GTMIQ · DATASHEET

SIGNAL-TO-MEETING WORKFLOW

One outbound workflow from first signal to a booked meeting handed off with full context. Reference design; parts of it run in my live setup.

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THE FLOW

Source
Clay, Apollo lists

Signal
Hiring, funding, news

Clean
Dedupe, normalize

Score
Fit + intent

Route
Sequence by rule

Draft
AI first line, person approves

Handoff
Meeting lands in CRM

TOOLS AT EACH STEP

Step	What happens	Tools	Status
Source	Build target lists from the ICP	Clay, Apollo	Live
Signal + enrich	Public signals and firmographics added to each account	Clay, Make	Live
Clean	Dedupe by email and domain, normalize titles and seniority	Python and SQL examples	Learning
Score + route	Weighted fit and intent score, rules by segment, SLA flags	SQL, Attio	Design
Draft	One personalized line per signal, checked against a voice rubric	Claude API	Live
Handoff	Contact, source, signal, summary and next step land in the CRM	HubSpot-style mapping	Design

GUARDRAILS

Review gates
A person approves drafts, pricing and contract replies. Nothing customer-facing carrying risk goes out unreviewed.

Signal discipline
One signal per message, stale signals dropped, and no claim the source doesn't support.

WHAT I MEASURE

Metric	Formula	Sample value
Reply rate	replies ÷ delivered	6.0%
Positive-reply rate	positive replies ÷ delivered	2.0%
Meeting rate	meetings booked ÷ delivered	0.9%
Cost per meeting	(tools + data + sending) ÷ meetings	$100

Sample values come from the demo's fictional campaign (960 delivered, 58 replies, 19 positive, 9 meetings, $900 total cost). They show the method, not results.

TRY IT

Signal triggers demo Outbound scorecard demo Meeting handoff demo