

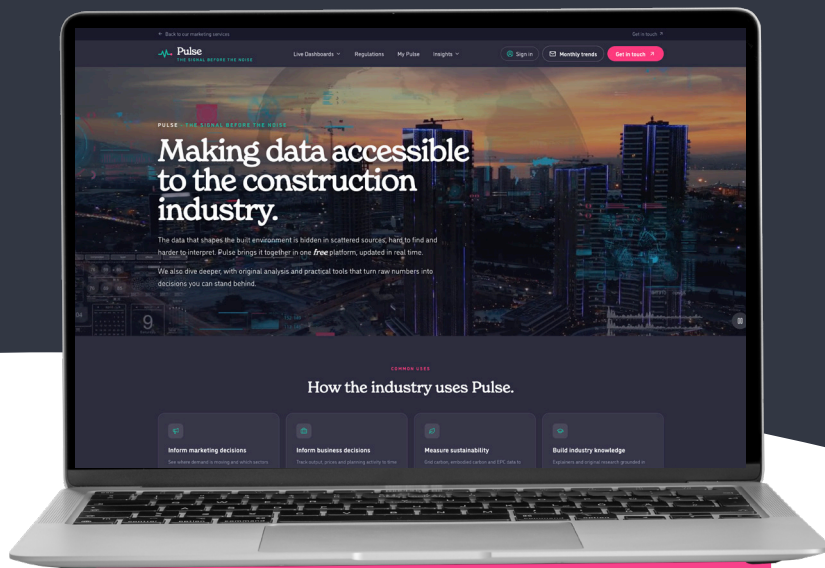
Pulse: The signal before the noise

CHALLENGE

Construction has never had more information or less insight. The industry publishes more than anyone can read, most of it without a source, and the AI assistants people now ask instead get technical questions wrong up to half the time. We know, because we tested 18 models on 951 verified questions. The data that would settle the arguments is public, but it sits scattered across portals written for analysts.

APPROACH

We built Pulse ourselves, in twenty weeks: a free-to-use website that puts the industry's data in one place, live, sourced. Six dashboards refresh themselves from government data, a regulations timeline tracks every coming change, and Planning Explorer makes planning conditions searchable. Alongside it we publish our own research. Then clients started asking for the same data pointed at their own business.



RESULTS SO FAR

20+

countries visiting the site with the UK the core.

2

client tools built from the data, one doing the job of a paid subscription.



Clients now ask us for **market research and audience analysis** as a matter of course, and Pulse is shown live in new business pitches.



Inbound new business enquiries within **48 hours of the launch post**, from a sustainability consultancy and a construction AI business, both naming the research. Neither was known to us.

