

PLAY #13: SIGNAL-QUALIFIED WEB VISITORS

Reactive | Top-of-funnel | Data-triggered orchestration

As soon as a high-fit account hits your pricing page, the clock starts ticking. This play helps you catch that window before it closes.

Signal-qualified visitor campaigns activate the moment an ICP account lands on high-intent pages like pricing, product, or use-case content. With de-anonymization tools like Clearbit or Warmly, you can identify the visitor and immediately trigger a coordinated follow-up.

This is a real-time motion that meets behavior with relevance. It's the digital equivalent of someone pausing at your trade show booth: your cue to say something before they walk away.

What it looks like in action

Tactic	Description
De-anonymize visitors	Use tools like Clearbit, Warmly, or 6sense to detect ICP-fit visitors on high-intent pages (e.g., pricing, demo, vertical content). Tofu can help match site activity to CRM records and trigger the appropriate play.
Trigger tailored ads	Launch LinkedIn or display ads based on industry, persona, and content viewed. Highlight relevant case studies or value props.
Spin up a 1:1 microsite	Auto-generate a lightweight landing page personalized to the visitor's company, vertical, or use case. This becomes a central follow-up asset for Sales or outbound ads.
Send behavioral content	Deliver a short email with helpful content tied to pages viewed: "Since you checked out [X], I thought this might be useful too."
Alert Sales in real time	Tofu can push Slack or email alerts with page context and CRM history. Pair with Gong to surface relevant call insights.
Enroll in dynamic nurture	Drop accounts into persona-specific nurture tracks based on signal strength and funnel stage. Use Tofu, HubSpot, or Marketo to orchestrate.

WHY IT WORKS:

High-intent web behavior is one of the clearest buying signals available... but only if you act on it fast. This play closes the gap between anonymous curiosity and active engagement.

With the right tech in place, your follow-up feels timely, relevant, and serendipitous, turning a quick glance into a warm lead.