

# Sentinel Pulse

Automatically identify  
upsell, cross-sell, and  
churn risks without ever  
leaving Salesforce

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# Sentinel Pulse

**Sentinel Pulse delivers account level product engagement insights directly in Salesforce so that sales teams can act on high-intent revenue opportunities.**

## Problem

Account specific product engagement data is a leading indicator that can significantly improve your sales team’s ability to increase customer lifetime value. However, this data is usually tied to individual users and locked away in complex tools, spreadsheets, or data lakes—making it inaccessible for most sales teams.

As a result, sales teams are often caught off guard. Renewal time arrives, and the sales rep realizes too late that the customer isn’t using the software as much as expected. Without clear data, sales reps risk being blindsided—whether by a renewal that doesn’t happen or by missed opportunities to drive expansion revenue.

## Solution

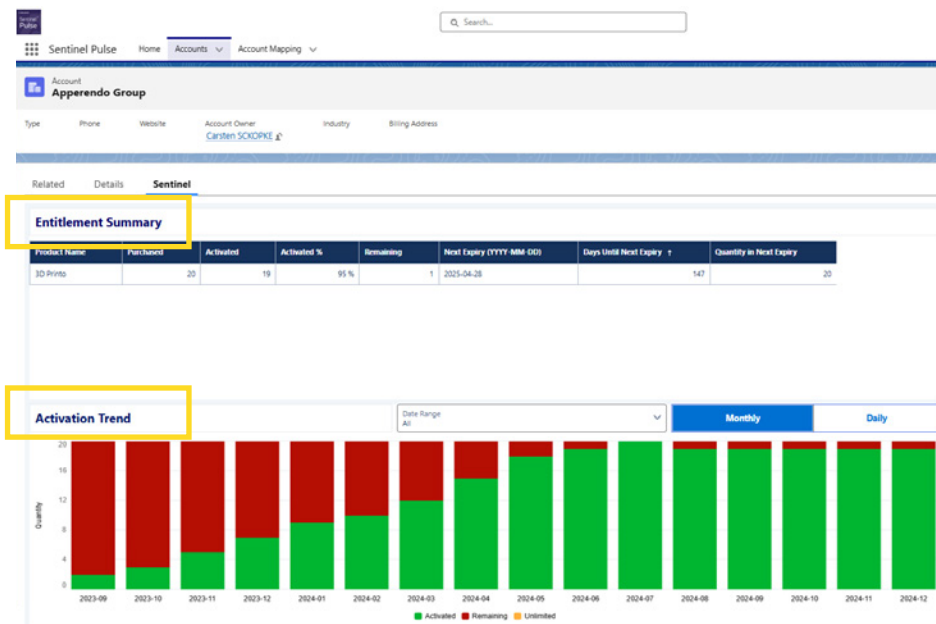
Sentinel Pulse collects, analyzes, and associates product engagement data with Salesforce accounts, providing your sales team with a comprehensive view of how customers are using their purchased products. With instant access to actionable insights, sales reps can quickly identify which accounts are fully engaged and ready for upsell or cross-sell conversations, and which accounts may be at risk of churning.

By offering a native Salesforce view, Pulse makes it easier than ever for sales to assess overall account health and engage in proactive, data-based conversations that **drive recurring revenue growth**.

## Key Outcomes

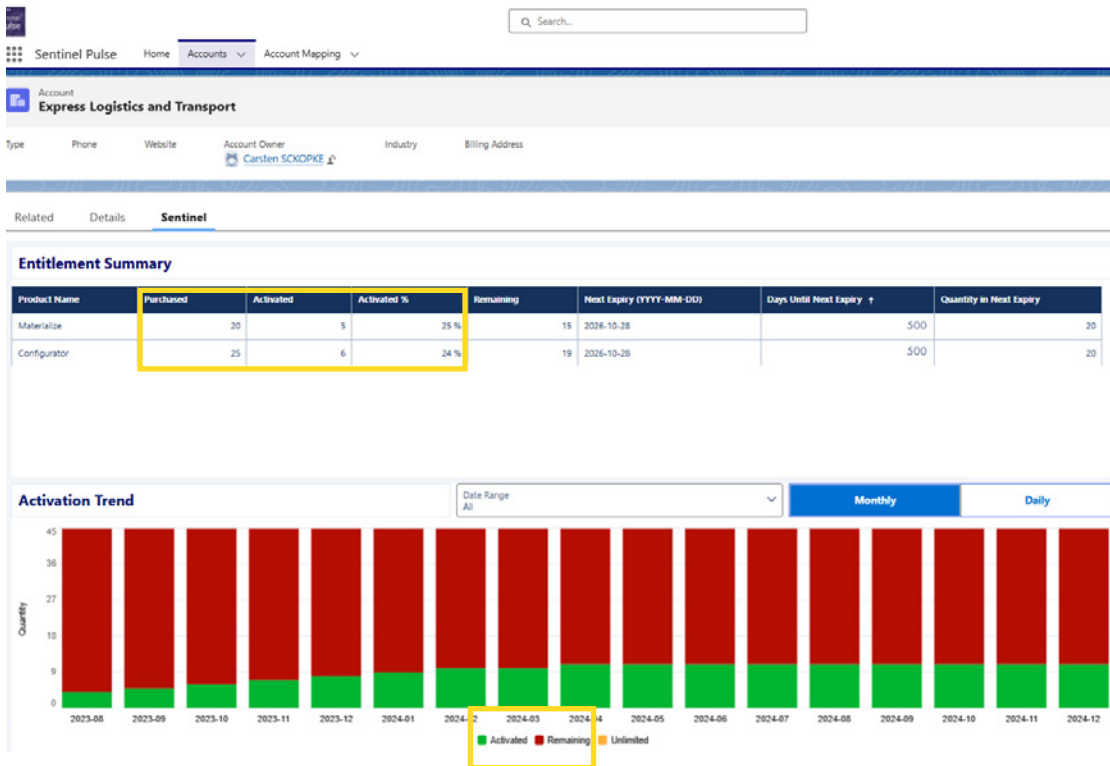
### Accelerate Upsell & Cross-Sell

Product usage metrics—like account-level product engagement data, entitlement consumption, and license activation trends—give you a clear view of how engaged customers are with purchased products. With this insight at their fingertips, sales teams can quickly identify whitespace where cross-sell could drive more value for both the customer and the business.



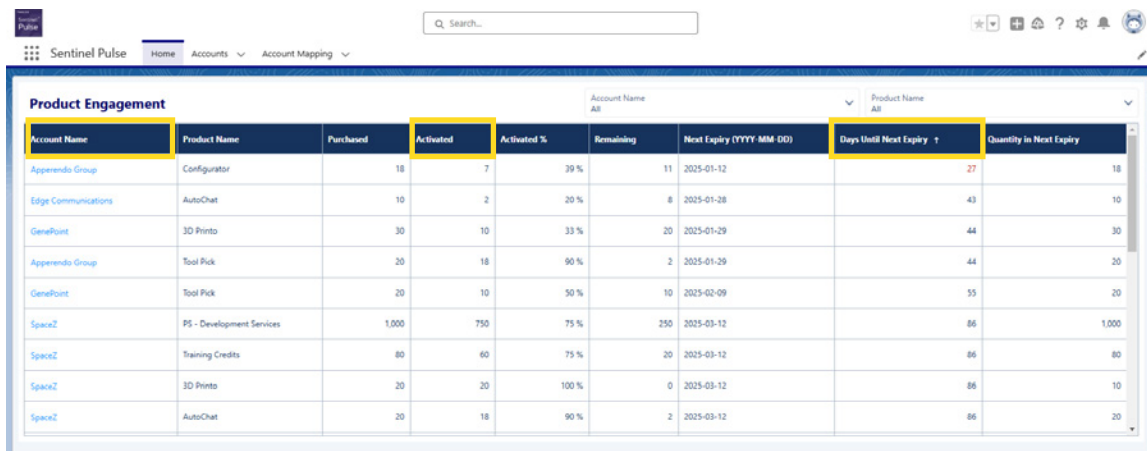
## Prevent Churn

When accounts are not active and engaged, there's a high risk of churn. The Entitlement Summary dashboard shows what products have been activated, while the Activation Trend dashboard tracks engagement over time. But instead of relying on teams to manually monitor these trends, Pulse proactively detects low engagement and alerts reps directly in Salesforce. This ensures sales teams can take action before an account is at risk of churning.



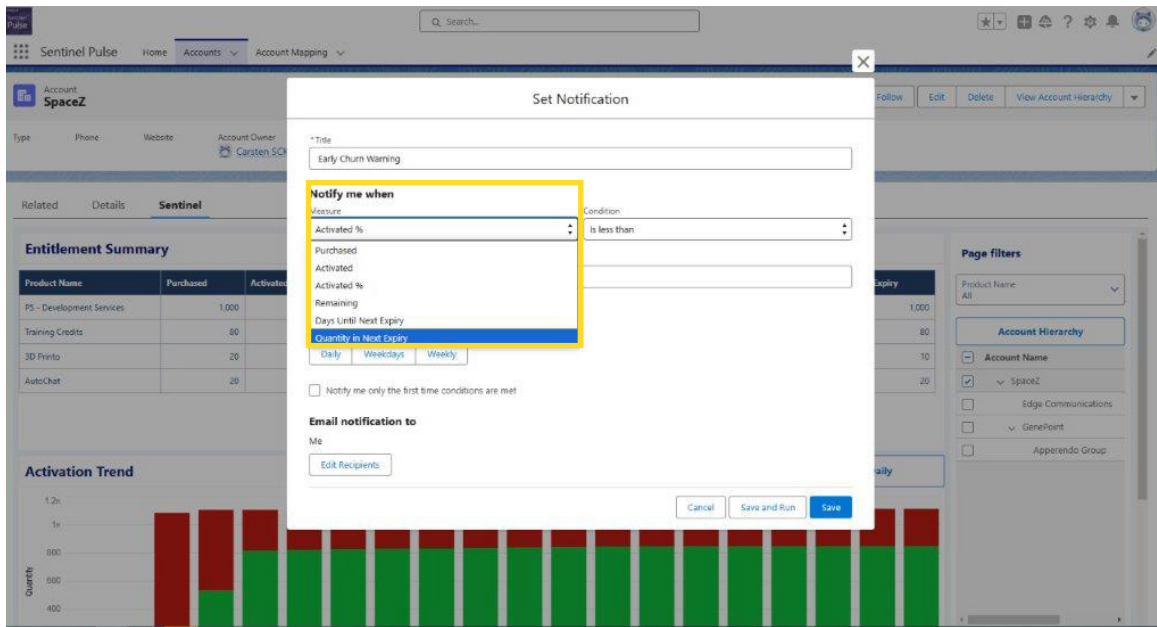
## Spot Priority Opportunities

It's easier to prioritize opportunities when you have visibility into customer engagement, especially when you're managing many accounts. Sentinel Pulse takes engagement data that's typically scattered in various tools and presents it directly in Salesforce. The easy-to-digest account engagement summaries and graphs for both flat and hierarchical accounts make it very clear when and which accounts need attention.



## Stay One Step Ahead with Custom Alerts

Account managers can set custom alerts to notify them to take specific action. First, they choose from key conditions, such as contract expiration date, activation percentage, and more. Then, they set the threshold for a notification. Pulse will automatically send a Salesforce alert when it's time to act. Notifications keep teams ahead of the curve, so they can proactively drive revenue growth and reduce churn.



## Next Steps

Are you ready to empower your sales team with insights that will directly help them upsell, cross-sell, and decrease churn? Contact us, or click to start a guided tour of Sentinel Pulse today.

[Take a Product Tour](#)

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