AI UNITI

Behavioural Intelligence

PRODUCT COMPARISON

COMMUNITY, INTELLIGENCE, TRUST

Feature	Benefit	Pulse Check	Signal	Unite
Behavioural bot detection	Catches inauthentic activity early by analysing behavioural patterns, not just keywords.	X	X	X
Scam and spam identification	Reduces member harm and brand damage by surfacing scam and spam signals fast.	X	X	X
Risk scoring and tiers (Low/Med/High)	Helps your team prioritise what matters now instead of drowning in noise.	X	X	X
Explainable flags (why it was flagged)	Builds internal trust and speeds decisions with clear, defensible reasons.	X	X	X
Early-warning alerts	Detects spikes in suspicious activity so you can intervene before it spreads.	X	X	X
Account and content pattern profiling	Separates 'annoying but human' from coordinated or inorganic activity to reduce false positives.	X	X	X
Investigation snapshots (shareable summaries)	Gives comms and brand an executive-ready brief to act on and share internally.	X	X	X
Repeat-offender tracking	Stops the whack-a-mole cycle by recognising reappearing patterns across new accounts.	X	X	X
Workflow-friendly actions (review/label/escalate)	Turns detection into a consistent moderation workflow that scales.	X	X	X
Trust and safety reporting	Demonstrates proactive community protection and governance for leadership and partners.	X	X	X
Real-time listening across your channels	Stay close to your community heartbeat as conversation changes in real time.		**X**	**X**
Sentiment and mood-shift detection	Find when 'fine' turns into 'frustrated' before it becomes a public issue.		X	X
Emerging concern surfacing	Identifies early signals that usually get buried in comments, threads, and replies.		X	X
Trend tracking (what is resonating)	Shows what content and product changes are landing so you can double down with confidence.		X	X
Narrative themes and topic clustering	Turns messy conversation into clear themes your team can brief, message, and act on.		X	X
Audience segmentation (by channel/topic/time)	Clarifies what is happening where, with who, and why - so responses are targeted.		X	X
Actionable summaries (exec-ready)	Provides 'what changed / what it means / what to do next' for leadership and comms.		X	X
Alerting for spikes and volatility	Automatically notifies you when sentiment swings or a topic takes off.		X	X
Campaign and launch monitoring	Measures reaction in the moments that matter (launch day, announcements, partnerships).		X	X
Trust-building response support	Helps teams respond early with care, preventing small issues becoming big ones.		X	X

Feature	Benefit	Pulse Check	Signal	Unite
Multi-Source Connector Architecture	Explicit connector-driven ingestion architecture, Per-profile source configuration & validation		X	X
Advanced Behavioural Anomaly Detection	Velocity spikes detection, Synchronized burst detection, Coordination clusters, Signal-pressures.		X	X
Formal Risk Index System	Narrative risk index, Coordination risk index, Community health index, Executive risk briefing engine		X	X
Coordination risk index	Escalation likelihood modelling, Portfolio risk view. Weighted vs composite explanations in UI		X	X
Campaign Builder Workflow (Operational)	Campaign object creation, intent generation, targeting controls, Scope-linked analysis, d-board wkflow		X	X
Saved Filters + Analyst Query Workflow	Boolean query syntax, Reusable saved filters, Source filters, Drill-down panel interactions		X	X
Advanced Alerts & Delivery Infrastructure	Threshold-based alerts, slack delivery, Discord delivery, Email delivery, webhook delivery, scheduler		X	X
Enterprise Reporting Infrastructure	Scheduled PDF exports, Scheduled PPT exports, On-demand report generation, custom report templates		X	X
Cross-Platform Coordination Intelligence	Coordination / narrative spread modelling + risks, Repeated phrasing clusters, Cluster timeline views		X	X
Source-Level Traceability & Validation	Source-tagged drilldowns, Source validation mandatory, Per-profile source controls		X	X
Agentic community management	Autonomous AI agents that manage, moderate, and support communities at scale.			X
Governed & Brand-aligned AI	LLMs trained, constrained, and auditable to reflect your brand, policies, and risk posture.			X
Intelligent Onboarding & lifecycle	Automated onboarding, trust-based access, and re-engagement across the member lifecycle.			X
Proactive moderation & safety	Pre-emptive, policy-aware moderation with human-in-the-loop escalation.			X
Engagement and growth automation	AI-driven initiatives that grow participation, reward positive behaviour, and sustain momentum.			X
Insight-to-action orchestration	Turns detection and sentiment signals directly into coordinated actions across channels.			X
Decision transparency & governance	Every AI action is explainable, reviewable, and defensible for leadership and regulators.			X