

Topic Radar

Never miss a beat on a topic that matters.

Topic Radar gives a strategic priority its own dedicated AI agent - one that reads the evidence, maintains a structured intelligence profile, and tells you what changed as new research arrives.

Instead of repeatedly searching, reviewing and resynthesizing the same topic, your team starts with an always-current, cited view and spends more time deciding what updates means.



One topic. One dedicated agent. Continuous depth.

Topic Radar is focused monitoring for questions you already know are strategically important. It goes deep on one defined priority and continuously maintains the evidence around it.



Define once

Set the topic, boundaries and chapter structure once.



Always current

New material is read and incorporated as it arrives.



See what is new

New Learnings show what changed since the last version.

From brief to living intelligence

01

Brief

Self-service wizard defines what to track and how to structure profile chapters.

02

First read

Agent reads the backlog and drafts the first cited profile.

03

Watch

New DeepSights content is read against the topic.

04

Update

Profile is refreshed chapter by chapter with new evidence.

05

Learn

New Learnings call out changes. Log of previous versions available.

Market analysts can focus on judgment, not the recurring research cycle

- Stop rerunning the same searches every reporting cycle
- Keep the evidence base current
- See new developments clearly
- Spend more time interpreting implications and communicating the story

~30 min

typical definition work per topic

< 5 hours

to the first profile for a typical library

Always current

New Learnings + complete version history

Build the right Topic Radar

The best topics are specific enough to stay useful over time.

A broad category can generate too much unrelated information. Topic Radar works best when the brief is framed around a defined development, question or strategic area the business wants to keep answered.

What a Topic Radar can look like

Topic Radar can monitor a specific strategic theme, market development, consumer shift, technology or business question. The key is to define a focused topic that your team wants to keep current over time.

TOPIC	EXAMPLE TOPIC RADAR
GLP-1 & changing consumption	How is GLP-1 changing food shopping and consumption patterns?
Tariffs & trade policy	How will growing tariff policies impact the US automotive market?
Preventive health & supplementation	How are consumer needs around vitamins, minerals and supplements evolving?
Retail media	How is the growth of retail media changing brand-retailer relationships?
AI-powered financial advice	How is AI-powered financial advice changing consumer banking relationships?

You define the brief.
The agent does the recurring work.

You define	The agent maintains
- Topic and purpose - Evidence criteria - Exclusions - Profile chapters	- Structured, cited profile - New evidence in the right chapters - New Learnings between updates - Version history over time

Grounded in your existing intelligence investment

Topic Radar draws information from your trusted research and syndicated sources. It is designed for deep monitoring of your high-quality data rather than diluting understanding with broad news scanning.

Set the topic once. Keep the answer current.

DeepSights Topic Radar turns a strategic priority into a continuously maintained intelligence view - so your team always knows what changed and can focus on what to do about it.