



AI UNITI

BEHAVIOURAL  
INTELLIGENCE  
PULSE CHECK FEATURES



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PULSE CHECK

COMMUNITY, INTELLIGENCE, TRUST

# AI UNITI – PULSE CHECK

## REAL-TIME COMMUNITY AWARENESS AND EARLY RISK DETECTION

### WHAT IT DOES

PULSE CHECK GIVES YOU ALWAYS-ON VISIBILITY INTO COMMUNITY BEHAVIOUR SO YOU CAN SPOT ISSUES EARLY, PRIORITISE RISK, AND ACT BEFORE SMALL PROBLEMS BECOME BRAND DAMAGE.

### KEY FEATURES

- BEHAVIOURAL BOT DETECTION
- SCAM AND SPAM IDENTIFICATION
- RISK SCORING AND SEVERITY TIERS (LOW / MEDIUM / HIGH)
- EXPLAINABLE FLAGS (CLEAR REASONS WHY CONTENT OR ACCOUNTS ARE FLAGGED)
- EARLY-WARNING ALERTS FOR SUSPICIOUS ACTIVITY
- ACCOUNT AND CONTENT PATTERN PROFILING
- INVESTIGATION SNAPSHOTS (SHAREABLE SUMMARIES)
- REPEAT-OFFENDER TRACKING
- WORKFLOW-FRIENDLY ACTIONS (REVIEW, LABEL, ESCALATE)
- TRUST & SAFETY REPORTING

### BUSINESS BENEFITS

- PREVENT ISSUES BEFORE THEY ESCALATE BY DETECTING INAUTHENTIC BEHAVIOUR EARLY
- IMPROVE DECISION SPEED AND CONFIDENCE WITH EXPLAINABLE, PRIORITISED RISK SIGNALS
- PROTECT YOUR BRAND AND COMMUNITY TRUST WITH PROACTIVE MODERATION AND REPORTING
- REDUCE MANUAL EFFORT BY FOCUSING TEAMS ON WHAT ACTUALLY MATTERS
- BEST FOR:
- TEAMS THAT NEED FAST SIGNAL, LOW FRICTION, AND IMMEDIATE VISIBILITY INTO COMMUNITY RISK WITHOUT SIGNIFICANT OVERHEAD.

