How accurately do Letterdrop signals predict competitor deals and customers?

Letterdrop analyzes patterns across many data points to find prospects who are evaluating vendors right now, or who already buy from a competitor. Customers use these signals to focus outbound and marketing on accounts likely to be in-market, rather than spreading limited BDR and ad budgets across their entire TAM.

KEY FINDINGS

29%
of top accounts were deals you could still win, versus ~3% of a typical target account list

38%
of partners' open pipeline sat in flagged accounts

60%
of partners' customer revenue sat in flagged accounts

Methodology

The study

To validate the data, we collected signals on **9,277 accounts** for **7 partner companies** in legal, HR, marketing, fintech, security, customer success and property, from **May to October 2026**. Each partner shared the real CRM status of these accounts over the same period, giving us ground truth for how often signals predict active deals and customers.

How we rank accounts

No single data point proves an account is buying, so our AI models weigh many of them and rank each account by confidence: **High**, **Medium** or **Nurture**. That lets teams with limited resources start where the odds are best. High-priority accounts, our top accounts, are the most likely to be real opportunities in the CRM. Of the 9,277 accounts, 461 were High, 1,388 Medium and 7,428 Nurture.

Interceptable deals

An account counts as an interceptable deal if, when the signal fired, its CRM showed one of three states:

Open new business	Closed lost, last 90 days	Renewal, next 90 days
The account is evaluating a competing vendor now, so it may evaluate you too.	The account just ran an evaluation and didn't buy. The need is still open.	Buyers often shop around before renewing, especially when their vendor falls short.

If you reach out when you receive the signal, you will catch these accounts during the above decisions, giving you a better chance of talking to a serious buyer. We decided not to count upsells or deals lost more than 90 days ago as interceptable. Upsells were counted as **current customers**, and older losses as **past evaluations**.

A lower bound

Our partners noted their CRMs under-report sales activity, so our findings are lower bounds on opportunities present. The true rate is likely higher.

Results on page 2.

01 29% of top accounts are deals you can still win.

We recommend reaching out to top accounts and marketing to the full list. What matters most is how often an account you contact turns out to be an interceptable deal. Here are the incidence rates of interceptable deals across our flagged accounts when checked against the partner CRMs.

	SHARE THAT WERE INTERCEPTABLE DEALS	RANGE BY COMPANY
High	**29.3%**	16–42%
Medium	**22.6%**	11–32%
Nurture	**11.3%**	3–16%
Traditional intent data	**~8%**	estimate
Your target account list	**~3%**	estimate

This isn't a meeting rate. Booking the meeting still depends on your offer, getting your message seen and how you stack up against the other vendor.

02 Flagged accounts hold a large share of each partner's business.

We also measured how much of each partner's pipeline and customer base the signals flagged. They skew toward larger accounts: just 15% of customers were flagged, yet those customers bring in 60% of revenue.

38%
of partners' open pipeline
$378M of $1.0B

60%
of partners' customer revenue

15%
of partners' customers

03 Breakdown of the full 9,277 accounts

Among top accounts, 29% were interceptable deals, 13% were current customers and 27% were past evaluations. The remaining 31% had no opportunity on record yet but were still showing signals, a sign of at least early awareness of the partner.

