





Top Buying Intent Signals to Track for Perfectly Timed Outreach. Every time.


Catch leads when they're most likely to talk.


Learn how to turn buying signals into timely outbound conversations, and reach prospects at the best moment.

20h · 🌐
Over the last few months, I've seen more teams struggle with declining reply rates ...more
👍👍💡 Tal and 422 others · 161 comments
👍 Like 💬 Comment 🔄 Repost 📧 Send



 **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?

The idea behind intent signals in sales

What are intent signals

For years, outbound was a numbers game. Send 1000 emails, close 5 deals.

But that model breaks down fast, team burn out, prospects ignore generic noise, and you're competing on who can spam the loudest.

The shift is simple:

Stop sending more messages. Send the right message, at the right moment.

That's where intent signals come in.

Intent signals are events that reveal when a prospect is actively thinking about the problem you solve.

A website visit. A funding announcement. A new executive hire.

The difference between a volume vs. an intent-based outbound

Volume-based	Signal-based approach
Send 500 generic messages	Send 50 highly relevant messages
Hope timing is right	Know timing is right
Manual research (time-consuming, outdated)	Automatic tracking (always current)
Low context, low personalization	High context, hyper-personalized
Reply rates: 1-3%	Reply rates: 10%+

Why intent signals matter

Without data, you're guessing. You don't know if a prospect is in buying mode or ignoring everything. You spend hours researching manually, and by the time you've got context, the moment has passed.

With signals, you've got real-time visibility into when prospects are actually interested, and you can act immediately with the right message.

The result: **Fewer emails, more replies. Less effort, better results.**

How to track signals

The manual problem

Sales teams try to monitor signals manually. Here's what that actually looks like:

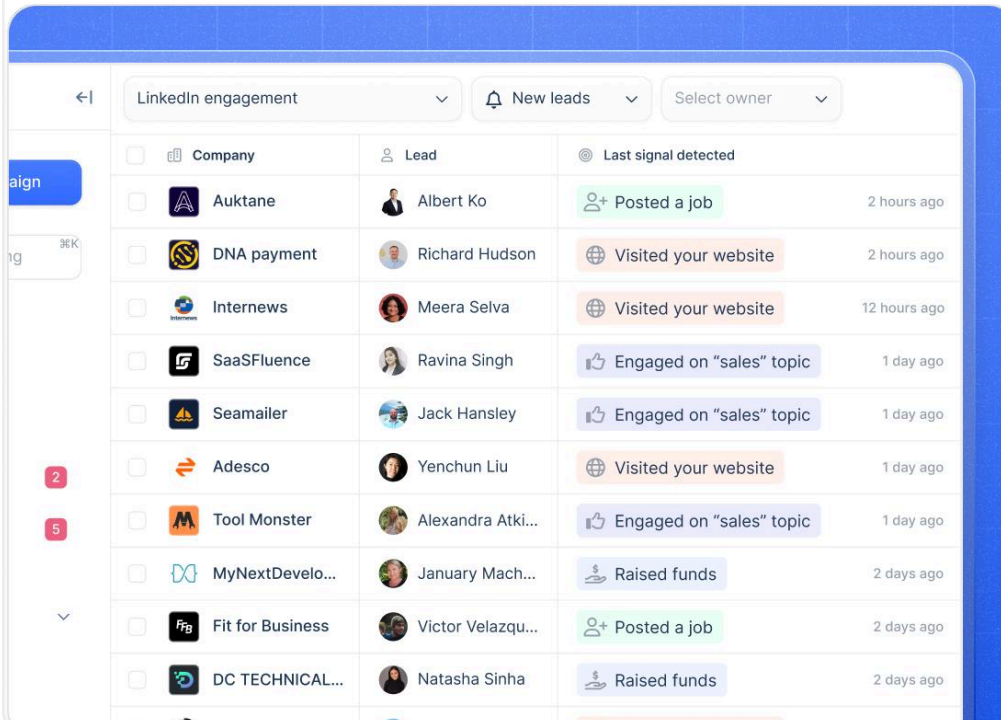
- Someone checks LinkedIn once a day for hiring posts from target companies.
- Another person monitors funding announcements.
- Someone else scrolls through industry news.
- Another reviews website analytics.

The result? **Fragmented, delayed, and unreliable.**

By the time you discover a signal, someone has been hired, a company has gotten funding, a new decision-maker has joined, days have passed. Your prospect has moved on.

Automating signals with lemlist

lemlist does the monitoring for you, automatically.



The screenshot shows the lemlist interface with a table of monitored companies and their recent signals. The table has columns for Company, Lead, and Last signal detected. The signals are color-coded: green for 'Posted a job', orange for 'Visited your website', and blue for 'Engaged on "sales" topic' and 'Raised funds'.

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 Liu	Visited your website (1 day ago)
Tool Monster	Alexandra Atki...	Engaged on "sales" topic (1 day ago)
MyNextDevelo...	January Mach...	Raised funds (2 days ago)
Fit for Business	Victor Velazqu...	Posted a job (2 days ago)
DC TECHNICAL...	Natasha Sinha	Raised funds (2 days ago)
Dicimarc Dane...	Amy Pennington	Visited your website (2 days ago)

How it works:

1. Choose pre-defined signals to track (or create your own)
2. Create watchlists of accounts or contacts that update automatically
3. lemlist does research for you and detects signals in the background
4. Generate personalized outreach based on signaled event

Signals become **ready-to-contact opportunities, directly inside your outbound workflow.**

What signals can be tracked in lemlist

lemlist signal	What it tracks	Why it matters
Website visits	When a target account visits your website or key pages (pricing, integrations, case studies)	Shows active interest, they're already researching solutions like yours
New hire	When a decision-maker joins a target company	New leaders review tools and are open to change in their first 90 days
Job change	When past champions or contacts move to a new company	Warm entry point, they already know your category or solution
Fundraising	When a company raises funds	New budget + pressure to grow = higher likelihood to invest in tools
Hiring activity	When companies start hiring for relevant roles	Indicates growth and emerging needs your product can solve
Tech changes	When a company adopts or switches tools in their stack	Strong buying intent, they're actively evaluating solutions
Competitor new connections	When prospects connect with people from competing companies	Early signal of evaluation or vendor consideration
LinkedIn engagement	When prospects engage with relevant posts, topics, or profiles	Reveals interests, challenges, and current priorities
New company followers	When prospects follow specific LinkedIn company pages	Passive buying intent, they're monitoring a space or solution
Custom signals	Your own defined triggers (e.g. expansion, compliance, product launch)	The most relevant signals, tailored exactly to your ICP and use cases

Intent signals top use cases

They're actively searching for solution, show up before others

The best outreach doesn't create interest. It meets an existing one.

When a prospect visits your pricing page, engages with content about your topic, or starts following tools in your category, they're already in research mode. They have a problem. They're exploring solutions. You just need to show up before someone else does.

Signals to watch

→ Company visited your website

Real-life example	A Head of Finance from a 150-person SaaS company visits your pricing page multiple times in 2 days, then checks your integration page and your case study page.
What's actually happening	Pricing and integration pages aren't casual browsing. Someone on their team is building a case internally, comparing options, estimating cost, figuring out if it fits their stack.
What to do	Don't mention the visit. It's creepy. Instead, reach out around the problem those pages suggest they're solving. Speed matters here: reach out within 24–48 hours.
Outreach example	<i>Hey {{firstName}}, quick one, most teams digging into {{topic}} right now are trying to separate what actually drives results from what just sounds good in a deck. We've seen a few teams crack it recently without adding more tools or volume. Can show you what they changed if you're curious.</i>

→ Profile engaged with a specific LinkedIn topic

Real-life example	A Head of Sales comments on a LinkedIn post: "We increased volume but replies actually dropped, feels like something's off."
What's actually happening	When a sales leader comments on a post about outbound reply rates or pipeline generation, that problem is sitting on their desk right now. They're not browsing, they're looking for answers.
What to do	Reference the specific post or topic. Don't pitch. Make it feel like you're continuing the conversation they already started publicly.
Outreach example	<i>Hey {{firstName}}, saw your comment on that post about outbound, you're not wrong. More volume usually just makes the problem louder. Curious, what's been the most frustrating part for you lately?</i>

Intent signals top use cases

→ Profile engaged with a specific LinkedIn profile

Real-life example	A VP Sales likes and comments on a competitor's post about scaling outbound without increasing headcount.
What's actually happening	They're doing vendor research. Liking or commenting on a competitor's content means they're in early discovery, building a shortlist, comparing approaches.
What to do	Don't attack the competitor. Position yourself around the outcome they're chasing, not the tool they were looking at.
Outreach example	<i>Hey {{firstName}}, saw you on that {{competitor}} post about scaling outbound. "More reps, same results" almost always comes down to process, not headcount. We tested a different approach with a SaaS team recently and it changed things pretty fast. Want me to send over what actually worked?</i>



The LinkedIn profile signal helped me find around 50 new relevant leads in just a few days. It opens a whole new channel for outreach.

Carl Ghaleb | GTM Engineer at Supy

→ Followed a company in your category

Real-life example	A Head of Sales at a target account starts following 3 outbound tools in your category within the same week on LinkedIn.
What's actually happening	This is early-stage curiosity. They're aware of the problem space and starting to map the landscape. They haven't committed to a solution yet.
What to do	Be first. This is top-of-funnel awareness. Don't push a demo, offer something useful that earns a response.
Outreach example	<i>Hey {{firstName}}, looks like you've been exploring the {{category}} space a bit. Most teams at that stage are trying to fix {{pain point}} before even picking a tool. We helped {{similar company}} get {{result}} without adding more complexity. Happy to share if you're weighing options.</i>

Intent signals top use cases

Offer support when they're in growth mode

When a company raises funding, starts hiring aggressively, or brings in new leadership, they're under pressure to perform. Old workflows break. New tools get evaluated. Budgets open up.

This is exactly when your outreach has a natural reason to exist.

Signals to watch

→ Company is hiring for a specific role

Real-life example	A SaaS company posts 4 SDR roles and 1 SDR manager role within 10 days after opening a new market.
What's actually happening	They're scaling. A team that's posting 4–5 SDR roles in two weeks is about to have a workflow problem they haven't solved yet.
What to do	Don't pitch. Show up with insight on how similar companies handled the same growth moment.
Outreach example	<i>Hey {{firstName}}, saw you're ramping the SDR team pretty fast. That's usually where things start breaking. More reps, same process, worse output. A few teams we worked with fixed that before scaling further and it made a big difference. Can share what they changed if helpful.</i>

→ Company raised funding

Real-life example	A startup announces a \$20M Series A and plans to double its sales team in the next 6 months.
What's actually happening	Growth targets just got real. They have budget, pressure, and a short window to show results before the next board meeting.
What to do	Move fast. You have maybe a 2-week window before their inbox fills with competitor outreach.
Outreach example	<i>Hey {{firstName}}, saw the {{round}} announcement, congrats. Now it's all about turning that into pipeline fast. The teams that hit their first targets usually fix one thing early, how outbound actually converts, not just how much gets sent. Happy to share what's been working lately if useful.</i>

Intent signals top use cases

→ New hire

Real-life example	A company hires a new Head of Sales from a fast-scaling competitor known for strong outbound performance.
What's actually happening	New leaders spend their first 90 days auditing everything. They're actively looking for wins, and new vendors who can help them deliver one.
What to do	Congratulate them, but skip the fluff. Make it about helping them look good fast.
Outreach example	<i>Hey {{firstName}}, saw you just joined {{company}}, nice move. New role usually means quick wins are top priority. A lot of teams start by fixing how outbound actually converts before scaling it. Happy to share what's been working lately if useful.</i>

→ Tech change

Real-life example	A company replaces their existing outbound tool with a new one and starts integrating it into their current sales stack.
What's actually happening	They just swapped tools, which means their workflow is in flux. They're either fixing something broken or experimenting with something new.
What to do	Position yourself as someone helping them get the most out of the change, not someone selling on top of it.
Outreach example	<i>Hey {{firstName}}, looks like you recently switched up part of your stack. That phase is always a bit messy, new tool, old habits, things not fully clicking yet. We've helped a few teams smooth that out without slowing pipeline. Worth comparing notes?</i>

Intent signals top use cases

Help better decision-making during moments of change

Not every opportunity comes from growth. Some come from disruption.

When a company changes tools, restructures teams, or brings in new leadership, things get messy. Processes break, priorities shift, and teams start questioning what's actually working.

That's your window. You're not interrupting, you're helping them make sense of the change.

Signals to watch

→ New hire: RevOps, Sales Ops, or Sales leadership

Real-life example	A new Head of RevOps joins a Series B company and posts on LinkedIn about "reworking the GTM stack and fixing reporting."
What's actually happening	A new ops leader just inherited a stack they didn't choose. Their first 90 days are about making their mark, cutting what's broken, adding what's missing. They're actively looking for wins.
What to do	Don't pitch your product. Offer them a shortcut. Share what other teams at their stage changed and what it did for them.
Outreach example	<i>Hey {{firstName}}, saw you stepped into {{role}} at {{company}}. Taking over a stack you didn't choose is always... fun 😄 Most people in your spot find quick wins by fixing what's actually used vs what's just sitting there. Happy to share what we're seeing work right now.</i>

→ Tech change: CRM or sales tool swap

Real-life example	A company migrates from one CRM to another and the sales team starts adjusting workflows, sequences, and reporting processes internally.
What's actually happening	They didn't switch tools for fun. Something wasn't working. And now they're in the messy middle. New tool, old processes, team still figuring it out.
What to do	Acknowledge the change and position around helping them get more from the new setup, not replacing it.
Outreach example	<i>Hey {{firstName}}, noticed you're in the middle of a CRM or stack change. That's usually where things either get way better... or quietly break. The teams that win here focus on how everything works together, not just the new tool. Can show you how a few handled it cleanly if you're in that phase.</i>

Intent signals top use cases

Turn job changes into a warm pipeline

When someone you've worked with before changes jobs, you don't need to convince them your solution works. They've already seen it. They just need a reminder.

Signals to watch

→ Contact changed jobs

Real-life example	A former customer who used your product joins a new company as Head of Sales and is tasked with building outbound from scratch
What's actually happening	They already know your product, trust it, and understand the value. They don't need convincing, they need a nudge.
What to do	Don't pitch. Just reconnect. Reference what you built together before and make it easy for them to say yes again
Outreach example	<i>Hey {{firstName}}, saw you landed at {{company}}, congrats. Feels like yesterday we worked on {{specific thing}} at {{previousCompany}}. If you're thinking about rebuilding that there, we can skip the trial and error and get you there faster.</i>

They're just starting to look, show up before others

The real opportunity is earlier, when they're exploring, reacting, commenting, and quietly building their shortlist.

Signal to watch

→ Engaged with a specific LinkedIn profile

Real-life example	A person comments on a competitor's post: "We're currently testing different approaches to improve outbound performance. Any tips on success metrics?"
What's actually happening	They're not just browsing. Public engagement takes intent. This person is evaluating options or getting closer to it.
What to do	Don't mention the competitor. Lead with insight about the problem.
Outreach example	<i>Hey {{firstName}}, saw your comment about {{topic}}, you're asking the right questions. Most teams at that stage try a few things before landing on what actually works. We've seen a couple approaches work really well lately. Want me to share what's been worth testing?</i>

Intent signals top use cases

→ Engaged with a specific LinkedIn topic

Real-life example	A sales leader comments on a post about pipeline generation challenges, sharing that their team is struggling to convert outbound into meetings.
What's actually happening	The problem is top of mind. They're actively researching or venting about a challenge they haven't solved yet.
What to do	Reference the conversation naturally. Continue it.
Outreach example	<i>Hey {{firstName}}, your comment on that post about {{topic}} caught my eye. That's usually where things start to click or completely stall. Curious, what have you tried so far that didn't really move the needle?</i>

→ Company visited your website

Real-life example	A prospect from a target account returns multiple times in a week to your pricing, comparison, and feature pages.
What's actually happening	They're evaluating. Someone internally is building a case or comparing vendors.
What to do	Move fast. Don't mention the visit. Lead with the problem.
Outreach example	<i>Hey {{firstName}}, quick one, most teams looking into {{space}} right now are trying to figure out what actually works vs what just sounds good. We've seen a few patterns that consistently drive results. Happy to share if you're exploring that right now.</i>



We switched on the website visitor signals in just a few minutes.. and boom! 2 demos booked right away, including one solid opportunity moving forward.

Hugo Miñana | Sales Klark

Extra: Create custom signals

What are custom signals, and why they matter

Custom signals let you monitor **any event across your account list**, based on questions you define. They're tracked daily across sources, and surfaced as soon as something changes.

→ "Is this company expanding into a new market?", "Has this account announced a compliance initiative?", or "Is this company launching a new product line?"

Custom signals help you:

- Reach out when the problem is actually happening
- Stand out with context no one else has
- Focus only on relevant accounts

Custom signals workflow

1. Set up custom signal in lemlist by asking a question

→ "Is this company expanding into a new market?"

2. lemlist detects changes in the background for you, on autopilot

→ Meraki announces expansion into the DACH market

3. Outreach with highly personalized approach

Use the signal summary + source to craft a relevant opener such as:

*Hey {{firstName}}, saw {{company}} is expanding into {{market}}.
That's usually when outbound starts feeling stretched across too many priorities.
We saw {{referenceCompany}} hit the same moment and they doubled pipeline after
tightening how they approached prospecting. Want me to show you what they
changed?*

What makes this powerful

Generic outreach: "Can I help?" ~**1-3% reply rate**

Custom signals: "This just happened specifically **for you**, can I help?" ~**10+% reply rate**

Turn signals into conversations (not just data)

Intent signals are only valuable if they actually lead to replies.

It's easy to track events.

It's harder to turn them into **timely, relevant outreach that starts real conversations.**

Use this checklist as your quick filter before reaching out:

Intent Signals quick checklist

- Name the moment, not yourself ("Saw you just..." > "I'm reaching out...")
- Sound like a human, not a sequence (write how you'd DM)
- Give an insight, not a pitch (teach > sell)
- Use curiosity hooks ("Most teams miss this when...")
- One idea per message (Don't stack value, it kills clarity)

To make this process scalable, **lemlist helps you track, combine, and act on signals automatically.**

👉 Want to test it yourself?

Set up your first signals in lemlist, define what matters for your ICP, and start reaching out when timing is on your side.

[Start a 14-day free trial](#) →