Free resource · Agentic GTM

The GTM signal library.

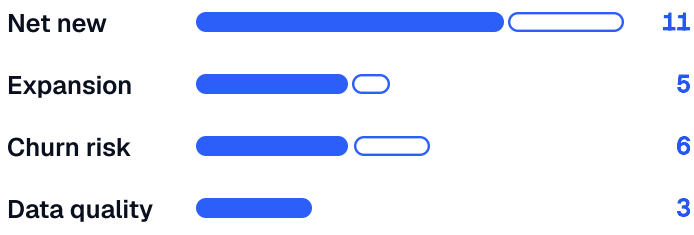
Every signal behind the agentic GTM systems we've built, plus the ones we recommend adding: what to watch, where it comes from, and what should happen when it fires.

A GTM signal is a change at an account, like a new executive, a champion leaving or a webinar registration, that tells a revenue team when to act. This library lists **25 signals across four goals**: net new pipeline, customer expansion, churn risk and CRM data quality. 19 are in use in DFY Automation's client builds today; the other 6 are ones we recommend adding.

25 SIGNALS, 4 GOALS

What our agents watch for

- Signal
- Scored
- Your CRM
- **Owner**



Built: in a client system today Add: we recommend it

02
25 signals by goal

03
When a signal fires, and the builds that use them

04
Questions, and how to start

02 / THE LIBRARY

25 signals, by goal.

For each one: where it comes from, and what should happen when it fires. "Built" means at least one of our case studies uses it today; "Add" is one we recommend to new clients.

Net new

11 SIGNALS · 8 BUILT

Accounts you don't sell to yet, showing a reason to talk now.

SIGNAL	WHERE IT COMES FROM	WHAT HAPPENS NEXT	STATUS
New executive or budget owner at a target account	News, press releases, company announcements	Account card and opener to the SDR	BUILT
AI product or agent launch	News, press releases, product blogs	Brief with contacts and an opener	BUILT
Breach or security incident at a company	Security news, disclosures	Prospect brief and an opener	BUILT
Merger, acquisition or integration	News, filings	Account card, angle on integration work	BUILT
Transformation or cost-savings program	Earnings releases, filings	Account card, business-case angle	BUILT
Engagement with the client's experts' posts	Social engagement matched to the target list	Signal to the account owner	BUILT
Webinar registration from a target account	Webinar platform	Score update and alert	BUILT
Hiring for roles the product supports	Job postings	Score update, timing angle	BUILT
Funding round	Funding news	Account card, growth angle	ADD
Job posts naming a legacy system or competitor	Job postings	Displacement angle	ADD
Repeat visits to pricing or product pages	Website visitor data	Alert to the owner	ADD

Expansion 5 SIGNALS · 4 BUILT

Customers growing in ways that open an upsell or a cross-sell.

SIGNAL	WHERE IT COMES FROM	WHAT HAPPENS NEXT	STATUS
Headcount growth at a customer	Company data, job postings	Upsell flag to the account manager	BUILT
New office, acquisition or service line	News, company site	Cross-sell flag	BUILT
New hire in the buyer's team	Professional profiles, job changes	Intro and expansion play	BUILT
Engagement with content on a product they don't own	Webinar and content analytics	Cross-sell flag	BUILT
Usage near plan or seat limits	Product usage data	Upgrade conversation	ADD

Churn risk 6 SIGNALS · 4 BUILT

Customers showing signs they may not renew.

SIGNAL	WHERE IT COMES FROM	WHAT HAPPENS NEXT	STATUS
Champion or main user leaves	Job change tracking	At-risk alert and the new contact found	BUILT
Customer acquired or merges	News	At-risk alert to customer success	BUILT
Layoffs, closures or a hiring freeze	News, drops in job postings	At-risk alert	BUILT
Engagement drops before renewal	CRM activity, webinar and content data	Renewal outreach task	BUILT
Support tickets spike or sentiment drops	Support system	At-risk alert	ADD
Customer researching competitors	Intent data, review sites	At-risk alert	ADD

Data quality 3 SIGNALS · 3 BUILT

CRM records that need fixing before anyone, person or agent, can trust them.

SIGNAL	WHERE IT COMES FROM	WHAT HAPPENS NEXT	STATUS
Duplicate or incomplete records	CRM	Merged or filled on a schedule	BUILT
Contact left the company	Job change tracking	Record updated, replacement found	BUILT
Wrong stage or missing owner	CRM rules	Fixed, or routed to RevOps	BUILT

03 / WHEN A SIGNAL FIRES

From a signal to the right person.

A signal is only useful if someone acts on it. In the systems we build, every one takes the same three steps.

Scored

Each signal is matched to the account and scored, so the ones worth acting on rise to the top.

Written to your CRM

The score and the context land on the account record, where your team already looks.

Sent to the right owner

The owner gets an alert in team chat with the context attached. Anything customer-facing waits for their approval.

THE BUILDS BEHIND THE LIBRARY

AI SECURITY COMPANY

Daily launch and threat agents

Two agents scan the last 24 hours for AI product launches and AI-related breaches.

Read the case study →

VERTICAL SAAS COMPANY

CRM hygiene and customer signals

One system that keeps the CRM clean, watches every customer for expansion and churn signals, and scores net new accounts from webinar, content and market signals.

Read the case study →

ENTERPRISE SOFTWARE COMPANY

Account snapshots for SDRs

An agent reads the top-scoring accounts from the CRM and watches them daily.

Read the case study →

04 / FAQ

Signal library questions.

What is a GTM signal?

A change at an account that tells a revenue team when to act: a new executive, a funding round, a customer's champion leaving, a spike in support tickets. On its own, a signal is just news. It becomes useful once it's matched to an account you care about, scored, and sent to the right person with what to do next.

What do "Built" and "Add" mean in the signal library?

"Built" means at least one of the agentic GTM systems in our case studies uses that signal today. "Add" is a signal we recommend to new clients, and scope with you before we build it.

Which signals should we start with?

Start with the goal that costs you most. Each of our builds began with one: new pipeline from product launches and security incidents, expansion and churn across existing customers, or executive changes at an SDR team's top accounts. We pick the first signals with you on the strategy call.

Do we need new tools to watch these signals?

Usually not many. Several sources are ones a revenue team already has, like the CRM, the webinar platform and product usage data. Others come from public news, filings and job postings. We connect the tools your team already uses, and everything we set up lives in your accounts.

Can an agent act on a signal without a person?

It can score the account, update the CRM and alert the owner on its own. Anything customer-facing, like an email or an opener, waits for a person to approve it, and every agent action is logged.

BOOK A CALL

Let's talk about your go-to-market.

An obligation-free 30-minute strategy call with Ali and Javeria, whether you want us to run it, build it, or you're not sure yet.



Ali Asghar and Javeria Shah, founders

Book a strategy call

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