

Pulse+ Communications.

How it works.

Full visibility of delivery, engagement and ROI - in one place.

Outbound Performance

Deliverability

Pipeline Intelligence

AI-Ready

THE PROBLEM

Revenue teams are flying half-blind.

And it's costing them pipeline.

Reporting lives in too many places

Email data in one tool, LinkedIn in another, CRM in a third. Nobody has a single view of what is happening across outbound.

3+

tools for one view

Deliverability problems surface too late

Inbox placement drops and domain reputation drifts before anyone notices. By the time data surfaces, campaigns are already damaged.

Too late

by the time you notice

Activity doesn't connect to revenue


Opens and replies look fine on paper, but leadership cannot see how outbound converts into meetings or closed deals.

£0


pipeline tied to activity

THE SOLUTION


One reporting and control layer for your entire outbound stack.

 **Protect deliverability**
Monitor inbox placement, reputation and sender health - before issues damage campaigns.

 **Unify all outbound reporting**
Email, LinkedIn and campaign data connected in one dashboard. No manual stitching.

 **Connect activity to pipeline**
See which outbound activity is driving meetings, pipeline and revenue - not just opens.

 **Real-time alerts**
Get notified when deliverability drifts or campaigns underperform, before the damage is done.

 **AI-ready infrastructure**
Clean, unified data from day one. Built for automation to compound operational gains immediately.
Enticeable delivers the thinking. Pulse+ delivers the system.

Part of the

Pulse+ ecosystem

Pulse+ Recruitment

LIVE

Pulse+ Communications

LIVE

Pulse+ Talent

IN BUILD

The agency dashboard.

Cross-client performance, risk and workload - all in one view.

Live campaign stats

Total campaigns, contacts, messages sent and reply rates - in real time.

Cross-client view

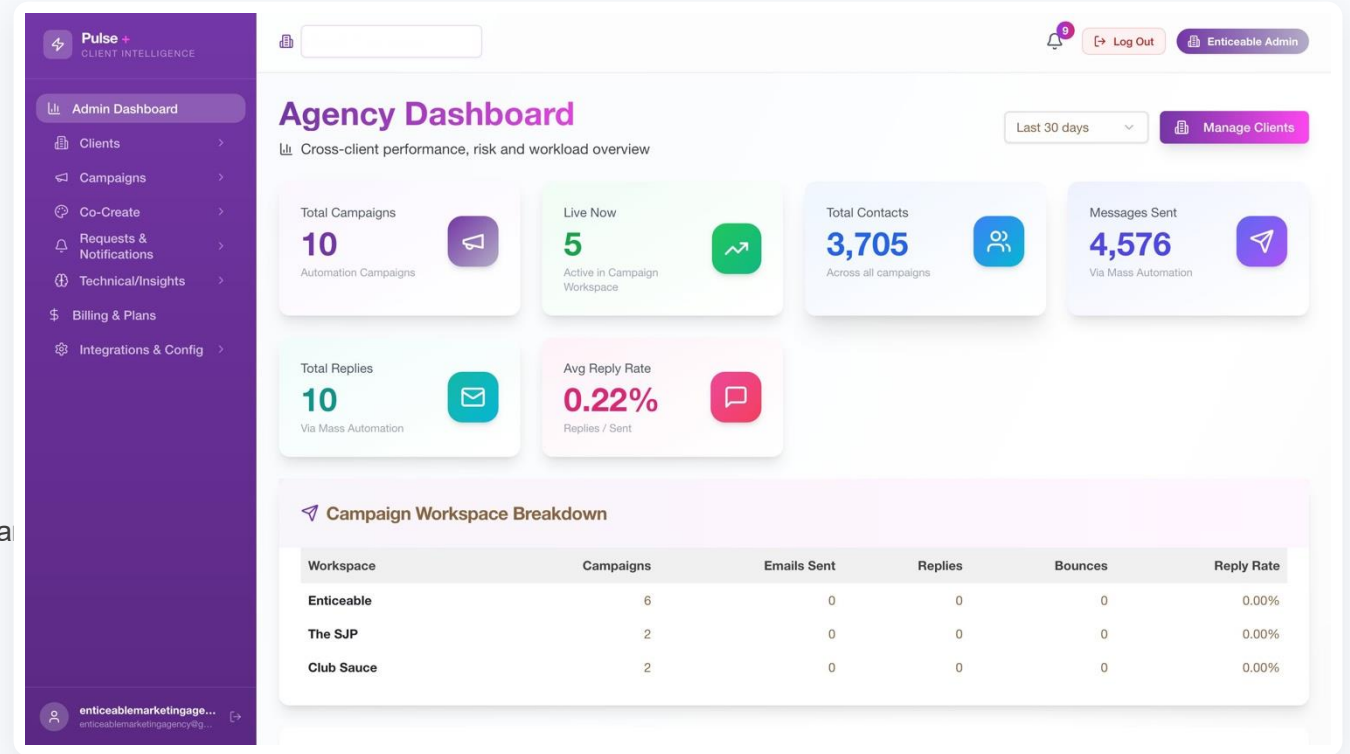
All client workspaces in one breakdown. Enticeable, The SJP, Club Sauce and more.

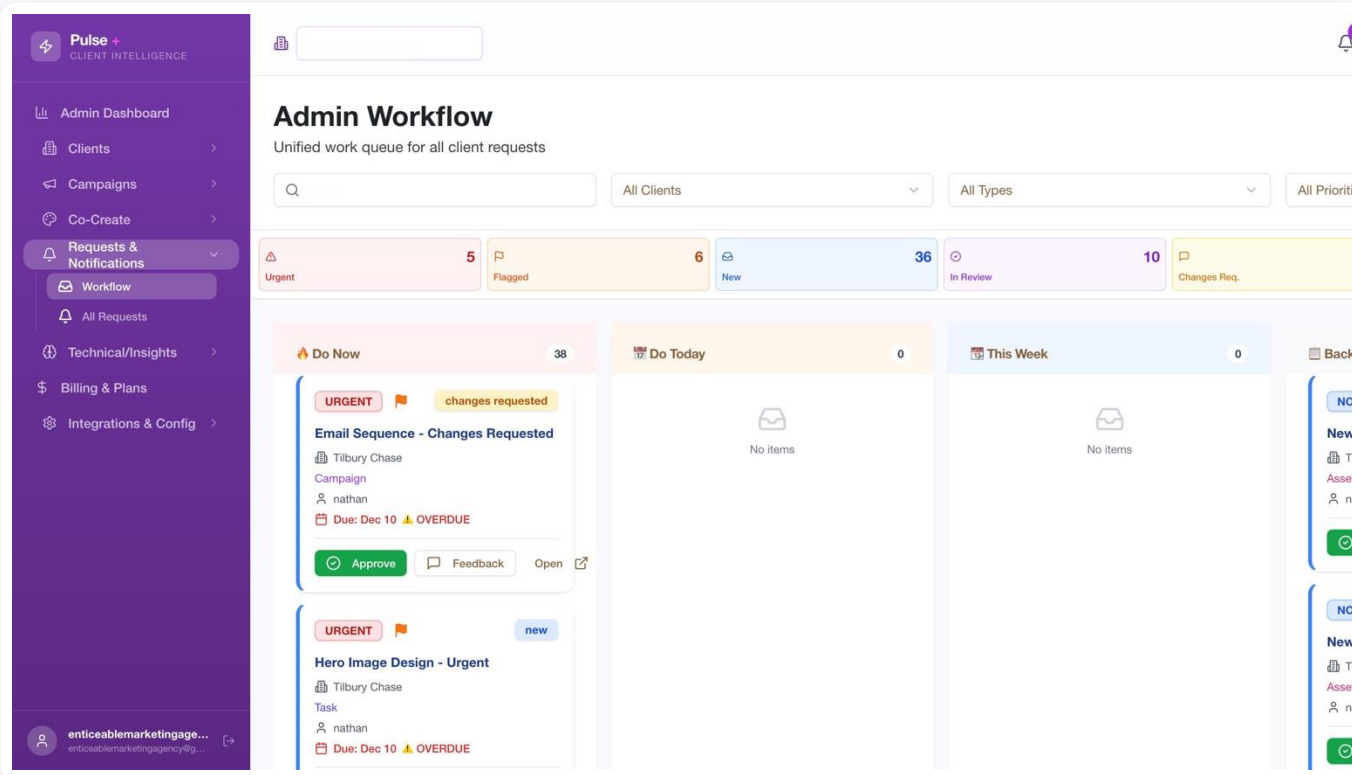
Automation campaigns

10 campaigns, 5 live - with reply rates and bounce data per workspace.

Workflow intelligence

Manage requests, notifications and priorities without leaving the dashboard.





Every client request. One unified queue.

A unified work queue for all client requests - prioritised, flagged and actionable without switching between client accounts.

- Priority triage**
Urgent, flagged, new and in-review items. 38 'Do Now' items visible at a glance.
- Request management**
Sequence changes, asset creation, approvals - routed to the right person.
- Multi-client view**
Enticeable, The SJP and Club Sauce workspaces unified. No account-switching.
- Kanban workflow**
Do Now, Do Today, This Week and Backlog columns. Approve or feedback inline.

HOW IT WORKS

Three steps from fragmented data to complete outbound clarity.

01

Connect

Link your outbound tools to Pulse+.

Gmail, Outlook and email providers
Reply.io and sequencing tools
Salesforce, HubSpot and Pipedrive
LinkedIn outbound tracking
We handle every integration - you don't

02

Protect

Monitor deliverability in real time.

Inbox placement rate tracking
Bounce rate and type monitoring
Sender reputation scoring
Domain health alerts before damage
Spam complaint detection

03

Improve

Connect activity to pipeline and revenue.

Unified campaign performance reporting
Meeting, pipeline and deal attribution
CAC and ROI per campaign
Cross-channel funnel visibility
Leadership reporting in one dashboard

Three measurement layers. One connected picture.

DELIVERY

The foundation.

Without clean delivery, nothing else matters.

- Inbox placement rate
- Bounce rate and types
- Sender reputation score
- Spam complaints
- List quality metrics

ENGAGEMENT

How they respond.

The signals that tell you what's working.

- Open rates
- Click rates
- Reply rates
- Unsubscribe rates
- Time-to-engage

COMMERCIAL

What drives revenue.

The metrics that matter to leadership.

- Meetings booked
- Pipeline created
- Deals closed
- CAC attribution
- ROI per campaign

INTEGRATIONS

Pulse+ connects to the tools you already rely on.

No ripping out your stack. Pulse+ sits on top and unifies data into one reporting layer.

Email Providers

Gmail, Outlook and other platforms -
delivery and engagement tracked.

CRM Systems

Salesforce, HubSpot, Pipedrive -
pipeline visibility connected.

Outbound Tools

Reply.io and your sequencing stack -
activity reporting unified.

Analytics

Export to dashboards or your
warehouse for deeper analysis.

Notifications

Alerts via Slack, email or webhooks
when issues are detected.

Security

Secure by design with role-based
access and auditable logs.

98%

Average inbox placement across managed
campaigns

3.4%

Average reply rate across monitored sequences

£142k

Average pipeline visibility unlocked per account

Not another activity tracker.

The intelligence layer your stack is missing.

Built for revenue teams

Pulse+ connects delivery, engagement and pipeline - so you see what drives revenue, not what looks busy.

Real-time intelligence

Spot deliverability issues before they tank campaigns. Alerts when something goes wrong, not after.

Unified visibility

All outbound channels in one place. No spreadsheets. No stitching. One source of truth.

Outcome-led metrics

Measure what matters: meetings booked, pipeline created, deals closed - not just opens and clicks.

AI-ready from day one

Clean, connected data built for automation. Every architectural decision made with AI gains in mind.

Partnership, not vendor

Commercially invested in your success. Enticeable runs campaigns; Pulse+ shows the results.

See exactly what Pulse+ would show you.

Complete visibility of your outbound performance. Protect deliverability, connect activity to pipeline, and give leadership the clarity they need.

hello@enticeable.com · enticeable.com · [Book a demo](#)

1

Book a demo

30 minutes, senior-led. We walk through the platform and map it to your existing stack.

2

Performance review

We review your current reporting setup and identify where visibility is breaking down.

3

See the full picture

Get clear recommendations and see exactly how Pulse+ would work for your setup.