OutlierDeck

NARRATIVE INTELLIGENCE & ACTION PLATFORM

See the narrative. Predict where it is going. Act on what matters.

Most platforms tell you what happened. OutlierDeck brings social, news, digital, broadcast, competitive and audience signals into one intelligence layer, then turns them into action.

What is changing → **Why it is changing** → **Where it may go** → **What to do next**

01 · LIVE INTELLIGENCE

See it

Spot emerging issues, unusual activity and narrative shifts as they happen.

Social • News • Digital • Broadcast • Print • Rivals

02 · NARRATIVE INTELLIGENCE

Understand it

Where a narrative starts, who amplifies it, who engages and what competes with it.

Source → Amplifier → Audience → Media → Narrative

03 · PREDICTIVE INTELLIGENCE

Predict it

Signals of emerging issues, narrative acceleration, sentiment shifts and audience movement.

Reports: what changed, why, what's next, what to do

04 · ACTION INTELLIGENCE

Act on it

AI-assisted comment replies with team approval, predictive messaging and suggested actions.

Monitor → Respond → Approve → Publish → Measure

The OutlierDeck intelligence loop

1. Detect	2. Map	3. Predict	4. Act	5. Measure	6. Learn
What is happening?	Where did it start and spread?	Where is it moving?	What should we do?	What happened after?	What do we change next time?

TRADITIONAL MONITORING	Mentions → Sentiment → Dashboard → Report
OUTLIERDECK	**Signal → Narrative → Momentum → Action → Outcome → Learning**

We don't just monitor the conversation. We connect the intelligence around it.

Built for

Political & public affairs
Campaigns, issues, stakeholders and competitive narratives.

Agencies
Multi-client intelligence, reporting and action workflows.

Brands
Reputation, campaigns, competitors and consumer conversation.

Nonprofits & government
Public issues, stakeholder activity and communications.

From monitoring to narrative intelligence.

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CAPABILITIES

One intelligence platform. From signal to action.

CAPABILITY	WHAT OUTLIERDECK DELIVERS
Live media monitoring	Social, online news, broadcast and print
Narrative intelligence	Topics, themes, sentiment and narrative movement
Narrative source tracking	Where stories start and who amplifies them
Competitive footprint	Competitors across digital and traditional media
Issue forecasting	Issues showing signs of acceleration
Sentiment forecasting	Changes and likely direction of sentiment
Predictive reports	Automated intelligence with next-step recommendations
Instant comment replies	Contextual, AI-assisted social responses
Predictive messaging	Communication options informed by live intelligence
Posting and content review	Performance and audience response
Narrative impact tracking	What your content changes in the conversation
Publishing	Plan, approve and auto-post to your social pages, plus Auto Clip reels
Google and Meta activation	Connect intelligence to paid media
Real-time alerts	Important changes and unusual activity
Campaign memory	A searchable history of narratives, actions and outcomes

Five things that make OutlierDeck different

1. Narrative lifecycle
Emerging → Accelerating → Mainstream → Declining.

2. Source-to-spread
Who started it, who amplified it and where it goes next.

3. Predictive reporting
Momentum and sentiment signals. Report → insight → action.

4. Intelligence to response
Alert → action → reply → approval → publish → review.

5. Campaign and brand memory
Past narratives, posts and outcomes inform what's next.

TRADITIONAL APPROACH	OUTLIERDECK
Monitor mentions	**Map narratives**
Measure sentiment	**Track sentiment movement**
Find trends	**Track narrative momentum**
See competitors	**Understand competitive narratives**
Generate reports	**Generate predictive intelligence**
Schedule content	**Connect content to intelligence**
Reply to comments	**Use comment intelligence to inform response**
Measure posts	**Measure narrative impact**
Store historical data	**Build campaign intelligence memory**

Plans from $599/month · Book a 20-minute demo

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PRICE SHEET

Enterprise-grade narrative intelligence, priced for campaigns and growing brands.

One platform instead of a listening tool, a broadcast monitoring service, a scheduling tool and an ads manager. Plans from $599/month; setup 15% off when paid in full.

Why teams choose OutlierDeck

$599
Plans from $599 a month
Starter: no setup fee and a half-price first month ($299).

3–6 mo
Campaign-length terms
Short terms that match an election or launch cycle.

$2,500
Narrative Audit
Your sources, footprint and emerging issues, credited to setup. Starter Snapshot $500.

Daily
Predictive reports
What changed, why it matters and what to do next.

Instant
Approved comment replies
AI-assisted responses your team reviews before they post.

4–8%
Media activation
Google + Meta setup, optimization and performance intelligence. Media spend paid separately.

$499
Election Watch
Stay live between elections and reactivate in one click.

30 days
Satisfaction guarantee
Not the right fit? We refund your first month.

Which plan is right for you?

Starter $599/mo
Corporate: small businesses and startups
Political: local races

Growth $1,299/mo
Corporate: mid-size companies, regional brands
Political: ward races

MOST POPULAR
Campaign $2,599/mo
Corporate: national brands, corporate comms teams
Political: mayoral races

Pro $6,499/mo
Corporate: agencies, multi-brand companies
Political: public affairs

Enterprise $12,999/mo
Corporate: enterprises and institutions
Political: parties, government

BEYOND LISTENING, IN EVERY PLAN

Most listening tools stop at mentions and sentiment. Starter gives you listening, publishing and predictive reports for about what two separate tools cost. Every plan adds predictive reports · instant comment replies · issue and sentiment forecasting · narrative source tracking · competitive footprint · publishing and approvals · Google + Meta media activation

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PLANS AND PRICING

Choose your plan.

Beyond listening, in every plan. Yearly prices save 10%.

	Starter	Growth	Campaign MOST POPULAR	Pro	Enterprise	Typical tool
Price per month Top: billed monthly. Below: per month, billed yearly (save 10%)	**$599** $539/mo	**$1,299** $1,169/mo	**$2,599** $2,339/mo	**$6,499** $5,849/mo	**$12,999+** Talk to us	
Competitive footprint	Digital	All media	All media	All media	All media	Digital
Predictive reports	Daily	Daily	Daily + alerts	2× daily	Real-time	✗
Narrative sources	Top 5	Top 10	Top 25	Top 50	Top 100	Partial
Replies with approval	✓	✓	✓	✓	✓	✗
Google + Meta activation	✓	✓	✓	✓	✓	✗
Tracked topics	10	20	40	100	200	
Accounts (FB, IG, X...)	3	5	10	20	40	
Auto-posts to your pages / month NEW	50	100	200	400	800	Extra tool
Auto-posts per day	4 (1 per platform)	8	16	32	64	
YouTube videos per day	1	1	1	1	1	
Auto Clip (hours of content / month) NEW	3 hrs	6 hrs	12 hrs	24 hrs	48 hrs	✗
Mentions per month	25,000	25,000	60,000	150,000	Custom	
Data refresh	Hourly	Hourly	Hourly, live alerts	Real-time	Real-time	
Users	3	10	25	Unlimited	Unlimited	
Baseline & setup	None	$1,500	$3,000	$12,000	$16,000	

Topic = a person, brand, issue or campaign, with its variations, hashtags and handles, which other tools often count separately. **All media** = digital, broadcast and print. **Autoposting** publishes approved content directly to your connected social pages. YouTube is limited to 1 video per day on every plan, including with add-ons. **Auto Clip** turns long-form content into reels that post to your connected accounts or fan pages and count toward your auto-post limits. *12-month terms: Growth setup waived, Campaign halved. Setup is phased, or **15% off when paid in full at signing**. Starter's first month is half price.

Media activation · Google + Meta

Fee by monthly spend. Media paid separately.

8%	7%	5%	4%
Under $5K	$5K–25K	$25K–100K	$100K+

Add-ons and services

Narrative Audit / Snapshot (credited)	**$2,500 / $500**
Election surge: real-time, final 4–6 weeks	**$750/mo**
Geo-locator (free 1-week trial)	**$149/mo**
Extra 10 narrative sources	**$199/mo**
Extra tracked account	**$49/mo**
Extra 50 auto-posts	**$49/mo**
Extra 3 hrs Auto Clip	**$69/mo**
Election Watch (between elections)	**$499/mo**

Save with a longer term

3 months	**3% off**
6 months, a full campaign cycle	**5% off**
12 months, lower setup*	**10% off**
2 years, with price lock	**15% off**
3 years, setup waived	**20% off**
Nonprofits and charities	**10% off**

Start with a Narrative Audit

Or book a demo. 30-day guarantee. USD plus taxes; CAD pricing available.

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