



×



# From Signals to Meetings: How to Use Intent Data for Effective Outreach

**Tania Machold** · 1st  
54,572 followers  
20h ·

Over the last few months, I've seen more teams struggle with declining reply rates [...more](#)

Tal and 422 others · 161 comments

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**Sloane Delacroix** · 1st  
BDR Manager @Zoko  
1h ·

Our reply rates have dipped lately too, but I suspect spam issues. Any experience with this?

Load more comments

**Tal Baker-Phillips**  
Active now

WEDNESDAY

**Tal Baker-Phillips** · 9:04 AM

Hey Sloane,

Saw your comment on Tania's post about open rates dropping. You're not alone. Most BDR managers blame subject lines or saturated inboxes, but in reality, their emails land in spam.

Can I share how we help teams fix that and get their replies back up?



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# Why Intent Signals?

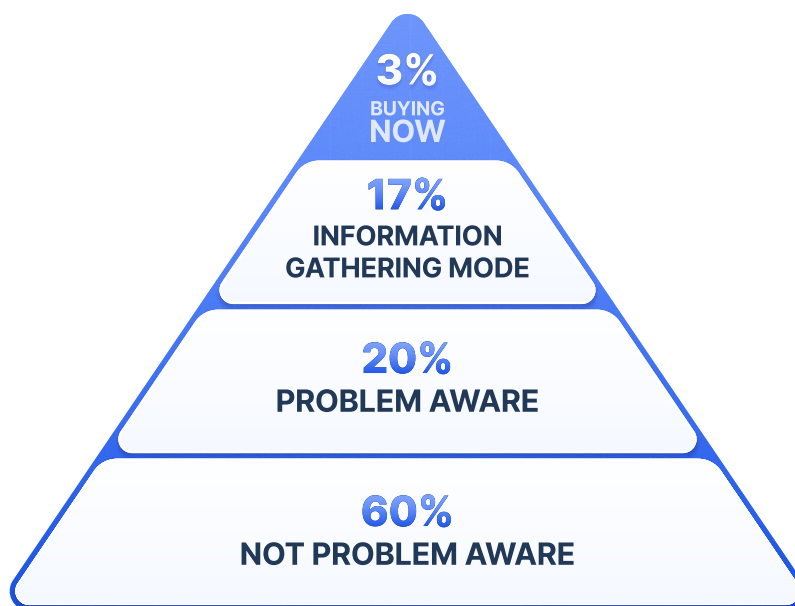
Outbound is becoming more and more available, more and more people send emails. This is great news because it allows the few who know how to do outbound to perform.

When sending a touchpoint to a cold prospect, building rapport makes the difference.

Avoid standard intros by using Intent Signals.

They make it easy to build an icebreaker. That's not only built scanning their LinkedIn profile and website. But also, and most importantly, based on their current context.

“Outbound becomes easy the moment you contact the **right person** at the **right moment**, with the **right message**, through the **right channel**.”



## Cold outreach with vs. without using signals

All your prospects live somewhere on this pyramid.

When you rely on cold targeting, you spread 100% of your effort across 100% of your market, without knowing who's actually ready to engage.

Intent signals flip that equation. They spotlight the top 40% who are most likely to respond, so you can focus your time where it compounds and redirect the rest of your energy to higher-impact work.





# Why Intent Signals?

Outreach element	Cold outreach without signals	Intent-based cold outreach
<b>1. Targeting the right person</b>	You rely on ICP filters and list quality. Good, but still broad.	Signals highlight who is <i>actually active right now</i> → easier to prioritize and remove low-intent contacts.
<b>2. Reaching out at the right moment</b>	Timing is mostly guesswork. You send volume and hope some prospects happen to be in-market.	Signals show precise triggers (funding, hiring, website visits, job changes). You reach out exactly when interest peaks.
<b>3. Crafting the right message</b>	Messaging is based on persona knowledge and general pain points. Personalization requires manual research.	Signals give instant context (“you hired...”, “you viewed...”, “you downloaded...”). Messages become relevant, timely, and effortless to write.
<b>4. Choosing the best channel</b>	You use standard multichannel sequences without knowing which channel fits the moment.	Signals guide you toward the channel the prospect recently engaged with (LinkedIn → LinkedIn message, website → email, job change → email/call).
<b>5. Efficiency &amp; effort</b>	Requires strong copy + volume + testing. Personalization takes time.	Less effort. Signals automate the “why now” and reduce manual research.
<b>6. Expected results</b>	Can perform well with volume and good copy, but results vary.	More predictable. You focus on people already showing buying or research behavior → higher replies, less waste.

# Rule of thumb in intent-driven prospecting

It's important to not stop running cold email campaigns the moment you leverage intent signals.

Here's why:

	Targeting without signals	Intent-based targeting
<b>Opportunity per contact (relative)</b> <i>(No. of opportunities / No. of people contacted) * 100</i>		
Intent signals naturally achieve the strongest opportunity rate, since they focus your outreach on prospects who are actively demonstrating buying intent.		
<b>No. of opportunities</b>		
This may surprise you, but since intent signals are limited by their volume, the results you will get from them will be limited too. So, if you're trying to scale your customer acquisition, you simply cannot ignore leveraging cold targeting for the volume of contacted prospects it can deliver.		

Therefore, we recommend the following allocation for the number of prospects contacted with outreach:

- 80% cold
- 20% intent signal

# How to Leverage Intent Signals in 5 Steps

## 1. Define your niche-problem-solution

If your cold emailing campaigns aren't performing well enough. Do not expect intent signals to be the miracle solution that will solve all your problems entirely.

Intent signals help boost performance because you have better odds of contacting someone at the right moment with the right message and even at the right place.

But don't fool yourself: the root of a successful outbound campaign lies in a powerful alignment of niche, problem, and solution/offer.

If yours isn't that strong, start there.

Once you do have a great niche-problem-solution alignment, intent signals will surely be a growth accelerator for you.

Niche down. The lower you niche down, the more relevant you are.

Don't	Do
A video agency that turns any idea into a video.	A video agency that creates YouTube organic video for SaaS B2B
HR SaaS helping companies manage employees better	HR SaaS helping 100–500 FTE companies reduce onboarding time by automating contract workflows
B2B marketing agency	Go-To-Market Engine helping PLG SaaS drive pipeline, leveraging content strategy with cold outbound
Sales coaching program	Program helping Series A Account Executive close +35% deals with a proven framework

Niching down will help you deliver a better message, but most importantly, it'll help you identify better signals.

Rule: The narrower the niche, the stronger your signals. Intent data works only if your ICP is well-defined. Otherwise, you're just filtering noise

To sum up,

- Niche down
- Focus on 1 problem at a time
- Promise 1 solution per problem

# How to Leverage Intent Signals in 5 Steps

## 2. Identify the most relevant signals

INTENT SIGNALS	WHAT IT MEANS	TELL THEM THIS	WORKFLOW / TOOLS
The company is hiring for a specific role	They need to solve a problem tied to that role	“Saw you’re hiring a [ROLE] — usually means [PROBLEM]. Want a 2-min Loom on how [SIMILAR COMPANY] handles it?”	<ol style="list-style-type: none"> <li>1. Iemlist</li> <li>2. Identify company</li> <li>3. Find decision-makers</li> <li>4. Enroll in campaign</li> </ol>
Hiring SDRs	Need more pipeline for AEs	“Saw you’re hiring an SDR — guessing pipeline pressure is high. Want a quick Loom on how Acme boosts AE-qualified opportunities?”	<ol style="list-style-type: none"> <li>1. Iemlist</li> <li>2. Identify company</li> <li>3. Find decision-makers</li> <li>4. Enroll in campaign</li> </ol>
Company raised funds	Facing new scaling challenges	“Congrats on the [RAISE]! Teams at this stage often face [PROBLEM]. Want to see how others solved it?”	<ol style="list-style-type: none"> <li>1. Iemlist</li> <li>2. Identify company</li> <li>3. Find decision-makers</li> <li>4. Enroll in campaign</li> </ol>
Raised Series A	Formalizing GTM; building SDR teams	“Congrats on Series A! Most teams post-Series A struggle with scalable outreach. Want to see how others overcame it?”	<ol style="list-style-type: none"> <li>1. Iemlist</li> <li>2. Identify company</li> <li>3. Find decision-makers</li> <li>4. Enroll in campaign</li> </ol>
Raised Series B / C	Expanding internationally	“Congrats on Series B! Are you already localizing your outreach for EU markets? We’ve helped teams adapt GTM for DE/ES — want to see what worked?”	<ol style="list-style-type: none"> <li>1. Iemlist</li> <li>2. Identify company</li> <li>3. Find decision-makers</li> <li>4. Enroll in campaign</li> </ol>
Company size is growing	Need execution speed; have budget	“Noticed headcount doubled — usually when manual outbound breaks. Want to see how similar teams automated routing?”	<ol style="list-style-type: none"> <li>1. Iemlist</li> <li>2. Identify company</li> <li>3. Find decision-makers</li> <li>4. Enroll in campaign</li> </ol>
Employee viewed your website	Curious about your solution	“Someone from your team viewed our [LANDING PAGE]. Is outbound enablement something you’re evaluating?”	<ol style="list-style-type: none"> <li>1. Iemlist</li> <li>2. Identify company</li> <li>3. Find decision-makers</li> <li>4. Enroll in campaign</li> </ol>

# How to Leverage Intent Signals in 5 Steps

INTENT SIGNALS	WHAT IT MEANS	TELL THEM THIS	WORKFLOW / TOOLS
Recently joined a new position	They need to prove their value fast	"Congrats on the new role! Many [JOB TITLE] spend their first 90 days fixing outbound structure — is that something you're focusing on?"	1. lemlist 2. Identify contact 3. Enroll in campaign
LinkedIn post engager (like/comment)	They're researching a problem they need to solve	"Saw your comment on scaling outbound ops — are you currently testing new tools to support that?"	1. lemlist or React 2. Identify contacts 3. Define post topic 4. Enroll in campaign
Tech stack change (e.g., HubSpot, Apollo added)	They're investing toward a specific operational goal	"Noticed you recently moved to HubSpot — we help teams connect outbound workflows to HubSpot automations to keep data clean. Want a quick example?"	1. BuiltWith / Wappalyzer 2. Identify contact 3. lemlist 4. Enroll in campaign
Event participation / webinar registration	They're exploring a problem they need to solve	"Noticed you attended [EVENT/WEBINAR] on outbound automation. Curious what resonated most — we just helped a similar team implement what was covered there."	1. Identify events 2. Scrape attendees 3. lemlist 4. Enroll in campaign

## 3. Get the right data

Once you get data from your intent signals, you must:

- ✓ **Identify the relevant contacts** (only applies to company-based intent signals)
- ✓ **Filter by ICP** (Ideal Customer Profile) → role, company size, tech stack, geography.  
Example: "Only target VP Sales / Head of RevOps in B2B SaaS, 50–500 FTE."
- ✓ **Find Emails** → use lemlist to find emails.
- ✓ **Verify Emails** → use Dropcontact / NeverBounce for email verification.
- ✓ **Prioritize signals by freshness** → signals <14 days old perform 2-3× better.
- ✓ **Centralize intent data** → push all into Clay or Google Sheet, tag by signal type.  
Assign the data in campaigns → make sure you have one outbound campaign per intent signal.
- ✓ **Assign the data in campaigns** → make sure you have one outbound campaign per intent signal.

# How to Leverage Intent Signals in 5 Steps

## Note:

- A signal isn't enough. You must enrich it using the process above before you can leverage it.
- The impact of your campaigns will heavily depend on the quality of your lead sourcing.

## 4. Outreach on multiple channels

### Combine right channels

Do not leverage intent signal data the same way you leverage cold prospects.

Intent signals will be limited in volume. They're a qualitative approach, not quantitative like cold targeting.

Information is gold; the moment you know a contact or company has a pain point, you should run to have a conversation with your ICP.

So, don't be frugal on the outbound channels.

Multiply them:

- Cold email
- LinkedIn connection request
- LinkedIn DMs
- Cold call
- WhatsApp
- SMS

### Write intent-based messages

Timeline	Action	SIGNALS	
		Company raised funds : Series A	Recently joined a new position
Day 1	Email	<p>Subject: Predictable pipeline</p> <p>Hello [FIRST NAME], congrats on the Series A! At this stage, most teams need to generate a predictable pipeline. We've built outbound systems that help founders hit a consistent meeting flow in 30 days using lemlist.</p> <p>Would you like me to share a quick outline?</p> <p>Best, [YOUR EMAIL SIGNATURE]</p>	<p>Subject line: "Your first 90 days — setting the tone?"</p> <p>Hello [FIRST NAME], congrats on the new role! Most [JOB TITLE]s I speak with use their first 90 days to audit outbound and make the pipeline more predictable.</p> <p>We've helped new leaders build plug-and-play outbound systems that generate consistent meetings in 30 days using lemlist.</p> <p>Would you like me to share the quick outline?</p> <p>Best, [YOUR EMAIL SIGNATURE]</p>

# How to Leverage Intent Signals in 5 Steps

Timeline	Action	SIGNALS	
		Company raised funds : Series A	Recently joined a new position
Day 3	LinkedIn profile visit + LinkedIn connection	Hey [NAME], congrats on the series A! Curious — do you feel confident you'll have enough pipeline for your reps? I've got something that could help if you're open to it.	Hey [NAME], congrats on stepping into your new role at [COMPANY]! Big milestone. Curious how you're approaching outbound and pipeline building in your first few months — happy to share a short playbook that's been working for other new [JOB TITLE]s if you'd like.
Day 5	Follow-up email	<p>Subject line: (keep the same as the previous)</p> <p>I'm asking because I've been in a Series A company before, and I already made all the mistakes you could think of. If you want to save time by leveraging what works directly, let me know!</p>	<p>Subject line: (keep the same as the previous)</p> <p>I'm asking because most [JOB TITLE]s I meet are fine-tuning their outbound sequences early on to build a predictable flow of meetings.</p> <p>Would it make sense if I shared how others structured their first 30-day outbound reset?</p>
Day 7	Call (if phone available)	Hey [NAME], this is [YOUR FIRST NAME] — congrats on your Series A! Did you already find a way to generate enough repeatable pipeline for your reps? Because I can help you achieve this.	Hey [NAME], this is [YOUR FIRST NAME]. Saw you recently took on the [JOB TITLE] role — are you already reviewing your outbound process or still focused on ramping the team? I've got a framework that can save you weeks if you're open to it.
Day 7	SMS (if phone available)	Hello [NAME], just tried calling you. I am [YOUR FIRST NAME] from [COMPANY NAME]. I have a system that could help you achieve a predictable revenue pipeline. I'd be happy to show you how you can generate 20+ opportunities every month for your reps. You can call me directly on [YOUR NUMBER]. Have a great day!	Hello [NAME], just tried calling you. I am [YOUR FIRST NAME] from [COMPANY NAME]. Quick question: are you already looking at your outbound motion, or are you still in onboarding mode?
Day 10	Follow-up email	<p>Subject line: Opportunities for your reps</p> <p>Hello [FIRST NAME], We built a cheatsheet on how Series A companies built a predictable outbound system in under 30 days with lemlist.</p> <p>Would you like me to send it over?</p> <p>Best, [YOUR EMAIL SIGNATURE]</p>	<p>Subject line: Outbound templates</p> <p>Hi [FIRST NAME], we put together a short 3-step checklist that helps new [JOB TITLE]s review their outbound setup in under 15 minutes.</p> <p>Would you like me to send it over?</p> <p>Best, [YOUR EMAIL SIGNATURE]</p>

# How to Leverage Intent Signals in 5 Steps

## Copywriting DOs & DON'Ts

Area	✘ Don't	✔ Do
Subject line	Reveal too much or pitch upfront.	Reference their context to show research. Keep it short, relevant, and curiosity-driven.
Email structure	Write one long block of text or talk about yourself.	Follow a simple flow: <ul style="list-style-type: none"><li>• Context/Icebreaker → their world</li><li>• Problem → their pain</li><li>• Tease solution → no full pitch</li><li>• CTA → how to get the solution</li></ul>
Email context	Use generic, copy-paste messaging.	Personalize every element based on the signal you detected (subject line, opener, problem, CTA).
Email focus	Cram multiple problems or value props into one email.	Stick to <b>one problem + one solution</b> per email. Single idea = higher clarity and reply rate.
Email value	Overshare your solution or fully explain what you do.	Spark curiosity. Give enough context to show relevance, but leave the "how" for the call.
Email length	Write long emails. They require effort, feel heavy, and lower reply probability.	Keep it under <b>80 words</b> . Be direct. Remove fluff. Every sentence must earn its place.
Follow-ups	Overcomplicate the message or repeat the full pitch.	Make follow-ups ultra-scannable. Short reminders, new angles. Ideally <b>&lt;50 words</b> .

# How to Leverage Intent Signals in 5 Steps

## 5. Create repeatable weekly workflow

Day	Action	Description	Tools
Monday to Thursday	Run campaign	Manage Email & LinkedIn replies + Make your cold calls	lemlist, phone
Thursday	Analyze & iterate	Only draw insights after 200-300 identical contacts	Notion, Google Sheets, lemlist
Friday	Pull fresh signals	Get alerts for the week	lemlist/Clay/ Crunchbase/ LinkedIn
	Clean & qualify	Filter by ICP + verify emails	lemlist, Dropcontact, NeverBounce
	Launch campaign	Intent-based campaign (200+ leads)	lemlist, LinkedIn

# Case Study: The company raised Series A

## 1. Define your niche-problem-solution

Niche	B2B SaaS companies (20-200 employees) that have just raised a Series A.
Problem	Founders lack a scalable outbound process and waste 3-6 months ramping reps without results.
Solution	Plug-and-play outbound systems that generate a predictable pipeline in 30 days using lemlist.

## 2. Identify most relevant signals

Signal	The company raised Series A.
--------	------------------------------

## 3. Get the right data

1. Pull Series A companies from lemlist (last 90 days).
2. Enrich decision-makers (Founder, Head of Sales, RevOps) with lemlist.
3. Verify emails with lemlist.
4. Push qualified leads (~150) into your lemlist campaign.
5. Track performance weekly from your lemlist dashboard.

## 4. Outreach on multiple channels

Timeline	Action	The company raised Series A
Day 1	Emails	<p>Subject: Predictable pipeline</p> <p>Hello <b>[FIRST NAME]</b>, congrats on the Series A! At this stage, most teams need to generate a predictable pipeline. We've built outbound systems that help founders hit a consistent meeting flow in 30 days using lemlist. Would you like me to share a quick outline?</p> <p>Best, <b>[YOUR EMAIL SIGNATURE]</b></p>
Day 3	LinkedIn profile visit + LinkedIn connection	<p>Hey <b>[NAME]</b>, congrats on the series A! Curious — do you feel confident you'll have enough pipeline for your reps? I've got something that could help if you're open to it.</p>

# Case Study: The company raised Series A

Timeline	Action step	The company raised Series A
Day 5	Follow-up email	<p>Subject line: (keep the same as the previous)</p> <p>I'm asking because I've been in a Series A company before, and I already made all the mistakes you could think of. If you want to save time by leveraging what works directly, let me know!</p>
Day 7	Call (if phone available)	<p>Hey [NAME], this is [YOUR FIRST NAME] — congrats on your Series A! Did you already find a way to generate enough repeatable pipeline for your reps? Because I can help you achieve this.</p>
Day 7	SMS (if phone available)	<p>Hello [NAME], just tried calling you. I am [YOUR FIRST NAME] from [COMPANY NAME]. I have a system that could help you achieve a predictable revenue pipeline. I'd be happy to show you how you can generate 20+ opportunities every month for your reps. You can call me directly on [YOUR NUMBER]. Have a great day!</p>
Day 10	Follow-up email	<p>Subject line: Opportunities for your reps</p> <p>Hello [FIRST NAME],</p> <p>We built a cheat sheet on how Series A companies built predictable outbound systems in under 30 days with lemlist.</p> <p>Would you like me to send it over?</p> <p>Best, [YOUR EMAIL SIGNATURE]</p>

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Friday	Pull fresh signals	Get alerts for the week	lemlist/Clay/ Crunchbase/ LinkedIn
	Clean & qualify	Filter by ICP + verify emails	lemlist, Dropcontact, NeverBounce
	Launch campaign	Intent-based campaign (200+ leads)	lemlist, LinkedIn

# Pro tip: Automate signals spotting with lemlist

Most reps still try to piece clues together on their own: Scrolling LinkedIn for hiring posts, checking funding rounds, refreshing website analytics, juggling tabs and spreadsheets.

By the time they find something worth acting on... the opportunity's gone.

With Intent Signals, lemlist automatically tracks real buying actions from your target accounts and helps you act on them instantly. No manual digging, no extra tools, no "wasted time."

**Get real-time signals to act immediately**

Company	Lead	Last signal detected
Auktane	Albert Ko	Posted a job 2 hours ago
DNA payment	Richard Hudson	Visited your website 2 hours ago
Internews	Meera Selva	Visited your website 12 hours ago
SaaSFluence	Ravina Singh	Engaged on "sales" topic 1 day ago
Seamailer	Jack Hansley	Engaged on "sales" topic 1 day ago
Adesco	Yenchun	
Tool Monster	Alexander	
MyNextDevelo...	Januar	
Fit for Business	Victor	
DC TECHNICAL...	Natasha	
Digimarc Dane...	Amy P	

**AI-personalize outreach to every signal and lead**

**Sloane Delacroix** · 1st  
BDR Manager @Zoko  
1h ...

Thanks Tania, our reply rates have dipped lately, and I suspect spam issues. Any tips to fix it?

**Tal Baker-Phillips** · Active now  
WEDNESDAY

**Tal Baker-Phillips** · 9:04 AM  
Hey Sloane,

Saw your comment on Tania's post about open rates dropping. You're not alone. Most BDR managers blame subject lines or saturated inboxes, but in reality, their emails land in spam.

Can I share how we help teams fix that and get their replies back up?

The result?  
No more hours spent researching. No more guessing who's ready.  
Just actionable data, human-sounding messages, and perfect timing - in 1 spot.

[Try for free](#) →