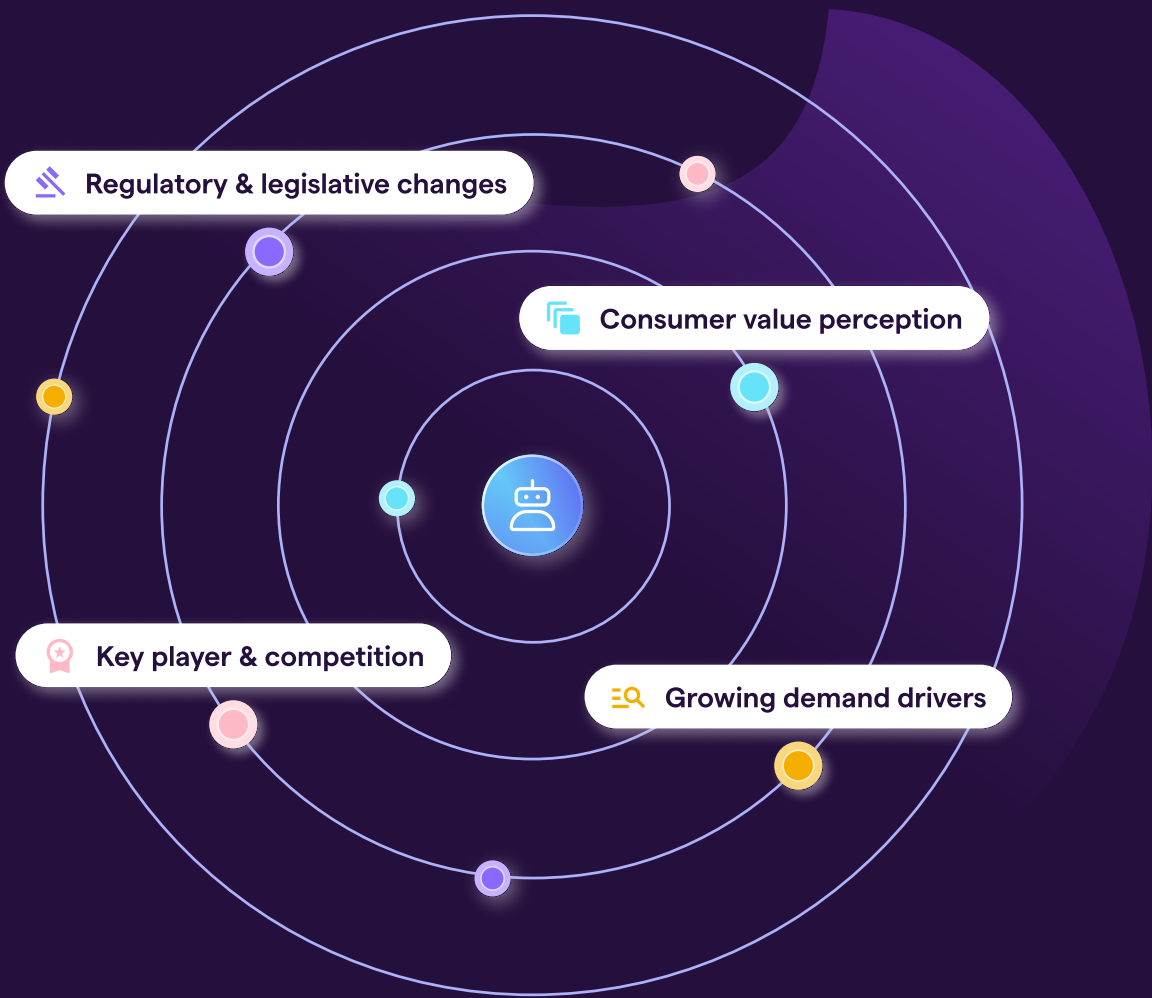


From market noise to strategic foresight

Proactive intelligence for strategic topics and industry-wide shifts.

Despite the growing volume of market intelligence, teams struggle to understand what is changing and why it matters.

DeepSights Radar transforms your existing knowledge ecosystem into a continuous intelligence engine. It monitors strategic topics, discovers emerging market developments, and surfaces new learnings automatically. Keep marketing, innovation, product and insights leaders ahead the curve effortlessly.



Key benefits

Identify market shifts earlier. Reduce blind spots. Make better strategic decisions.



Stay ahead of market change



Spot emerging opportunities before competitors



Know what changed without searching, fast



Turn research into active intelligence

What it does & how it works

DeepSights Radar continuously analyzes the information flowing into your DeepSights environment and transforms it into living intelligence that evolves over time.

The solution combines two complementary capabilities:

Industry Radar

Continuously discover and track developments shaping your market.

- ✓ Discover competitors, trends, technologies, ingredients, regulations, and emerging players
- ✓ Scan multiple market dimensions simultaneously
- ✓ Build living intelligence profiles automatically
- ✓ Surface market shifts and emerging developments
- ✓ Maintain continuous market awareness

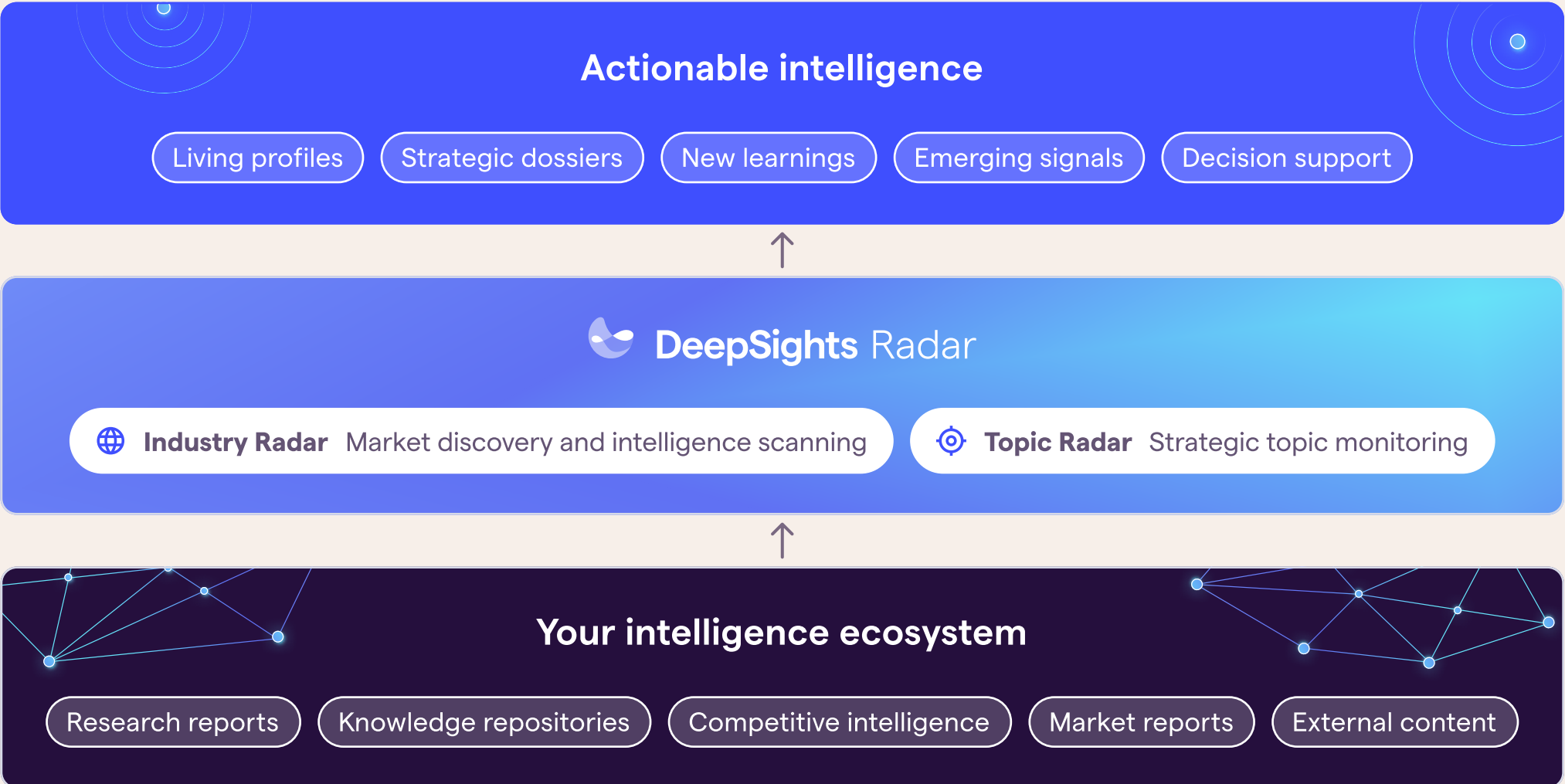
Topic Radar

Monitor strategic priorities with continuously updated intelligence dossiers.

- ✓ Define strategic topics once
- ✓ Create custom chapter structures
- ✓ Maintain living intelligence dossiers automatically
- ✓ Track new learnings between updates
- ✓ Access a complete version history

An active intelligence engine behind your strategic decisions

Built on your existing intelligence ecosystem to continuously monitor topics, discover market developments, and surface new learnings.



What makes DeepSights Radar different

Move from periodic reporting to proactive intelligence, helping teams stay ahead of change instead of reacting to it.

- ✔ Always-on intelligence

Radar continuously updates as new information enters your ecosystem.
- ✔ Discovery and monitoring

Combine proactive market discovery with focused strategic topic tracking.
- ✔ Built on your knowledge

Grounded in your proprietary research, reports, and intelligence assets.
- ✔ Transparent and trusted

Every insight is linked back to source evidence.
- ✔ Multi-dimensional market view

Monitor demand, competition, technology, regulation, and environmental factors together.
- ✔ Focus on change

Surface what changed, not just what exists.

Flexible intelligence for different business needs



Industry Radar

Continuously scan your market landscape and uncover developments you may not be actively monitoring.

Ideal for:

Competitive intelligence

Market scanning

Trend discovery

Landscape mapping

Leadership visibility

Outcome

Living intelligence profiles that help teams understand who is moving in the market and what forces are shaping change.



Topic Radar

Monitor the strategic topics that matter most to your business.

Ideal for:

Innovation priorities

Strategic initiatives

Emerging technologies

Regulatory developments

Category growth opportunities

Outcome

Always-current intelligence dossiers that continuously answer the questions your business cares about most.

Real-world examples by industry

How teams use DeepSights Radar to move from reactive reporting to proactive intelligence, helping them spot change earlier and act with confidence.

Industry	The challenge	How DeepSights Radar helps	Business impact
CPG	Keeping pace with changing consumer trends, competitors, and regulations	Continuously monitor market developments and strategic topics	✔ Earlier identification of opportunities and risks
Pharma & Healthcare	Tracking scientific, regulatory, and competitive developments	Maintain always-current intelligence across critical market dimensions	✔ Faster response to market change
Financial Services	Understanding evolving customer, competitor, and regulatory dynamics	Monitor multiple forces shaping the industry simultaneously	✔ Improved market visibility and decision-making
Retail	Seeing which shifts across shoppers, channels, and competitors will actually shape the market	Connect emerging developments across the retail landscape to reveal broader patterns	✔ Identify where to play next

Ready to turn research into active intelligence?

Contact us

Visit deepsights.ai