

Pulse.

Monitor news and social discussions and uses AI to relate it to the companies you care about.



At a glance

What is it?

An app that delivers insights to improve knowledge and intelligence on target accounts for your ABM programs.

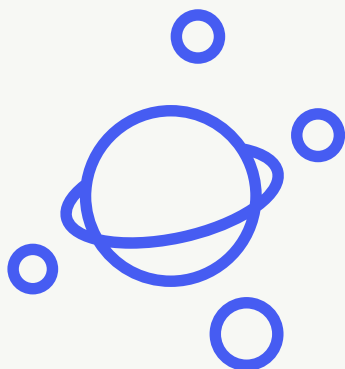
Who is it for?

Sales, marketing & anybody who needs to know what is happening in specific accounts.

How does it work?

Chose your account, build your interest criteria and let the app deliver you insights.

www.agent3.com/pulse



Don't be the last to know—stay on top of your target account's ongoing activity

No-one's world remains constant. Change is inevitable. Priorities, interest and focus can all shift. All that's a certainty. One thing that isn't certain is you remaining informed of any changes. A development or switch could be the perfect reason to engage with a target account. What if you miss it?

You won't miss anything with Pulse. It's an insight tool that supports your ABM teams with real-time updates on their target accounts; from account and executive updates to sector and competitor information. Pulse will keep you in the know.

Two crucial sources of information

Pulse gathers a wealth of data from structured and unstructured sources – then organises them into relevant topics, themes, and views for your team. It delivers two crucial areas of insight:

- News and research: Pulse monitors what's happening across B2B web and organises this information in a meaningful and actionable way that delivers your 'need-to-knows' instantly
- Behavioral intent data: an essential source of insight. Pulse tells you what your accounts are consuming on the B2B web and helps you follow their information journeys (for more on the power of intent data, read our [Intent explainer](#))

Complete understanding of your target accounts

You will be smarter, more informed and up-to-date to action more engaging, relevant and resonant activities using Pulse. You will understand their world, the context of their actions and their future behaviours with this unique and vital insight.

The problem it solves

Lack of time and resources to manually discover, track, and share insights into ABM accounts.

What it looks like

An app that works on desktops, mobiles and natively integrates with Salesforce for smooth workflows.

How to run it

Onboarding is simple and we'll help you create the views you need (customised to the account and your proposition). The app then delivers fresh insights to you on a daily basis.

Agent3



Be the most successful ABM team
you can be: get your fingers on Pulse.

Find out more:

www.agent3.com/pulse