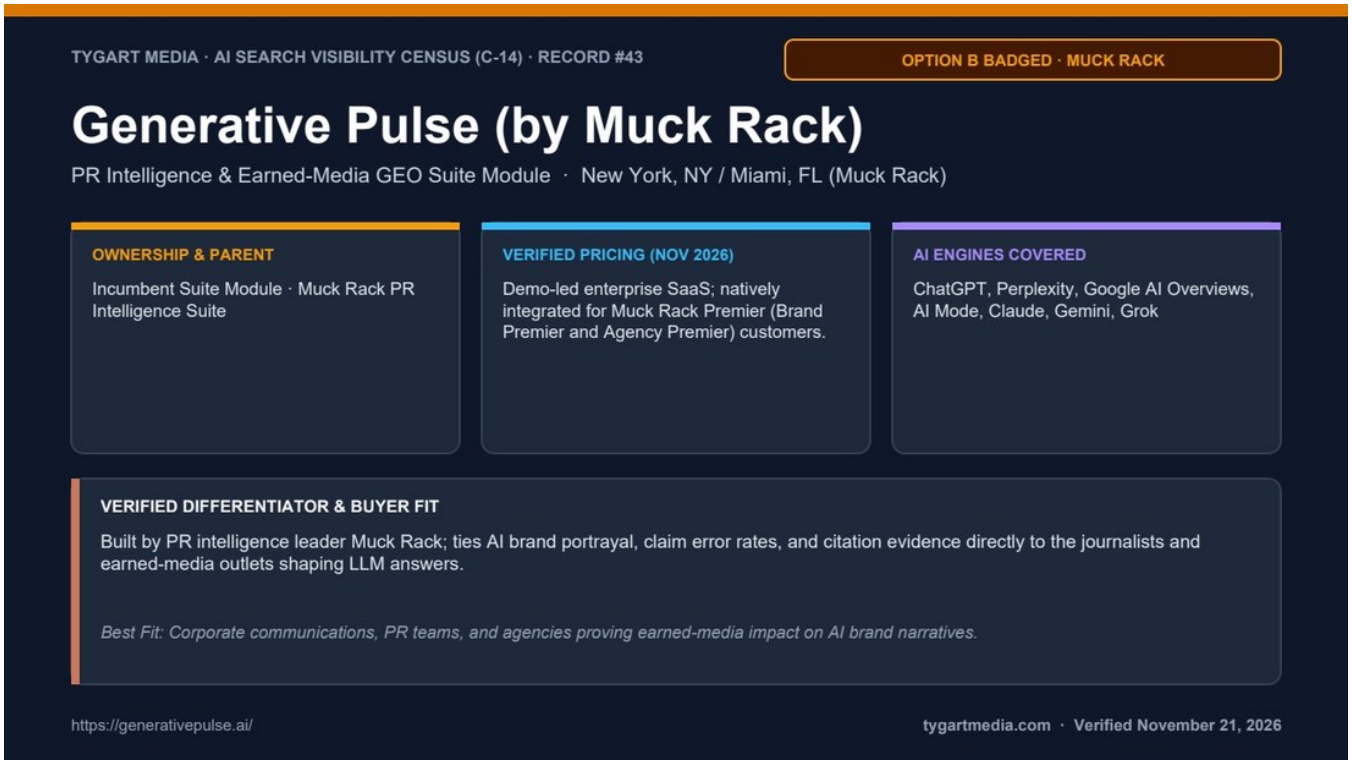
Generative Pulse (by Muck Rack) — Verified AEO / GEO Platform Profile

PR Intelligence & Earned-Media GEO Suite Module | New York, NY / Miami, FL (Muck Rack) | Primary-Source Baseline Verified November 21, 2026

OPTION B OWNERSHIP BADGE: Incumbent Suite Module · Muck Rack PR Intelligence Suite — Owned and operated by PR software incumbent Muck Rack (launched July 2025; © Muck Rack live on generativepulse.ai).



1. Verified Platform Record & Pricing Snapshot

Field	Verified Primary-Source Detail
Legal / Operating Entity	Muck Rack
Ownership Status	Incumbent Suite Module · Muck Rack PR Intelligence Suite
Headquarters	New York, NY / Miami, FL (Muck Rack)
Published Pricing (Nov 2026)	Demo-led enterprise SaaS; natively integrated for Muck Rack Premier (Brand Premier and Agency Premier) customers.
Tracked AI Search Engines	ChatGPT, Perplexity, Google AI Overviews, AI Mode, Claude, Gemini, Grok
Official Website	https://generativepulse.ai/

2. Core Capabilities & Technical Differentiation

Built by PR intelligence leader Muck Rack; ties AI brand portrayal, claim error rates, and citation evidence directly to the journalists and earned-media outlets shaping LLM answers.

- AI portrayal scoring tracking Share of Answers, Evaluation scores, Claim Error Rates, and tracked-message adoption
- Source Intelligence mapping which third-party journalism and earned-media publications drive specific AI claims
- Closed PR feedback loop connecting cited outlets directly to Muck Rack's journalist database and AI Visibility Badges
- Backed by Muck Rack's large-scale 'What Is AI Reading?' empirical research (25M+ prompts studied)

3. Buyer Fit & Ownership Context

Ideal Buyer Fit: Corporate communications, PR teams, and agencies proving earned-media impact on AI brand narratives.

Corporate & Ownership Verification: Owned and operated by PR software incumbent Muck Rack (launched July 2025; © Muck Rack live on generativepulse.ai).

4. Frequently Asked Questions

Q: What does Generative Pulse (by Muck Rack) measure and optimize?

Built by PR intelligence leader Muck Rack; ties AI brand portrayal, claim error rates, and citation evidence directly to the journalists and earned-media outlets shaping LLM answers.

Q: What is Generative Pulse (by Muck Rack)'s published pricing as of November 21, 2026?

Demo-led enterprise SaaS; natively integrated for Muck Rack Premier (Brand Premier and Agency Premier) customers.

Q: Is Generative Pulse (by Muck Rack) an independent company or part of a larger suite?

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5. Primary Verification Sources & Companion Links

Reference	Verified URL
Official Platform	https://generativepulse.ai/
Pricing / Product Reference	https://generativepulse.ai/
Additional Primary Record	https://muckrack.com/blog/introducing-generative-pulse
Live Web Profile	https://tygartmedia.com/generative-pulse-muck-rack-aeo-geo-platform-profile/
Markdown Twin (.md)	https://tygartmedia.com/wp-content/uploads/2026/11/generative-pulse-muck-rack-aeo-geo-platform-profile.md
C-14 Census Index	https://tygartmedia.com/ai-search-visibility-census/

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