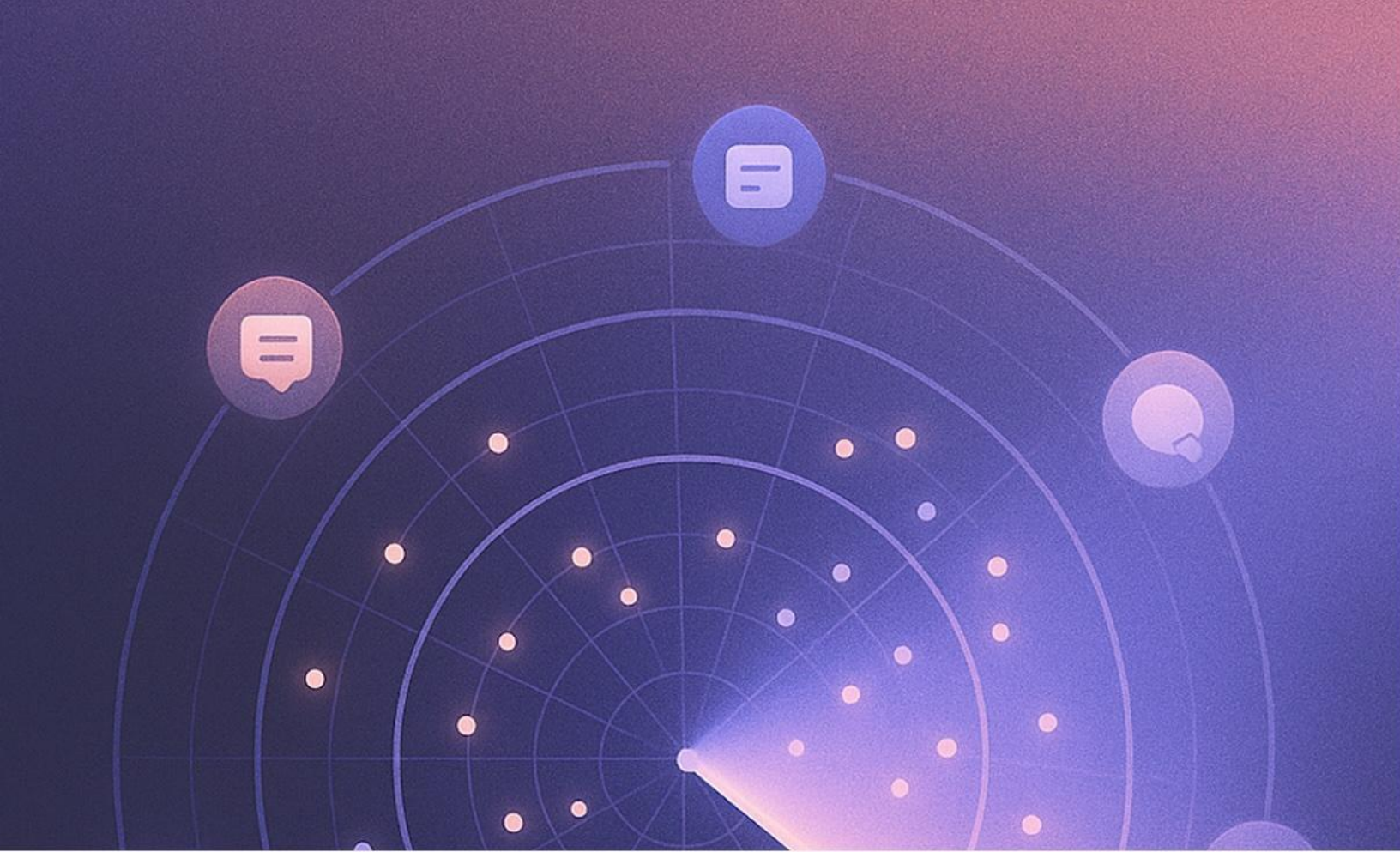




# 20 Signal-Based Plays Your Team Can Use Today to Generate Highly-Qualified Leads

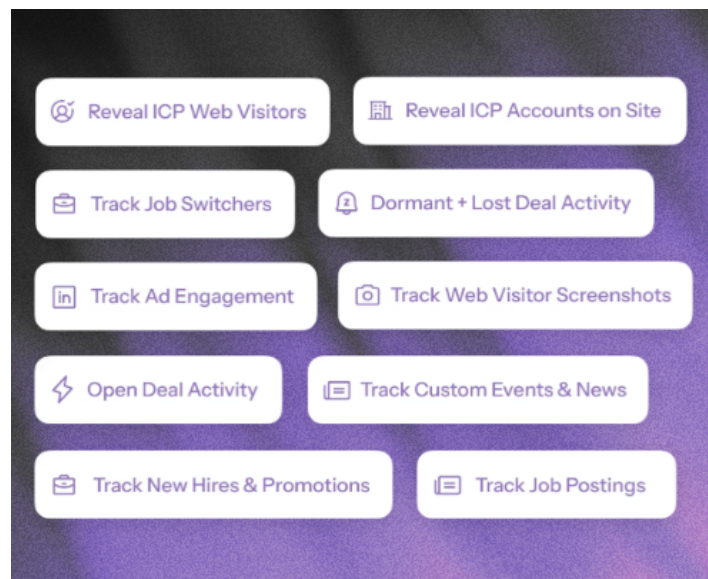


Thank you for downloading Avina's guide for signal-based plays!

Inside are practical, ready-to-deploy workflows that turn intent signals into qualified pipeline – use them as-is or tailor them to your motion.

## But first, what are buying signals?

**Buying signals** are observable moments – on your site, in public announcements, in hiring trends, in your product – that tell you a prospect is in-market or showing intent to buy *right now*. You can stack signals (e.g., pricing page visit + funding round + new VP) to push confidence even higher.



“Spray and pray” sales tactics just aren't cutting it anymore. Winning teams today are ruthless about timing, fit, and context, and buying signals can help you get there.

## Why these plays work:

- **Timing:** You're contacting buyers when their need is fresh and intent is top of mind.
- **Message-market fit:** You reference their exact pain (docs page, job keyword, tech switch).
- **Operationalizable:** They're rules you can deploy, iterate on, and run always-on in the background.

Everything below can be captured and automated with [Avina](https://avina.io) – from detecting the signal to enriching the right contact, scoring the account, and triggering the next action. Details on how at the end.

## Website & First-Party Engagement

These are signals from actions on your owned channels – site visits, content downloads, email clicks, webinars – that show real-time interest in you.

### 1. Pricing Page or Customer Story Visit

A target account visits your pricing page or case studies, showing potential late-stage research or interest in comparing offerings. This is one of the strongest first-party intent signals that every company should consider implementing.

**Example:** Acme.io (or your ICP company) viewed your pricing page for 5 minutes twice in the past week, and compared the features under “Pro vs Enterprise”.

#### Actions:

|                |                                                                                                                                                                                                                                                                             |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email          | Subject: Quick pricing sanity check for Acme?<br><br>"Hi {{First}}, I noticed your team is comparing our plans - I can estimate total cost for {{Company}} and share how teams like {{Peer}} stayed under budget. Would a quick ten minute pricing walkthrough be helpful?" |
| Ad Retargeting | Add to a <b>pricing-abandoners</b> audience with a ROI calculator ad.                                                                                                                                                                                                       |

**Stacking:** This complements with a funding announcement or new exec hire that indicates it's the right time for the prospect to buy.

### 2. Repeat Visitor to Docs/Features

A prospect repeatedly engaged with technical docs or feature pages, which signals hands-on evaluation and a concrete problem they're trying to solve.

**Example:** A Data Engineering Manager at a Series B company read “SAML SSO” and “API rate limits” three times in 10 days and scrolled past 70%.

#### Actions:

|       |                                                                                                                                                                                                |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email | Subject: “Quick SSO/rate-limit check for {{Company}}?”<br><br>"Hi {{First}}, I saw your team reviewing our SAML and rate limit docs and thought our security hardening guide and a short setup |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|             |                                                                                                    |
|-------------|----------------------------------------------------------------------------------------------------|
|             | checklist would help. Would you like a sandbox with SAML already configured?"                      |
| Call (Orum) | Create a HubSpot list for "Docs-deep-readers (3+ in 10 days)" and connect it as an Orum call list. |

**Stacking:** This signal pairs well with hiring surge + job keywords that indicate a prospect is investing in relevant tech.

### 3. Email Engagement Spike

Multiple opens/forwards/clicks on a single email indicate internal circulation and an in-market attention window.

**Example:** A prospect forwarded your "Security posture" email to two colleagues and clicked "SOC 2 controls."

#### Actions:

|             |                                                                                                                                                                                                                                                 |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email       | Subject: "Want the SOC 2 PDF checklist, {{First}}?"<br><br>"I can send the checklist that teams use before an audit, and it takes about ten minutes to tailor to your environment."<br><i>(Trigger when ≥3 opens or a forward is detected.)</i> |
| Call (Orum) | Create a HubSpot list for "Docs-deep-readers (3+ in 10 days)" and connect it as an Orum call list.                                                                                                                                              |

### 4. Content Download (Gated Asset)

A targeted download (e.g., e-book/case study) shows declared interest in a specific pain and gives you permission to help.

**Example:** A 500-person fintech downloaded the "Snowflake Cost Playbook."

#### Actions:

|       |                                                                                                                                                                                                    |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email | Subject: "Your {{AssetTopic}} worksheet for {{Company}}"<br><br>"I saw you downloaded the playbook. Would you like our prefilled worksheet that helped {{Peer}} reduce costs by 20 to 30 percent?" |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Nurture

Enroll in a short 3-touch program (calculator → peer ROI → mini-case); suppress top-funnel ads and show BOFU proof.

## 5. Webinar Attendee Touchpoint

Live attendance with questions/polls signals topical momentum and buying energy you can continue asynchronously.

**Example:** An Ops Lead attended 28 minutes and asked how to auto-assign leads by territory.

### Actions:

Email

Subject: "Territory template you asked about"

"Here is the playbook and the HubSpot import file you asked about. Would you like a fifteen minute working session to load it together?"  
(Auto-send to attendees >20 min who asked Q/poll.)

LinkedIn DM

Share the clip timestamp that answers their question; invite a short "template-load" call.

## 6. Ad Engagement → Warm Nurture

A click or native lead-form submission is a soft hand-raise. Keep friction low and continue the story where the ad left off.

**Example:** A Director of Ops clicked your "Reduce onboarding time" LinkedIn ad.

### Actions:

LinkedIn DM

"Hi {{Name}}, noticed there might be interest in our {{value prop}}. Want a 60-sec Loom showing how teams cut onboarding from weeks → days?"

Email

Subject: "60-sec demo for {{Company}}'s onboarding"  
"I can send a one minute walkthrough tailored to {{Team/UseCase}}. Let me know if you want to take a look."  
(Trigger when LinkedIn Lead Gen form is submitted.)

**Stacking:** Pairs well with deep research activity on the website, which can reinforce indications of interest.

## News & Company Signals

These are external company events – funding, hiring, launches, tech shifts – that indicate new needs and budgets.

### 7. Funding Announcement

A new round combines fresh budget with aggressive targets, which increases openness to new tooling.

**Example:** A \$30M Series B was announced to scale GTM and data.

#### Actions:

|                |                                                                                                                                                                                                                           |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email          | Subject: “Congrats on the raise 🎉”<br><br>“Teams your size often launch a signals based outbound motion in about a week. Would you like the thirty day ramp checklist?” ( <i>Trigger when press/DB shows new round.</i> ) |
| Ad Retargeting | Target leadership with BOFU playbook creatives for 30 days post-announcement.                                                                                                                                             |

### 8. Market/Office Expansion

Opening roles or new regions suggests tooling gaps and process redesign opportunities.

**Example:** The Careers page showed nine open data roles across EMEA.

#### Actions:

|                                |                                                                                                                                                                |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email                          | Subject: “Scaling EMEA – want localized signals?”<br><br>"We can replicate US playbooks with localized signals in a week. Would you like to see a quick plan?" |
| LinkedIn DM<br>(Partner angle) | Offer intros to peer customers in the region.                                                                                                                  |

## 9. Technographic Change

Adopting or removing key platforms (integrations/competitors) creates switching windows and integration needs.

**Example:** The company added Snowflake and removed a legacy warehouse.

### Actions:

|             |                                                                                                                                                                                                                               |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email       | Subject: "Make Snowflake cheaper + safer"<br><br>"Many teams overspend early, so I can share our five rule policy template and cost optimizer. Would a ten minute sanity check help?"<br><i>(Trigger on tech add/remove.)</i> |
| LinkedIn DM | Share a 90-sec Loom of your Snowflake integration and one policy example.                                                                                                                                                     |

## 10. New Product/Feature Launch

There are a lot of valuable insights that can be gleaned by monitoring company announcements - from product launches, strategic shifts and initiatives, key hires and funding, and thought leadership.

**Example:** A blog post announced "Introducing AI summarization" with new docs. Product launches come with pressure to maintain product quality, telemetry, and adoption, making them receptive to targeted help.

### Actions:

|             |                                                                                                                                                                                                                       |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LinkedIn DM | "Loved the launch! Teams running LLMs in production often need monitoring for regressions. I can send a quick checklist if helpful."                                                                                  |
| Email       | Subject: "Your post-launch quality checklist"<br><br>"We help {{Industry}} teams monitor LLM regressions and ship faster. Would you like the evaluation checklist?"<br><i>(Trigger on "launch" tags in blog/RSS.)</i> |

With announcements, there is rich potential for custom signals based on your industry/product. For example, for AI dev tools, look for companies that "Launched AI product in last 30 days", or for Workplace/Office tech, look for companies that announced "New RTO policy/office expansion".

## Social & Third-Party Intent

These signals from social, review, and intent networks showing who's researching your category or engaging competitors.

### 11. Competitor Engagement

Interacting with competitor content or listings indicates declared category interest and a ready comparison frame.

**Example:** A Director commented on a competitor case study and viewed a G2 comparison.

#### Actions:

|             |                                                                                                                                                                                                                              |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LinkedIn DM | "If you're comparing tools, I can share the punch-list teams use to avoid surprises - want it?"                                                                                                                              |
| Email       | Subject: "Quick compare if you're weighing {{Competitor}} vs us"<br><br>"I can share the three differences our customers care about most. Would a ten minute live comparison help?"<br><i>(Trigger on social/G2 intent.)</i> |

### 12. Event Attendance (Upcoming/Just Attended)

Posting about or registering for an industry event provides an easy, timely conversation hook and face-time opportunity.

**Example:** A VP posted "See you at re:Invent" and appeared on the speaker list.

#### Actions:

|             |                                                                                                                                                                                                                                                   |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LinkedIn DM | Two booths you shouldn't miss + our 10-min teardown on {{Topic}} - coffee Tue/Wed?"                                                                                                                                                               |
| Email       | Subject: "3 slides you probably missed on {{Topic}}"<br><br>"I pulled together three slides you might have missed on {{Topic}}. Would a fifteen minute debrief help us map the ideas to {{Company}}?"<br><i>(Trigger 24-48h after the event.)</i> |

## Product Usage (PQL & Customer Lifecycle)

These are usage patterns in your product that tell you who's seeing value, who needs help, and who's primed to convert.

### 13. Trial “Aha Moment”

Hitting a value threshold (e.g., key integrations or workflows) means excitement is high and the champion is ready to formalize a plan.

**Example:** A trial team connected Salesforce + Slack and ran two live automations this week.

#### **Actions:**

|       |                                                                                                                                                                                                                                         |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email | Subject: “You hit the fun part, {{First}} 🎯”<br><br>“You have already automated two workflows! Would you like a quick plan to move to production with multi team access?”<br><i>(Trigger on PQL score <math>\geq</math> threshold.)</i> |
| Call  | HubSpot list “Aha-Moment PQLs” → Orum call to frame ROI and align success criteria in <10 min.                                                                                                                                          |

### 14. Team Adoption in Trial

Multiple unique users or SSO enablement indicates multi-stakeholder engagement and higher conversion odds.

**Example:** Engineering and RevOps were both active in the same week and SSO was turned on.

#### **Actions:**

|       |                                                                                                                                                                                                                                                        |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email | Subject: “Shared pilot for {{Company}}?”<br><br>“It looks like multiple teams are testing right now. Would you like a single pilot with success criteria and a two week plan?”<br><i>(Auto-trigger when <math>\geq 4</math> users or SSO enabled.)</i> |
| Call  | HubSpot list “Multi-team trials” → Orum; objective = align pilot owner and decision timeline.                                                                                                                                                          |

## 15. Trial Expiring - Active User

An active trial nearing expiration is the moment to extend momentum and secure commitment.

**Example:** A 14-day trial ended Friday with four weekly active users.

### Actions:

|       |                                                                                                                                                                                                                                                         |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email | Subject: "7-day extension + {{Feature}} whitelist?"<br><br>"You're getting close to seeing value! I can enable {{Feature}} and extend your trial by one week so the team can finish the evaluation."<br><i>(Auto-send T-3 days if WAU ≥ threshold.)</i> |
| Call  | HubSpot list "Trials expiring (active)" → Orum to schedule a decision review.                                                                                                                                                                           |

## 16. Expansion Opportunity

Consistently hitting limits or using a new feature across teams is a low-friction upsell moment with obvious timing.

**Example:** The org hit the automation cap three weeks in a row and two new teams adopted "Workflows."

### Actions:

|                     |                                                                                                                                                                                                                                                 |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email               | Subject: "Avoid throttling next week"<br><br>"You are near your limits and most teams move to Scale for always on lanes. Would you like me to turn on a temporary buffer while we finalize the upgrade?"<br><i>(Auto-send at 90% capacity.)</i> |
| Order Form/Proposal | Send a 12-month upgrade with a ramp and soft-commit deadline.                                                                                                                                                                                   |

**Stacking:** This can be stacked with growth signals like hiring surges or funding announcements to reinforce a narrative of growth.

## Champion & Relationship Signals

These are people moves and warm relationships – new execs, job changes, alumni champions – that can unlock friendly intros.

### 17. Champion Job Change

A known advocate taking a new role transfers trust and shortens the cycle at their new company.

**Example:** Your former power user became Head of Ops at a target account.

#### Actions:

|       |                                                                                                                                                                                                            |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email | Subject: “Congrats on the move, {{First}} 🚀”<br><br>“I can spin up your favorite workflow so you look like a hero in your first week. Do you want me to set that up?”<br>(Trigger on champion job-change.) |
| Call  | HubSpot list “Champion-moved” → Orum to line up an intro to the new RevOps/Eng lead.                                                                                                                       |

### 18. New Executive Hire

A fresh C-level/VP in the last 60 days tends to re-evaluate the stack and sprint toward early wins.

**Example:** A new CMO joined a 400-person SaaS org.

#### Actions:

|             |                                                                                                                                                                                                                                                               |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email       | Subject: “One quick win for your first 30 days”<br><br>“Most new {{Role}} leaders run a ninety day pipeline sprint, and I can share a five signal playbook that works well. I am happy to adapt it to your funnel.”<br>(Trigger on exec-hire within 60 days.) |
| LinkedIn DM | Offer a no-pitch diagnostic session with a one-page “what I’d do in 30 days.”                                                                                                                                                                                 |

**Stacking:** This signal can pair well with website visits and direct indicators of intent, since a new executive hire could be a catalyst that gives context to that engagement.

## 19. Hiring Surge + Job Keywords

A burst of relevant openings (with specific keywords) means the project is funded and pains are imminent.

**Example:** Eight data roles opened; job posts mentioned “dbt + Snowflake.”

### Actions:

|                |                                                                                                                                                                                                                                                       |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email          | Subject: “Ramping data at {{Company}} - want a cost/guardrails plan?”<br><br>“We help teams cut Snowflake cost and add governance. Would you like a quick cost model for your scale?”<br><i>(Trigger on ≥5 relevant openings with keyword match.)</i> |
| Ad Retargeting | Add candidates to a retargeting list → send ROI-related ad creatives to influence the toolset they assemble.                                                                                                                                          |

**Stacking:** These signals stack well with other growth indicators like funding announcements, or other signals that indicate interest in a particular feature or technology such as technology use or documentation views.

## 20. Closed-Lost Revival

A previously lost deal paired with a fresh engagement signal is a low-friction re-entry to reassess fit.

**Example:** You lost on price 9 months ago; they just downloaded your latest case study.

### Actions:

|       |                                                                                                                                                                                                                                                                           |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email | Subject: “Since we last talked...”<br><br>“We shipped {{Feature}} and helped {{Peer}} reduce total cost of ownership by about twenty five percent. Would a ten minute fresh look be worthwhile?”<br><i>(Trigger when Closed-Lost age ≥6 months AND new signal fires.)</i> |
| Call  | HubSpot list “Closed-Lost + new activity” → Orum to re-qualify what changed.                                                                                                                                                                                              |

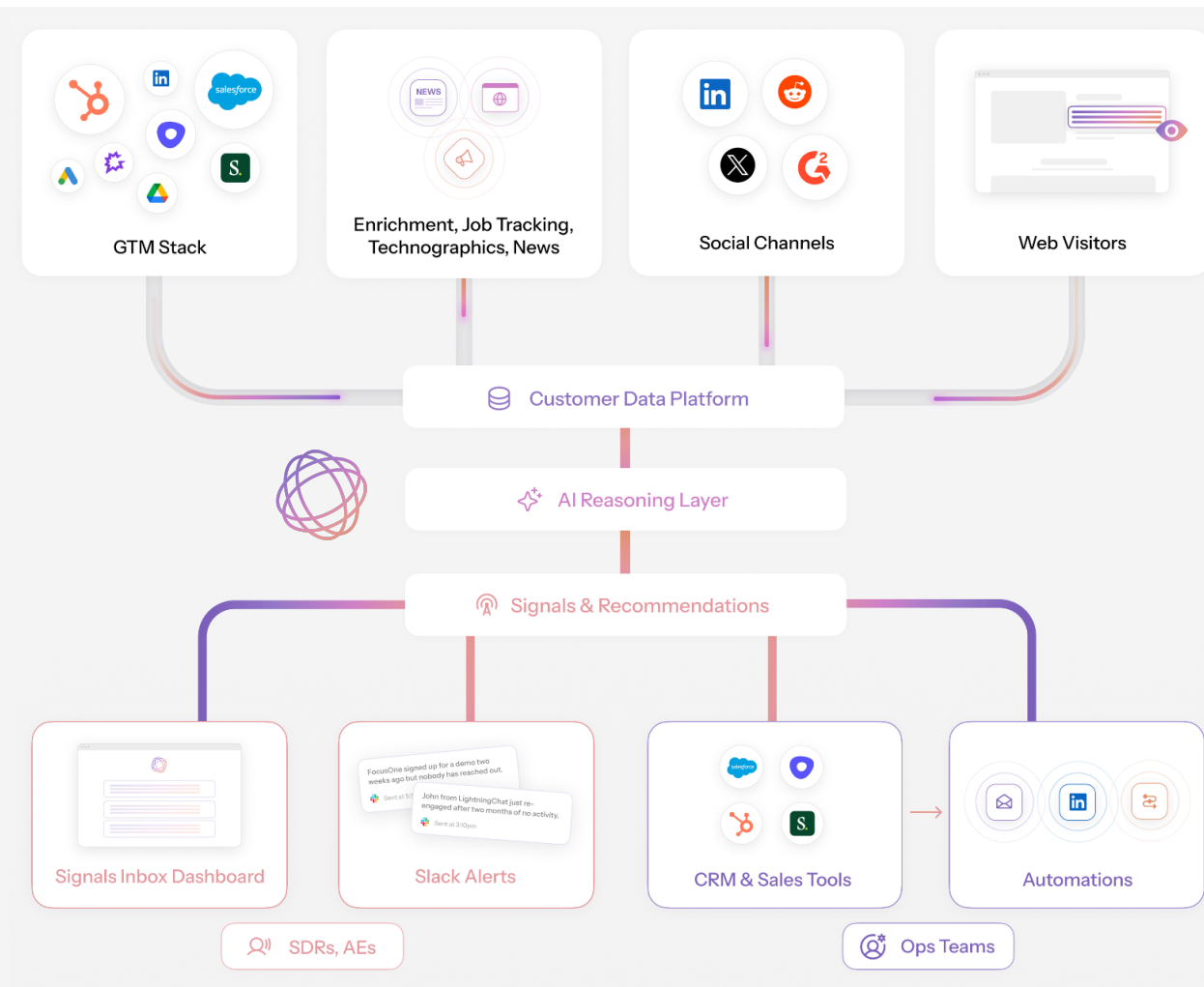
**Stacking:** This signal pairs well with others that can provide additional context on a renewed engagement, such as company announcements, growth, or key hiring activity.

# Avina: A Signals-Based Selling Platform powered by AI

**Avina** is all of the above - out of the box.

Avina **captures** first-party web behavior (including what they read), ingests marketing engagement data, and monitors news, hires, technographics, socials, and champion movement. Then it **enriches** contacts, **scores** accounts accurately with AI, and delivers leads to where reps live (Slack, CRM, sequences).

With automations in Avina, you can orchestrate signals data to set up any of the plays above in just a few clicks - and it will always continue to run in the background. Just define a trigger, filters, and action - whether it's kicking off an email sequence, adding the contact to an ad audience, or adding them to an Orum dialer list.



Want to get in touch? Reach out at [hello@avina.io](mailto:hello@avina.io)!