

PLAY #15:

ACCOUNT SPIKE ACROSS CHANNELS

Reactive | Top-of-funnel | Multi-signal momentum

Stacked signals? That’s go-time. This play triggers when a high-fit account exhibits multiple types of engagement—site visits, ad clicks, webinar attendance, content downloads—in a short period. Individually, these signals are mild. But in combination, they suggest accelerated interest.

This play turns that flurry of signals into focused acceleration. Think of it as heat-seeking ABM: when your system spots the spike, your team shows up with purpose.

What it looks like in action

Tactic	Description
Detect the digital swarm	Use tools like 6sense or Demandbase to detect multi-channel surges (web, ad, social, email) in a 3–5 day window. Trigger prioritization based on spike strength and persona mix.
Drop a “you’re on our radar” microsite	Launch a custom landing page that adjusts to the account’s industry and activity trail. Include dynamic modules like: “Here’s what your peers are reading,” or “Why [Company] tends to win with us.”
Send a “Boardroom Brief” deck	Deliver a slick 3-slide PDF styled like an internal exec briefing: a distilled, high-stakes summary of what you offer and why it matters now. Make it shareable, skimmable, and confidence-boosting.
Stage a “Momentum Match” campaign	Send a playful email: “We’ve seen your team moving, so we matched your energy.” Pair it with a LinkedIn message and invite to a live demo or mini-strategy session.
Light up retargeting zones	Launch display or social ads personalized to their vertical and buying stage. Example: “Teams like yours are unlocking ROI with [product] in 60 days.” Tools like Metadata and Tofu handle optimization.
Equip Sales with the “Spike Script”	Give AEs a pre-built outreach sequence with optional branches depending on the account’s behavior (e.g., pricing page visits vs. social clicks). Include AI-suggested CTAs and proven friction-reducers.

WHY IT WORKS:

Accounts don't always raise their hand with one clear signal. More often, it's a quiet flurry: a blog click here, a webinar signup there. But together, those signals add up to intent.

This play stacks those signals, spots the pattern, and responds with coordinated precision. AI helps identify not just who's spiking, but why, and suggests the best follow through.