

CreatorPulse Launches Insights Platform Giving Creators Direct Access to First-Party Audience Insights

Lansing, Michigan Jan 28, 2026 ([IssueWire.com](https://www.IssueWire.com)) - CreatorPulse today announced the launch of **CreatorPulse Insights**, a research platform designed to help creators understand their audiences using first-party data instead of vanity metrics.

Built by a former Raptive researcher with deep experience in the creator economy, CreatorPulse Insights enables creators to collect real, actionable audience feedback through surveys, sentiment analysis, and structured insight reports — without relying on platform algorithms, follower counts, or engagement guesswork.

“As creators, we’re told to make decisions based on impressions, likes, and reach — but those metrics don’t explain *why* audiences behave the way they do,” said **Kristen Wager, Ph.D., Founder of CreatorPulse**. “CreatorPulse gives creators access to the same research frameworks brands use, adapted specifically for how creators work.”

Turning Audience Feedback Into Strategy

CreatorPulse Insights allows creators to:

- Launch research-backed audience surveys in minutes
- Collect first-party data directly from their own audiences
- Uncover content, revenue, and brand-fit insights
- Translate raw feedback into clear strategic recommendations

The platform is designed for creators across niches, with early adoption led by food bloggers and lifestyle creators navigating declining ad revenue and increasing pressure to diversify income streams.

Unlike traditional analytics tools, CreatorPulse does not track or scrape social platforms. Instead, it focuses on voluntary, first-party audience responses — giving creators ownership of their data and clarity over their decisions.

A Platform Built for Creators, Not Advertisers

CreatorPulse Insights was created in response to a growing gap in the creator economy: creators are expected to operate like businesses but lack access to affordable, credible research tools.

“Brands spend millions understanding consumers. Creators deserve that same level of insight — without the enterprise price tag,” Wager said.

The platform offers creators their first survey for free, with paid plans unlocking more responses, deeper analysis tools, dashboards, and insight reports.

Availability

CreatorPulse Insights is now live at creatorpulse.io, with rolling access for creators and early-stage partners.

About CreatorPulse

CreatorPulse is a creator-first research platform that helps creators grow with confidence using first-party audience insights. Founded by researcher Kristen Wager, Ph.D., CreatorPulse bridges the gap between professional consumer research and the modern-day creator economy.

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