The Product-led Outbound Playbook

How to turn product signals into pipeline before the window closes.

According to our data, **outbound based on product usage signals averages 4x higher positive reply rate**. The reason is simple: A free user who just hit the paywall for the third time this week is a warmer lead than any website visitor or ad responder. They've already tried your product, found value, and run up against the limit. That's not a lead. That's a buying decision in progress.

Product signals are the actions users take inside your app that indicate buying intent, expansion readiness, or conversion timing. Credit limit hits. Teammate invites. Integration setups. Pricing page visits from logged-in users. And unlike third-party intent data, product signals tell you who is doing what and when, down to the individual user and the specific feature.

That precision changes the entire outbound conversation. Instead of "I noticed your company might be evaluating tools like ours," you can say "I saw your team ran 50 workflows this month and hit the credit cap twice. Let's talk about what the next tier looks like."

What's Blocking Most Teams

The data exists. The workflow doesn't.

Most companies already track product usage somewhere: PostHog, Mixpanel, Segment, Amplitude. But that data lives in dashboards nobody on the sales team opens. When sales needs to know which accounts are worth calling today, they get either nothing or a stale CSV that RevOps exported last Tuesday. No context, no urgency.

Where the cost shows up.

Missed opportunities

Signals sit in analytics tools nobody in sales can access. Free users hit the paywall, get no response, and churn out.

Lost context

When signals do reach a rep, they arrive stripped of everything useful. "This account is active" doesn't tell a rep anything actionable.

Wasted ops time

Your most capable ops people spend hours building duct-tape pipelines between product data and the CRM instead of building growth motions.

The root cause is structural. Product analytics tools capture and visualize data. They don't act on it. You need a layer that connects product behavior to sales execution, automatically, with context, in real time.

The Product Signals Playbook

Four steps to turn product behavior into revenue.

Step 1

Identify Your Highest-Value Signals

Not all product activity matters equally. A user logging in once is noise. A user who hit the paywall, invited a teammate, and visited the pricing page in the same week is worth an immediate call.

The signals that matter depend on your motion.

PLG Signals: Free to Paid Conversion

Credit or token limit hit

They've used enough to bump against the paywall. This is the single highest-intent signal for most PLG companies. The conversion window is narrow: reach out within 24 hours or they find a workaround.

Trial expiration

Your free trial users are reaching the end of their window. Pair this with other signals to identify who's worth activating with a formal plan.

Power user milestones

Repeated, purposeful usage (10th workflow, 5th project, 20th query). These users have built muscle memory with your product and are your best candidates for champion-led deals.

Teammate invite sent

The product is gaining traction inside the org. One user became two, which means the team plan conversation is natural. The invite itself is proof of internal advocacy.

Third-party integration connected

They're building your product into their daily workflow. Nobody connects their CRM or Slack to a tool they plan to abandon next week.

Pricing page visit from a logged-in user

Actively comparing plans and doing the math. Especially powerful when combined with usage signals: a power user on the pricing page is practically raising their hand.

Onboarding completed

They cared enough to finish setup. A warm window before attention drifts. Best used as a trigger for a light-touch check-in, not a hard sell.

Credit card entered

The strongest signal available. They've decided to pay. The only question left is which plan. Act immediately.

Expansion Signals: Growing Existing Accounts

Not all product activity matters equally. A user logging in once is noise. A user who hit the paywall, invited a teammate, and visited the pricing page in the same week is worth an immediate call.

Rapid seat growth

Usage is spreading across the org. Seat growth is the most reliable leading indicator of an upcoming expansion deal.

Frequent billing or usage page visits

They're checking whether the current plan still fits. Proactive outreach here prevents churn and opens an upgrade conversation while they're already thinking about it.

Daily login streak

The product is part of their daily workflow. Use a 10 day login streak as an opening to discuss additional use cases or features they haven't activated yet.

Repeated help requests

They're struggling but still invested enough to keep trying. Turn what looks like a churn signal into a white-glove upsell opportunity: premium support, onboarding packages, training.

Self-serve add-on purchases

Revenue expansion is already happening organically. If they're buying more without being asked, imagine what a structured expansion conversation could produce.

Layer signals for the fullest picture.

Product signals are strongest when combined with other intent sources: website visits, CRM data, hiring signals, third-party research activity. A free user who hit the paywall and whose company just raised a Series B is a very different conversation than a paywall hit alone.

Step 2

Tier Your Response by Intent Strength

Not every signal warrants the same response. A user entering a credit card needs a phone call. A user completing onboarding needs a nurture email. Treating both the same wastes your team's time on one and misses the moment on the other.

Tier 1:

Immediate Sales Call

Signals: Credit limit hit + pricing page visit. Credit card entered. Explicit upgrade request.

Response: The assigned rep calls within the hour. Outreach references the specific product behavior.

Owner: AE or AM who owns the account.

Tier 2:

High-Touch Sales Sequence

Signals: Feature milestone reached (power user threshold). Teammate invited. Third-party integration connected.

Response: Rep-authored sequence with personalized messaging. Goes out within 24 hours.

Owner: BDR or assigned rep.

Tier 3:

Automated Outbound

Signals: Onboarding completed. First key action taken. Return login after dormancy.

Response: Automated play fires a pre-built sequence. No rep involvement unless the prospect replies or escalates.

Owner: Growth or Marketing with automated flow.

Tier 4:

Nurture and Monitor

Signals: Repeated logins without conversion. Light feature exploration. In-app content engagement.

Response: Add to a watch list or low-touch nurture. These accounts aren't ready yet, but they're warming up.

Owner: Marketing or lifecycle team.

The gut check: If a free user hits the paywall right now, whose job is it to follow up? If that question doesn't have an obvious answer, you have a gap that's costing you pipeline every week.

Step 3

Build Plays that Fire on Signals

You don't need to build all four tiers on day one. You need one play, running on one signal, proving that the loop works. Everything else scales from there.

Pick your highest-conviction signal

For most PLG companies, that's the credit or usage limit hit. It's high intent, easy to instrument, and has a natural follow-up conversation attached to it. If you're not sure, ask your sales team: "Which free users do you wish you'd known about sooner?"

Wire the signal to your execution layer.

Connect your event source (PostHog, Segment, etc) to the layer that triggers outbound. The goal is zero manual steps between "user hit the paywall" and "rep gets a task with context."

Attach context, not just a notification.

A ping that says "Account X is active" tells your rep nothing. The play should deliver the signal alongside the context that makes outreach specific: what the user did, which features they used, and how many teammates are on the account.

Set a response SLA.

Every tier has a window. Tier 1 signals lose value by the hour, Tier 3 signals are fine within a day. Define the SLA for your first play and measure against it.

Ship it, then watch the data.

Launch the play with a small set of signals and see what happens.

The key insight: Companies that try to run everything through reps end up ignoring 80% of their signals. Companies that automate everything sound like bots to their hottest prospects. The right approach is a tiered system that matches the response to the signal.

Step 4

Measure, Learn, Iterate

The first version won't be perfect. What matters is building the feedback loop that makes it better.

Open & reply rate

Are your plays actually getting read? If open rates are strong but replies are flat, the signal targeting is right but the messaging needs work.

Pipeline created

Which signals produce pipeline?
If "onboarding completed" generates tasks but no meetings, either the signal isn't strong enough or the follow-up needs retooling.

Conversion rate & revenue

After 30 days, rank your signals by conversion rate and track closed revenue back to the play that sourced it. This tells you which motions produce dollars, not just activity.

Start small, then expand.

The teams converting free users at 3-4x the industry average aren't doing anything exotic. They built a closed loop: product behavior triggers a play, the play reaches the right rep with context, and the outreach lands while the signal is still fresh.

Pick your top 3-5 signals, build plays around them, and see what converts before adding more.

Revisit quarterly. As your product evolves, new features create new signals. The team that shipped a collaboration feature last quarter now has "user shared a workspace" as a signal they didn't have before.

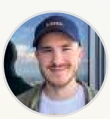
Teams winning with product signals

> We see hundreds of new trial users every week, but not all of them are the right fit for sales to engage. By piping product usage signals from PostHog into Unify, the highest-intent leads trigger an alert automatically so the right people get attention at exactly the right time.

Jay Desai
Growth Lead, Navattic

navattic

> Unify powers our inbound-led outbound. With product usage data we're able to identify and engage the best accounts in a fast & personalized manner. It drives a big portion of our pipeline!



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Gumloop

unify

Turn product signals into pipeline

If you're looking to connect product signals to your outbound motion, Unify helps PLG and hybrid GTM teams act on product behavior the moment it happens.