PLAYBOOK 02 — GTM SERIES

THE SIGNAL STACK.

27 buying signals that tell you who is ready to buy — before they fill out a form.

MOIZ S. VARIND

B2B OUTBOUND PRACTITIONER · CMO COUNCIL · 32M+ EMAILS EXECUTED · $57M+ PIPELINE GENERATED

8.7x	27	60 DAYS
HIGHER MEETING RATE VS. FIRMOGRAPHIC-ONLY SEQUENCES	SIGNALS ACROSS 3 TIERS — ONE PRIORITY SCORE	HOW FAR AHEAD TIER 2 SIGNALS PREDICT EVALUATION WINDOWS

01 — THE PREMISE

MOST TEAMS ARE REACHING THE RIGHT COMPANIES AT THE WRONG TIME.

Firmographic targeting tells you who **could** buy. Signal-based targeting tells you who is ready to buy **right now**. The gap between those two definitions is the difference between a 0.3% reply rate and an 8.7x lift in booked meetings.

A company that fits your ICP perfectly — right size, right industry, right tech stack — is still a terrible outbound target if they just renewed with a competitor last month. That same company, 11 months later, is one of the best targets you will ever have.

TIMING IS NOT A SOFT VARIABLE. IT IS THE PRIMARY VARIABLE. EVERYTHING ELSE IS CONTEXT.

The Signal Stack is the system I built to solve this. It is 27 signals organized across 3 tiers, each telling you something different about where a company sits in their buying journey. When you combine signals correctly, you stop guessing about timing and start knowing.

02 — HOW THE STACK WORKS

THREE TIERS. ONE PRIORITY SCORE. ZERO GUESSING.

TIER 1 DIRECT INTENT	The company is actively evaluating, comparing vendors, or has triggered a purchase process. **Contact them in days, not weeks.**
TIER 2 CONTEXTUAL	Something changed — funding, headcount, leadership, strategy — that predicts a purchasing decision 30 to 90 days out. **Contact them now to get ahead of the formal evaluation.**
TIER 3 BEHAVIORAL	The company is engaging with content, communities, or events in your space without a formal buying process. **Contact them to warm the relationship before intent reaches Tier 1.**

Each signal carries a score from 5 to 30 points. When you stack signals, scores add. A Tier 1 signal alone scores 20+. Three Tier 3 signals together can outscore a single Tier 2. A company with signals across all 3 tiers becomes your highest-priority target — regardless of whether they have filled out a form.

03 — TIER 1 / DIRECT INTENT

THEY ARE COMPARING VENDORS TODAY.

CONTACT WITHIN 48 HOURS

These 9 signals indicate active buying behavior. The company is in market now. Speed of response matters more than any other variable — if you are not in front of them within 48 hours of detection, you are losing to teams that are.

01

G2 OR CAPTERRA PROFILE VIEWS ON YOUR CATEGORY

25 PTS

When a target account IP appears in the visitor logs of a category page on G2 or a similar review platform, they are actively researching solutions. This is the most reliable Tier 1 signal available. Respond within 24 hours.

DETECT VIA: BOMBORA, G2 BUYER INTENT

02

JOB POSTING: YOUR EXACT ROLE OR FUNCTION

22 PTS

A posting for “VP of Revenue Operations” or “Head of SDR” signals budget allocation, an imminent build-vs-buy decision, and leadership pressure to solve the problem you solve. The posting itself tells you the brief — use it to personalize.

DETECT VIA: LINKEDIN, OTTA, CLAY

03

COMPETITOR CONTRACT EXPIRY WINDOW

28 PTS

The highest-value signal in the stack. Identify when a competitor annual contract renews and you have a 60-to-90-day window to open a displacement conversation before the renewal locks them in. Outreach at 90 days out, not 30.

DETECT VIA: BOMBORA, MANUAL RESEARCH

04

INBOUND CONTENT ENGAGEMENT WITHOUT FORM FILL

20 PTS

A known contact watches 3+ pages of your website, reads a case study, then lands on pricing — without filling out a form. Silent inbound. Reference the topic, not the visit.

DETECT VIA: CLEARBIT REVEAL, 6SENSE

05

LINKEDIN SEARCH: YOUR NAME OR CATEGORY

18 PTS

Searches of your company name or category trigger Sales Navigator notifications. A spike from within a target account is Tier 1 intent. Set up saved searches for category keywords and monitor weekly.

DETECT VIA: SALES NAVIGATOR

06

REQUEST FOR PROPOSAL OR RFI POSTED

30 PTS

The highest possible signal score. A public or distributed RFP means active procurement. Even off the distribution list, outreach within 48 hours is legitimate. They are buying — the only question is who.

DETECT VIA: PROCUREMENT BOARDS, LINKEDIN

07

DIRECT COMPETITOR CUSTOMER REVIEW (RECENT)

16 PTS

A negative competitor review posted in the last 90 days is a warm outreach trigger. The reviewer is communicating frustration publicly. If they work at a target account, they are a champion candidate.

DETECT VIA: G2 REVIEWER PROFILES

08

LINKEDIN POST: VENDOR EVALUATION OR PROBLEM STATEMENT

22 PTS

A decision-maker posting publicly about the problem you solve — asking for recommendations or venting about a current tool — is the brief, already written. Reach out within 12 hours and reference it directly.

DETECT VIA: SOCIAL LISTENING

09

TECH STACK CHANGE: COMPETITOR REMOVED

24 PTS

When a company removes a competitor from their tech stack, they have either switched or are in transition. Either way, you are in the right place at the right time.

DETECT VIA: BUILTWITH, HG INSIGHTS

04 — TIER 2 / CONTEXTUAL

SOMETHING CHANGED. A PURCHASE IS COMING.

CONTACT WITHIN 7 DAYS

Tier 2 signals indicate that conditions changed in a way that predicts buying within 30 to 90 days. Most teams ignore them because they are not “hot” enough — which is exactly why they are so valuable. You reach the company before the formal evaluation begins, before they are talking to 4 other vendors, before anyone has built a preference.

10

SERIES A, B, OR C FUNDING ANNOUNCEMENT

20 PTS

New funding creates budget, urgency, and pressure to scale. Every department head at a freshly funded startup is under pressure to build fast. Reach out within 7 days — the window closes as spending priorities lock.

DETECT VIA: CRUNCHBASE, PITCHBOOK

11

NEW C-SUITE OR VP HIRE

18 PTS

New leaders evaluate every vendor in their first 90 days. A new CRO or CMO has no loyalty to existing vendors and is trying to prove speed of impact. First-mover advantage is significant.

DETECT VIA: LINKEDIN, APOLLO ALERTS

12

HEADCOUNT GROWTH: 20%+ IN 90 DAYS

16 PTS

When a company goes from 40 to 60 people in 3 months, their existing tools are breaking. Processes built for 40 do not work at 60. They need new infrastructure.

DETECT VIA: LINKEDIN EMPLOYEE COUNT

13

NEW OFFICE OR GEOGRAPHIC EXPANSION

14 PTS

Expanding to a new market or opening a new office creates purchasing events across every department.

DETECT VIA: LINKEDIN UPDATES, PRESS

14

M&A ACTIVITY (ACQUIRER OR ACQUIRED)

22 PTS

Mergers force technology consolidation, vendor evaluation, and budget reallocation within 6 months. Both sides are in flux. Both are outbound targets with internal champions trying to influence the outcome.

DETECT VIA: CRUNCHBASE, BLOOMBERG

15

IPO FILING OR PRE-IPO PREPARATION

24 PTS

A company preparing for IPO must build systems, documentation, and infrastructure that pass public scrutiny. The timeline is urgent and the budget is available.

DETECT VIA: SEC FILINGS, PRESS

16

STRATEGIC PARTNERSHIP OR INTEGRATION ANNOUNCEMENT

12 PTS

A new strategic partnership signals expansion, a new go-to-market motion, and often new technology needs. If the partner is adjacent to your category, the timing is right.

DETECT VIA: PR NEWSWIRE, LINKEDIN

17

INDUSTRY REGULATION OR COMPLIANCE CHANGE

18 PTS

New regulatory requirements create forced purchasing events. Every company in scope suddenly has a new need — with a deadline.

DETECT VIA: INDUSTRY NEWSLETTERS

18

PRODUCT LAUNCH OR NEW LINE OF BUSINESS

14 PTS

A new product needs new infrastructure across sales, marketing, and operations. The existing stack was built for the old product; the new one opens a fresh evaluation cycle.

DETECT VIA: PRODUCT HUNT, PRESS

05 — TIER 3 / BEHAVIORAL

THEY ARE WARMING UP. THEY DO NOT KNOW IT YET.

WARM OUTREACH — NO URGENCY

The most underutilized signals in outbound. They indicate pre-awareness — someone at a target account is engaging with the world adjacent to your solution, developing an opinion before they develop a need. Be the voice they find in that pre-need phase, so when Tier 1 or Tier 2 triggers, your name is already familiar.

19

LINKEDIN CONTENT ENGAGEMENT ON YOUR CATEGORY

10 PTS

A decision-maker likes, comments on, or shares content in your category. Pre-intent research. Reference the specific content — it is the most credible personalization hook available.

DETECT VIA: SOCIAL LISTENING

20

ATTENDANCE AT INDUSTRY CONFERENCE OR WEBINAR

8 PTS

Conference attendance signals active peer-level conversation about industry challenges. Reference the conference and a specific session.

DETECT VIA: SPEAKER LISTS, EVENT APPS

21

PODCAST OR NEWSLETTER SUBSCRIPTION IN YOUR CATEGORY

7 PTS

Someone subscribing to a GTM newsletter is actively investing in knowledge about your space. Rare to detect at scale, but high-quality when you can.

DETECT VIA: SPONSOR SHOUTOUTS

22

LINKEDIN PROFILE UPDATE: NEW SKILLS OR KEYWORDS

9 PTS

Adding skills like “revenue operations” or “GTM strategy” signals the topic has become professionally relevant to them.

DETECT VIA: SALES NAVIGATOR ALERTS

23

COMPANY BLOG OR CONTENT ON YOUR CATEGORY TOPIC

11 PTS

A target account publishing content about the problem you solve means someone internally is educating the market — and themselves. The author is likely the internal champion.

DETECT VIA: RSS, CONTENT ALERTS

24

COMPETITOR CASE STUDY: SAME INDUSTRY AS YOUR TARGET

When your competitor publishes a case study in your target's industry, reach out with the implied message: their peer just got results. Social proof by industry adjacency.

DETECT VIA: COMPETITOR BLOG, PR

8 PTS

25

COMMENT ON INDUSTRY DISCUSSION THREAD

A VP publicly expressing an opinion about the pain your product solves. That opinion is your opening line — quoted back, agreed with, and extended.

DETECT VIA: LINKEDIN, REDDIT

10 PTS

26

COMMUNITY MEMBERSHIP IN ADJACENT SPACE

If your target VP is active in a RevOps community and you sell RevOps tools, the gap between "member" and "customer" is narrow.

DETECT VIA: SLACK, DISCORD LISTS

7 PTS

27

REPEAT WEBSITE VISIT WITHOUT CONVERSION

Three or more visits across sessions without a form fill is high-intent anonymous research. Combine with other Tier 3 signals before outreach — visits alone signal curiosity, not readiness.

DETECT VIA: CLEARBIT, ALBACROSS

12 PTS

06 — SIGNAL SCORING SYSTEM

HOW TO TURN 27 SIGNALS INTO ONE PRIORITY NUMBER.

Individual signals are useful. Combined signals are transformational. The scoring system converts every detected signal into points, adds them together, and produces a single account priority score that tells your team where to focus.

SCORE THRESHOLDS AND ACTIONS

80+ PTS	PRIORITY 1	Assign immediately to senior AE. Personalized sequence within 24 hours. Executive outreach pathway.
50–79	PRIORITY 2	Assign to SDR within 48 hours. Multi-touch sequence across email and LinkedIn.
25–49	PRIORITY 3	Enter nurture sequence. Monitor for signal upgrade weekly.
< 25	MONITOR	Do not yet contact. Set re-score trigger for 30 days.

SIGNAL DECAY

Signals have shelf lives. A Tier 1 signal that is 30 days old has decayed significantly; a Tier 2 signal at 90 days may have passed its window. Subtract 20% of each signal score for every 30 days since detection. An account that scored 75 points 60 days ago scores 75 × 0.64 = 48 today. Re-prioritize accordingly.

30 PTS	**80+**	**20%**
MAX SINGLE-SIGNAL SCORE (RFP — SIGNAL 06)	PRIORITY 1 THRESHOLD — AE ASSIGNS SAME DAY	DECAY RATE PER 30 DAYS POST-DETECTION

07 — THE AUTOMATION LAYER

THE CLAY WORKFLOW THAT RUNS THE STACK WITHOUT HUMAN INPUT.

Manual monitoring across 27 signals for hundreds of accounts is not possible. The workflow below automates detection, scoring, and routing so your team receives only accounts that have crossed a score threshold — with signals already summarized.

S1

BUILD YOUR TARGET ACCOUNT LIST IN CLAY

Import your ICP-filtered account list. Layer in firmographic filters: industry, headcount, revenue band, geography. This is your monitoring universe — the accounts you want the system to watch.

S2

CONNECT SIGNAL DATA SOURCES

Connect Clay to Clearbit (technographic + web visits), LinkedIn job postings, Bombora or G2 Buyer Intent (Tier 1 intent), Crunchbase (funding + M&A), HG Insights (tech stack changes), and Apollo (contact enrichment). Each source feeds specific signals in the stack.

S3

BUILD THE SCORING FORMULA

Create a custom Clay column using the formula view. Map each signal source to its score with IF/THEN logic: IF a LinkedIn job post contains target keywords, THEN add 22. Stack formulas across all 27 signals; the final column outputs the total account score.

S4

ROUTE BY SCORE THRESHOLD

Score 80+ → push to CRM as Priority 1 and trigger a Slack notification to the AE. 50–79 → SDR queue. 25–49 → nurture sequence. Under 25 → stay in the Clay monitoring list and re-score in 30 days.

S5

AUTO-GENERATE THE SIGNAL SUMMARY

Add a Claude column that reads all detected signals and writes a 2-sentence summary: “Acme Corp posted a VP Sales role 12 days ago and their G2 intent score spiked this week.” The summary lands in the CRM record so the AE and SDR see it on first contact.

S6

SET THE RE-SCORE CADENCE

Run the workflow on a weekly refresh. Accounts decay out of priority; new accounts trigger in. The system works while the team sleeps — most teams’ first run surfaces 12–20 high-priority accounts they would never have found manually.

08 — APPLYING SIGNALS IN SEQUENCES

SIGNAL DATA CHANGES WHAT YOU WRITE.

Detected signals are only valuable if they inform the outreach. A signal detected and ignored produces the same result as no signal at all. Each tier changes the template structure.

/ TIER 1 — DIRECT INTENT

SUBJECT	The specific signal, referenced directly.
OPENING	“Saw you are hiring a VP of Revenue Operations — we work with teams going through exactly this build.” Direct reference to the exact signal.
VALUE LINE	One specific outcome relevant to their signal. Not “we help companies grow revenue” — “most teams in this evaluation phase cut their cost per meeting by 40% in the first 90 days.”
CTA	One specific ask, low barrier: “Worth 15 minutes this week?”

/ TIER 2 — CONTEXTUAL

SUBJECT	The trigger event, referenced directly.
OPENING	Acknowledge the change without being intrusive: “Congrats on the Series B — companies at this stage usually hit [specific scaling challenge] within 60 days.”
VALUE LINE	Forward-looking. Not “we can help” but “here is what teams at your stage typically prioritize first.”
CTA	Lower friction than Tier 1. Offer a resource, not a meeting: “Happy to send the framework we use for this — no call required.”

/ TIER 3 — BEHAVIORAL

SUBJECT	The content or community they engaged with.
OPENING	Common ground without surveillance: “Your comment on the RevOps Slack thread about attribution models — agreed with every word.”
VALUE LINE	Add to the conversation rather than pitch. Share a perspective, a data point, or a resource relevant to what they said.
CTA	Connection, not conversion: “Thought you might find this useful” or “would love your take on [adjacent topic].”

09 — BENCHMARKS

WHAT GOOD LOOKS LIKE WHEN THE STACK IS RUNNING.

These are the numbers I have seen across outbound programs running the full signal stack versus firmographic-only lists. They are directional, not guarantees — your numbers depend on your ICP, product, deal size, and sequence quality.

8.7x HIGHER MEETING RATE: SIGNAL-BASED VS. FIRMOGRAPHIC-ONLY	**3.2%** AVG REPLY RATE WITH TIER 1 SEQUENCES (VS. 0.3% COLD)	**62%** OF MEETINGS FROM ACCOUNTS WITH 2+ SIGNALS DETECTED
40% LOWER COST PER ICP-QUALIFIED MEETING WITH SIGNAL ROUTING	**14 DAYS** SIGNAL DETECTION TO FIRST MEETING WITH CLAY ROUTING LIVE	**4%** MINIMUM SIGNAL-TO-MEETING CONVERSION TO AIM FOR

THE ONE NUMBER TO OPTIMIZE FOR

Signal-to-meeting conversion rate: the percentage of accounts that trigger a score threshold and book a meeting within 30 days. Below 4% with good detection? The outreach is wrong. Below 4% with good outreach? The signals need recalibration.

10 — QUICK REFERENCE

ALL 27 SIGNALS AT A GLANCE.

TIER 1 — DIRECT INTENT · CONTACT WITHIN 48 HOURS

01	G2 or Capterra profile views on your category	25 PTS	BOMBORA, G2 BUYER INTENT
02	Job posting: your exact role or function	22 PTS	LINKEDIN, OTTA, CLAY
03	Competitor contract expiry window	28 PTS	BOMBORA, MANUAL RESEARCH
04	Inbound content engagement without form fill	20 PTS	CLEARBIT REVEAL, 6SENSE
05	LinkedIn search: your name or category	18 PTS	SALES NAVIGATOR
06	Request for proposal or RFI posted	30 PTS	PROCUREMENT BOARDS, LINKEDIN
07	Direct competitor customer review (recent)	16 PTS	G2 REVIEWER PROFILES
08	LinkedIn post: vendor evaluation or problem statement	22 PTS	SOCIAL LISTENING
09	Tech stack change: competitor removed	24 PTS	BUILTWITH, HG INSIGHTS

TIER 2 — CONTEXTUAL · CONTACT WITHIN 7 DAYS

10	Series A, B, or C funding announcement	20 PTS	CRUNCHBASE, PITCHBOOK
11	New C-suite or VP hire	18 PTS	LINKEDIN, APOLLO ALERTS
12	Headcount growth: 20%+ in 90 days	16 PTS	LINKEDIN EMPLOYEE COUNT
13	New office or geographic expansion	14 PTS	LINKEDIN UPDATES, PRESS
14	M&A activity (acquirer or acquired)	22 PTS	CRUNCHBASE, BLOOMBERG
15	IPO filing or pre-IPO preparation	24 PTS	SEC FILINGS, PRESS
16	Strategic partnership or integration announcement	12 PTS	PR NEWSWIRE, LINKEDIN
17	Industry regulation or compliance change	18 PTS	INDUSTRY NEWSLETTERS
18	Product launch or new line of business	14 PTS	PRODUCT HUNT, PRESS

TIER 3 — BEHAVIORAL · WARM OUTREACH, NO URGENCY

19	LinkedIn content engagement on your category	10 PTS	SOCIAL LISTENING
20	Attendance at industry conference or webinar	8 PTS	SPEAKER LISTS, EVENT APPS
21	Podcast or newsletter subscription in your category	7 PTS	SPONSOR SHOUTOUTS
22	LinkedIn profile update: new skills or keywords	9 PTS	SALES NAVIGATOR ALERTS
23	Company blog or content on your category topic	11 PTS	RSS, CONTENT ALERTS
24	Competitor case study: same industry as your target	8 PTS	COMPETITOR BLOG, PR
25	Comment on industry discussion thread	10 PTS	LINKEDIN, REDDIT
26	Community membership in adjacent space	7 PTS	SLACK, DISCORD LISTS
27	Repeat website visit without conversion	12 PTS	CLEARBIT, ALBACROSS

NEXT IN THE SERIES

GET THE FULL GTM PLAYBOOK SERIES.

10 playbooks covering signal detection, ICP precision, Clay infrastructure, multi-touch sequences, community-led pipeline, AI buyer strategy, and GTM metrics.

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