synthetic data, real-time communities, and predictive intelligence in a single ecosystem.

Sarah Kensington

Terapage

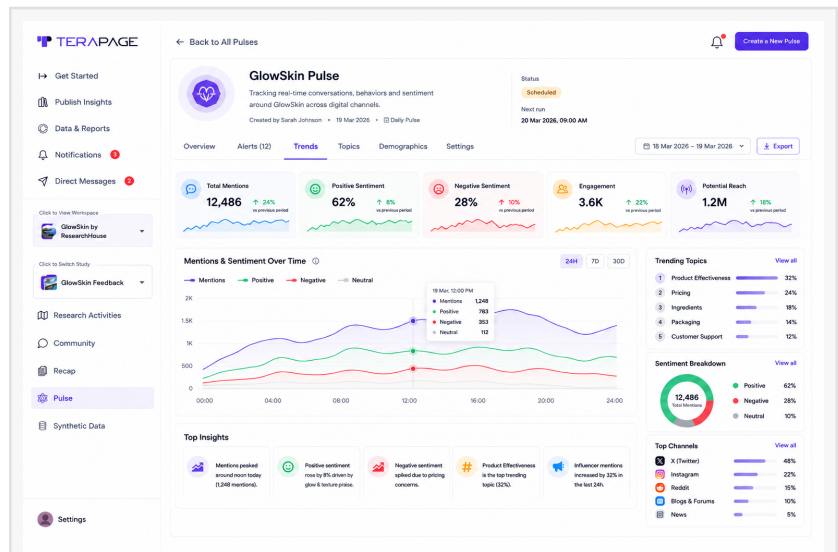
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Pulse by Terapage tracks real-time market trends, consumer sentiment, engagement, and brand mentions to deliver continuous AI-powered market intelligence.

Five powerful products. One unified platform. Endless insights.
Everything researchers need. All in one place. Available in 28 languages

Terapage Live
Real conversations. Real time insights.

- Live Interview (EI)
- Focus Group
- AI Moderated Audio Interview
- AI Moderated Video Interview
- AI Moderated Chat Interview
- AI Moderated Telephone Interview (CAT)

Terapage Asynchronous
Engage on their time. Get deeper insights.

- Journal & Diary Studies
- Mobile Ethnography
- Pods & Surveys
- Image Review Task
- Video Review Task
- Audio Review Task
- Document Review Task
- Multimedia Uploads Task
- Tree Task
- Import Your External Interview
- Ranking, Scaling, Sorting

Terapage Long-Term Community
Run continuous research with a real-time insight community.

Our always-on community platform captures real behaviors and preferences over time, delivering continuous, longitudinal value. Unlike traditional platforms that only provide insights during projects, Terapage keeps the conversation going—constantly generating valuable data.

Unmatched continuity. Always-on insights.

Terapage Synthetic Users / Data
Smarter research with synthetic intelligence.

Our Synthetic Users Solution creates realistic, high-quality responses using advanced AI. It replicates real-world behaviors and patterns—safety and compliance—so you can supplement or replace sensitive datasets with confidence.

Use it across interviews, diary studies, reviews, surveys, polls, sorting, ranking, scaling and more.

Realistic. Reliable. Responsible.

Terapage Pulse
Context that turns data into decisions.

Terapage Pulse connects your research to the world—tracking trends, news, behaviors and economic shifts in real time. By adding contextual intelligence to your results, Pulse helps you uncover what matters most, right when it matters.

Always on. Always relevant.

POWERING EVERY PRODUCT: PLATFORM FEATURES

- AI-Powered Insights
- Risk Reports & Analysis
- Publish Your Insights
- API Integration
- Streamlined Onboarding
- Consents
- Cross-Device Compatibility
- Notifications
- Access Controls
- Security & Compliance
- Research Incentive Management

Native Mobile Apps For Participants: Product documentation, User guides, Help center content, Tutorials, Training materials.

Available in 28 languages — empowering global research teams and diverse participant communities.

Terapage combines data collection, AI-assisted analysis, and research management tools to help organizations move from data gathering to deeper understanding of participant experiences and behaviors.

YouTube

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