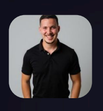
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ABM for markets you can't afford to burn



Two motions, six warm-up steps, and twelve months of proof from a market with no room to practice.

Two experts shaped this guide



Stan (Strahinja) Stojanović

Founder of frontBrick & Unbooth

Runs frontBrick, a demand generation agency that has built outbound for 20+ B2B companies, with individual campaigns clearing $700K in pipeline. He's also the founder of Unbooth, an app that turns a LinkedIn QR scan at a conference into an enriched CRM record before you walk away.

Linkedin ↗



Nađa Komnenić

Head of Sales, HeyReach

Has taken sales from $1M to $14M ARR twice. Both times bootstrapped startups, both times from scratch. As Head of Sales at HeyReach, she treats outbound as a channel that has to pay back. She handles the parts nobody enjoys with ease: the exclusion rules, the opener, and the rep handover.

Linkedin ↗

ABM advice is usually written for people who can afford to be bad at it first. You burn a list, pick up a lesson, reload, and nobody remembers you were ever there. The experiment budget covered it and nobody asked twice.

Stan Stojanović, from frontBrick, didn't have that luxury.

At frontBrick he has built outbound for more than twenty B2B companies, with single campaigns clearing $700,000 in pipeline, usually by pairing a big list with everything else he knows. Then came an account with no volume to lean on: a niche enterprise vertical with a handful of global players and nothing underneath them.

People in the entire global market

<10,000

ACV per deal

$80k–$800k

Sales cycle

3–9 months

- Problem 1 → Pull every company on the planet that qualifies, filter down to the four buying roles that actually decide, and the entire global market is under 10,000 people.
- Problem 2 → Deals there land from $80,000 to $800,000 ACV and take three to nine months to close, so a mistake costs you a quarter before you even know you made it.
- Problem 3 → None of those people accept connection requests from strangers. They don't reply to cold emails either. And a good share of them will Google your name before they even open your message, so your first touch isn't your message at all — it's whatever they find when they look you up.

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Twelve months later, the same people who accept nothing from strangers were accepting 32.4% of his requests.

This guide is how he got there.



What follows is the whole system:

- 2 motions
- 6 warm-up steps
- 12-month trajectory

It covers

01 How to measure your TAM

02 How to warm your TAM with paid and organic before anyone gets a message

03 How to set the threshold that fires outreach on a signal, not a schedule

04 What to measure in each motion

Stan worked this system out on an account that gave him no room to practice. What travels beyond that one market is the architecture. Nađa Komnenić, Head of Sales at HeyReach, is here for the sales side of it: where outbound must not go, what the first message has to earn, and what a rep should get handed.

Two angles, one playbook you can run while you read.

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Start here

Measure your TAM first

Before anything else, do the math on your own market. Five minutes in a sheet, and it changes how you read everything after this.

Qualifying companies x **buying committee size** - **burned contacts** = **your real TAM**

Qualifying companies

Filter industry, headcount and region in Sales Navigator and you'll get your ceiling. Your qualifying trait is almost never a LinkedIn filter, so export the list and verify that trait against company websites in Clay. In narrow verticals an association member list or a trade show's exhibitor list is a more accurate base to start from. Deduplicate down to the buying entity, because one global player can have nine LinkedIn pages and exactly one buying decision.

Buying committee size

Four buying roles decide most purchases, and the table in Motion 1 gives each of them its own angle. Start from four people per company. Then check it against your last few won deals. Four buying roles don't always mean four people: one person can hold two of them, and a wide committee can spread them across more. If six people were in every one of those threads, use six. If it was always the same two, use two. Those same deals give you the job titles each role carries in your market, and the titles are what you filter on in Sales Navigator. That's as precise as this number needs to be. It's here to tell you which bucket your market falls into.

Burned contacts

This is anyone you can't or shouldn't touch right now:

- contacted multiple times with no reply
- closed-lost inside your last full sales cycle
- current customers and open opportunities
- anyone another channel is already talking to

Most of that history sits in your outreach tool rather than your CRM, so pull from both and deduplicate.

If your real TAM is	How to run this guide	Why
Around 10,000 or fewer	Apply every rule in this guide to every contact on your TAM list	Every lead needs maximum attention, because you don't have a second list to fall back on
Comfortably above 10,000	Apply every rule to your top-tier ICP accounts, and run standard cold outreach at volume on the rest of your TAM list	Your TAM gives you room to test, so you can run both approaches at the same time, compare the results, and see if ABM pays back the extra effort

Your real TAM also decides how many LinkedIn profiles you need sending, and how many weeks it takes them to touch your market once. The section “Before you automate anything” does that math, and shows how to get one pass through your market down from two years to six weeks.

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The whole ABM system, in one line

Stan's system is one chain. Each link makes the next one cheaper.

Motion 1 — Turn a cold list into a warm audience

01



Paid ads warm up leads

Build the audience in Clay, then run ads from a real human face

02



Organic posts build recognition

Post for each buying role, and watch engagement in one dashboard

Motion 2 — Turn warmth into conversations

03



Outreach starts at the threshold

Set your threshold to either 100 paid impressions or three interactions with your content

04



Every account gets a tier

Tier 1 gets a person writing to them, tier 2 gets a sequence

05



Everything ends up in the CRM

LinkedIn replies, segment and tier, together with the rest of the account data

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What the calendar actually looks like

This is a twelve-month system, not a twelve-week campaign.

Week 0

Connect the LinkedIn senders and start the profile ramp. Everything else can come after.

Weeks 1-3

Build and enrich the list, sync the audiences, put the ads live. Nobody gets a request or a message yet.

Weeks 4-6

The first accounts cross the threshold and requests go out.

Month 3

First meetings, and your earliest honest read on whether the tiering is right.

Month 12

You finally have numbers worth judging – Stan's are at the end of this guide.

Show this timeline to whoever signed off on the budget, so nobody can call the system a failure in week five for doing exactly what it's designed to do.

Four ways your thin-market ABM dies, and how to avoid it

Before sending a single message, Stan identified the four death traps.

Trap 01

Leading with the cold touch

Sending a connection request to someone who has zero idea who you are, in a market where you can't afford the rejection, is a self-destruct button with a countdown timer.

Fix 01

Warm the list first, and send only after warmth shows

- Run paid awareness at the list using the Thought Leader Ad format, so the name and the face ring a bell.
- Engage with their posts for a week or two, from the same profile that will send the request.

Trap 02

Treating impressions as interest

Paid impressions aren't interest. Someone can see the ad dozens of times and still not care, which is why exposure only earns a message once there's enough of it to make your face familiar. What prospects do after they see your ad is the stronger signal, and it earns the message sooner.

Fix 02

Prioritize intent over reach

- Set a threshold for starting outreach, and let an account reach it either by exposure or by engagement.
- Once a month, compare accounts reached vs accounts engaged. If nothing is moving from the first column to the second, change the problem you lead with, or the creative itself, before you increase the budget.

Trap 03

Treating every account the same

Even a market of 5,000 has a top and a bottom. Manual, personalized effort on a low-engagement account is as wasteful as automating your hottest signal. Get it wrong and your best rep spends three weeks on someone who was never going to buy.

Fix 03

Tier on behavior, not firmographics

- Put warmed accounts with a live buying signal in Tier 1 and give them a human.
- Put warmed but quiet accounts in Tier 2 and give them a sequence.
- Re-tier as the signals keep landing.

Trap 04

Compensating for low numbers with frequency

Message everyone, message them again, manufacture activity to feel like something's happening. That's how your sales team starts asking why the pipeline is drying up when "we're doing all the right things."

Fix 04

More LinkedIn senders, not more messages per sender

- Cap the volume per sender and add more sender accounts.
- Withdraw requests nobody accepted, so you don't trigger LinkedIn's spam filters.

All four traps look like progress the entire time they're happening. Each one makes an activity number rise: messages sent, impressions served, even replies received. Meanwhile nobody is asking how many people are still willing to open the next thing you send.



Nađa Komnenić
Head of Sales at HeyReach

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Motion 1

Turn a cold list into a warm audience

Six steps. Nothing here books a meeting.

The two bets everything else rests on

If your market is small and senior, these are yours to steal:

Bet 01

Warmth is the asset you earn before you spend a single touch

A cold request into a tiny list is a coin flip you only run once per person. A request to someone who's been seeing your face for weeks feels like running into a fellow from uni — you can't place them exactly, but you're not immediately reaching for the reject button either. Over Stan's twelve months, acceptance climbed as the audience warmed.

Bet 02

Channels don't get judged one at a time, because they don't work one at a time

Every touch makes the next one cheaper — which is the only way a modest ad budget moves an enterprise buyer who ignores cold outreach for a living.

The first motion turns a cold, hard-to-reach list into an audience that recognizes you, before outreach ever touches them. Nothing here books a meeting. This is the unglamorous work that makes the outreach convert later.

01
Step 1 of 6
Define the real TAM and create your lead list

02
Step 2 of 6
Turn the list into an ad audience

03
Step 3 of 6
Ship the ads, and lead with a human face

04
Step 4 of 6
Post for the account, not for reach

05
Step 5 of 6
Make warmth visible

06
Step 6 of 6
Track engagement at the company level

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Motion 1 - Step 1

Define the real TAM and create your lead list

Get specific about who you're going after, and cover every buying role that touches the purchase, not just the one who signs.
Stan starts with aim. He puts half the weight of any outbound campaign on it, before copy, sequences, or budget. First the account filter itself: [industry, company size, region, qualifying trait]. Then the job titles that hold those buying roles inside the accounts, each role with its own angle. Four buying roles show up in almost every deal, so start by naming who plays each one in your market. This table carries through both motions: the ads, the posts and the first message are all written against it.

What job titles match these buying roles in your market?

Buying role	The angle for your ads, posts and messages
Signs the deal	What the problem costs, framed in budget and risk, not features
Blocks the deal	What goes wrong when your product is implemented badly, and how to avoid it
Uses the product daily	How Tuesday morning actually changes
	A framework simple enough to forward to their boss without explaining it

Then run a second pass on top of the list. An account filter decides which companies land on it, but it says nothing about why any of them would buy — two companies that match on industry, headcount and region can be dealing with completely unrelated problems. So split the list into segments built out of situations rather than firmographics. Take 20–30 of your closed-won accounts, have Clay research what was actually going on inside each one when they bought, and group what comes back: a growth phase that broke the old process, a messy post-acquisition integration, a competitor rewriting the rules, a new VP with something to prove. Then tag every target account with the segment it belongs to.

Nađa builds her segments from the present instead of the past. Never by title, because then every Head of Sales gets a version of the same message. She stacks two observable signals into one segment: something in their stack — they follow an outbound tool, their domain points to a cold-email subdomain — plus something they're visibly doing, like running ads, hiring SDRs, or leadership posting about sales. Each pair gets its own angle, and the count stays disciplined: around 24 segments across two ICPs, and the ones that don't earn their reply rate get retired rather than kept.

The buying role decides the angle; the segment decides which problem you lead with. You need both.



Nađa Komnenić
Head of Sales at HeyReach

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Motion 1 - Step 2

Turn the list into an ad audience

Once the list is defined, it has to become an audience the ad platforms can actually match: the right people on LinkedIn, Meta and Google. LinkedIn's native targeting gets you close enough on its own if you're only running there. Meta is where it falls apart, because it doesn't allow you to target by job title at all. Google doesn't have job titles either, only audiences it guesses at from search and browsing behavior.

To overcome this glitch you can follow Stan's process. Run enrichment through a stack of databases in Clay, pulling personal emails and mobile numbers alongside the work data — the fields Meta and Google actually match on, since nobody registers a Facebook account with their work email. Then the enriched list goes up as a matched audience on each platform, and the same list feeds his outreach.

From cold list to warm audience

01 · Push the list into Clay

A regular LinkedIn or Sales Navigator search, a CRM segment, or a CSV all work. Ad platforms need volume to deliver, but a list under a few thousand contacts is not a problem you fix by loosening your ICP. You'll solve that with lookalikes later, when you upload the list to the ad platforms.

02 · Run enrichment

Pull as much of this as you can for every lead:

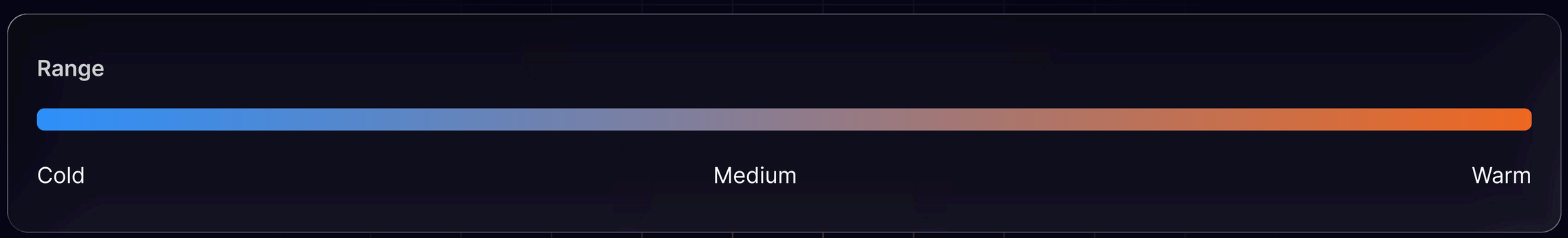
- First name
- Last name
- Company name
- Work email
- Personal email
- Phone number
- Country
- State/region and city
- ZIP/postal code

Clay takes about 48 hours to finish.

Aim for a 60–80% match rate on Meta. Above 80% is excellent, 40–60% works but leaves reach on the table. Under 40% and the problem is your data, not the platform. You should go back and add fields before you spend another dollar.

GDPR-safe without losing your match rate

In Europe, GDPR restricts what you can do with personal data, which is why the sync runs on hashed emails. The address gets converted into an irreversible hash before it leaves Clay, the ad platform matches that hash against its own hashed records, and neither side ever sees the raw address. You get the audience, nobody reads anyone's email, everybody's lawyer sleeps like a baby.



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03 · Build the exclusion firewall

Put the exclusions in place before the first campaign goes live, not after the first awkward reply. Clay is what keeps it honest: the lists update themselves off CRM status, so a lead that becomes an opportunity leaves the audience that same day and you stop paying to reach accounts this campaign has no business touching.

- **Name who never gets touched by your campaign.** Current customers, open opportunities, competitors, and anyone already sitting in another active sequence.
- **Set two windows.** Six months or one full sales cycle, for deals you lost. Three months for anyone who started a trial or came in through inbound — those people are already in a conversation with another channel, and reaching out only moves credit around instead of creating anything.
- **Keep the two lists separate.** Who you stop paying to reach and who you stop messaging are not the same people. Someone who just started a trial can keep seeing your ads, but nobody should send them a message.
- **Let a lost deal back in after six months, a trial or inbound lead after three.** An account you lost once is a better audience than it was the first time, because it already knows who you are and what you do.

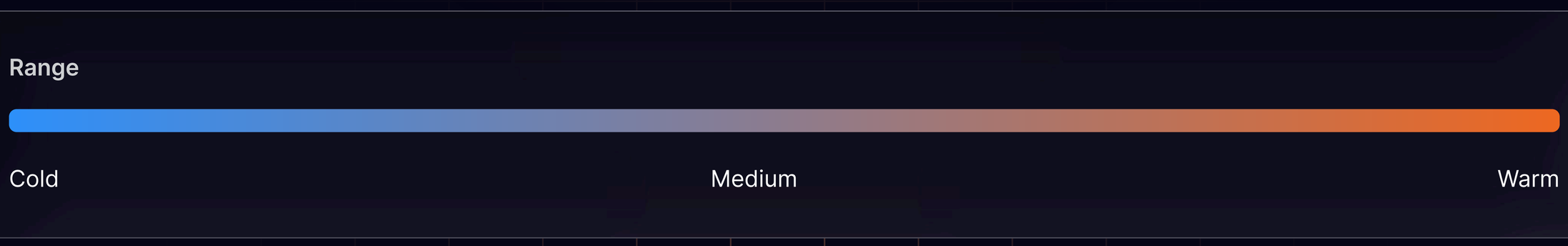


Nađa Komnenić
Head of Sales at HeyReach

04 · Seed your lookalikes

Two different audiences live on the ads platforms: a matched audience is your own list, or the share of it the platform could find among its users, and a lookalike takes that matched audience as a sample to find new people who resemble it. You need the second one when your list is too small for the platforms to deliver against.

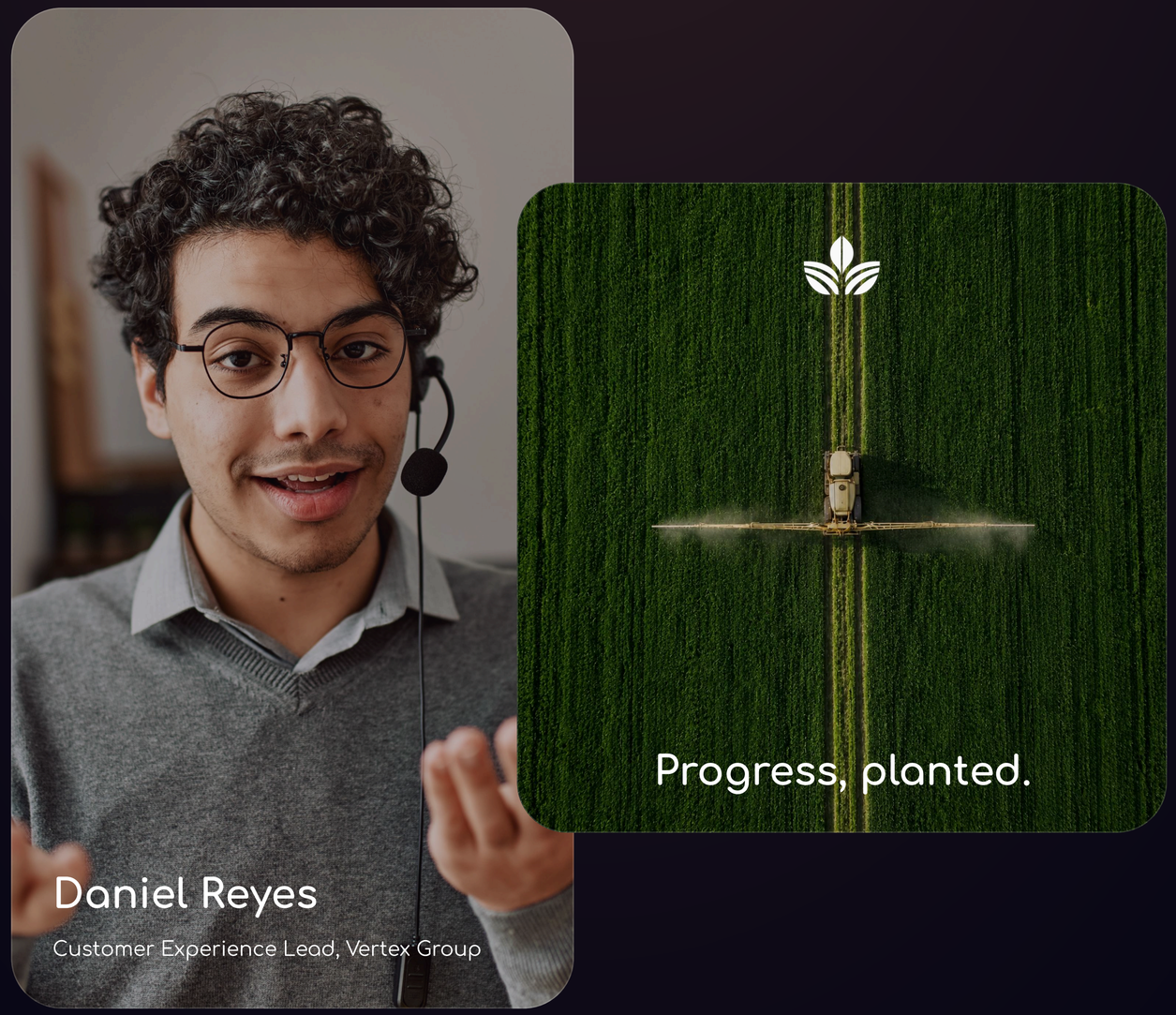
- **Enrich your list before you upload it, so your match rate is higher and the lookalike is built on a better sample.**
- **Meta is the only one where you build the lookalike yourself.** Google expands your Customer Match list on its own, through optimized targeting. LinkedIn dropped lookalikes in 2024, so there you stay on the matched audience, 300 companies minimum.
- **Nobody in a lookalike gets a message, they only see ads.** Lookalikes don't grow your TAM, they just grow your audience so there's enough volume to warm up the list. Some of that ad spend reaches people who will never buy, but that's the price of reaching the ones who might.



Motion 1 - Step 3

Ship the ads, and lead with a human face

Stan runs both. Standard brand ads go out from the company page, and LinkedIn Thought Leader Ads go out from the personal profiles of the Founder and the Head of Partnerships. The page ads carry the category and the offer; the Thought Leader Ads do the warming, because a real human face is what puts people behind the company name. By the time a request arrives the company is already familiar — even when it comes from someone else on the team.



Ads build recognition for the brand and the faces behind it. The content strategy in the next step builds recognition for the person who will actually send the message.



Stan Stojanović

Founder of frontBrick & Unbooth

Motion 1 - Step 4

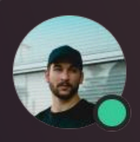
Post for the account, not for reach

LinkedIn content is the cheapest awareness channel you have. Every post is written for one specific buying role in the targeted accounts, using the angles in the buying role table from Step 1, so every account sees itself from four sides instead of one.
Add a target-account list in LinkedIn analytics and you can measure impressions from the audience you actually care about instead of raw views.

Put the research where they'll find it

Take one of your highest-value accounts that hasn't engaged with anything yet, and build the post out of what they've already said in public. Write about the situation they're in and where companies in it usually get stuck, not about your product. Your product gets one closing line, and only as the answer. Publish it from a personal profile rather than the company page, tag the company without tagging anyone who works there, and send the link to your post to the one person most likely to own the decision: “Hey — ran a bit of research on [Company]. Let me know if I got this right.” If they engage, they've told you they're paying attention.

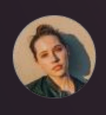
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Marcus Doyle · 1st

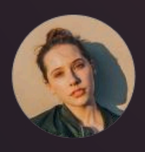
Head of Operations at Nexus Global

TODAY



Dana Whitfield · 9:14 AM

Hey — ran a bit of research on Nexus Global. Let me know if I got this right. lnkd.in/p/xxxxxxx



Dana Whitfield · 1st

VP of Sales at Vantage Solutions

16h · Edited ·

Nexus Global announced on their Q2 call that they're consolidating three regional warehouses into one hub this year. I've been through two...more

Write a message...

Hey, {firstname}

```
Write one LinkedIn post from my personal profile, aimed at one person at one target account.

Account: [company]
What they have said in public: [paste the earnings call line, job ad, interview or their own post]
Who I am writing for: [which buying role — signs the deal, blocks the deal, uses it daily, or champions it internally]
The angle for that role: [the matching line from the buying role table in Step 1]
What we sell: [one sentence]

Write about the situation that company is in and where companies in that situation usually get stuck, framed around the angle above. Use only what they have said publicly. Name the company, and do not name anyone who works there.

Do not pitch. The product gets one line at the end, and only as the answer to the problem already described.

Under 200 words. Short paragraphs, one idea each. Write it the way I would type it, not the way a brand would publish it. No rhetorical questions, no opening hook line, no closing summary.

Return the post only.
```

On reply directly...

\+ Fable 5 High

Post from the profile that will later send the connection request. If the posts warm one face and the message comes from another, the recognition doesn't transfer.



Stan Stojanović

Founder of frontBrick & Unbooth

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Motion 1 - Step 5

Make warmth visible

Rather than pulling reports by hand every week, Stan wired a webhook to push engagement signals into Clay, then into a single dashboard — impressions, paid clicks and content interactions, all live, per account. If you can't see the warmth building, you can't time the message to it. This is also where you watch for the threshold that triggers the first request.

Outreach feeds the same table. HeyReach connects to Clay natively and pushes accepted requests and replies straight in, so one account view covers both sides: the ads and posts they were served, and the requests and replies that came back.

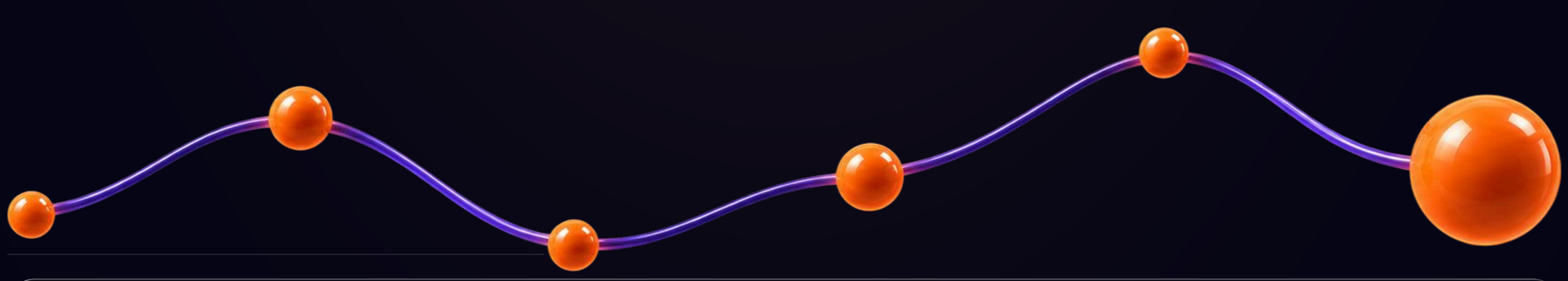
Keep that table yours. The thresholds, the segments and the workflows should live in tables and documents you control, so swapping a tool means migrating the system rather than losing it.



Motion 1 - Step 6

Track engagement at the company level

Every account in your audience carries two numbers: how many times it has seen you, and how many times it has done something about it. Together they separate the companies you only reached from the ones actually leaning in.



Set your outreach threshold on two criteria

The outreach threshold is the one number that decides when an account stops being warmed and starts being messaged. An account crosses the threshold when it hits either of these two:

- **100 paid impressions on the account.** Enough exposure that the face in the connection request is already familiar.
- **Three interactions with your content from anyone in the account,** paid or organic — a click, a like, a comment, a share. The stronger of the two, because it's the account telling you it leaned in.

You get a rough version of this natively in LinkedIn Campaign Manager. It grades every account in your target list as Very Low, Low, Mid, High or Very High, from the paid engagement rate plus organic engagements over the period you're looking at. Read it as context on whole segments rather than as your trigger — a segment stuck at Very Low after a month of spend means you should change the creative for that segment.

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Motion 1 - Metrics

What you watch while this motion runs.

01



Audience match rate

Share of the TAM list resolved and synced to paid ads

02



Accounts moved into engagement

How many target accounts move from no engagement into real organic engagement

03



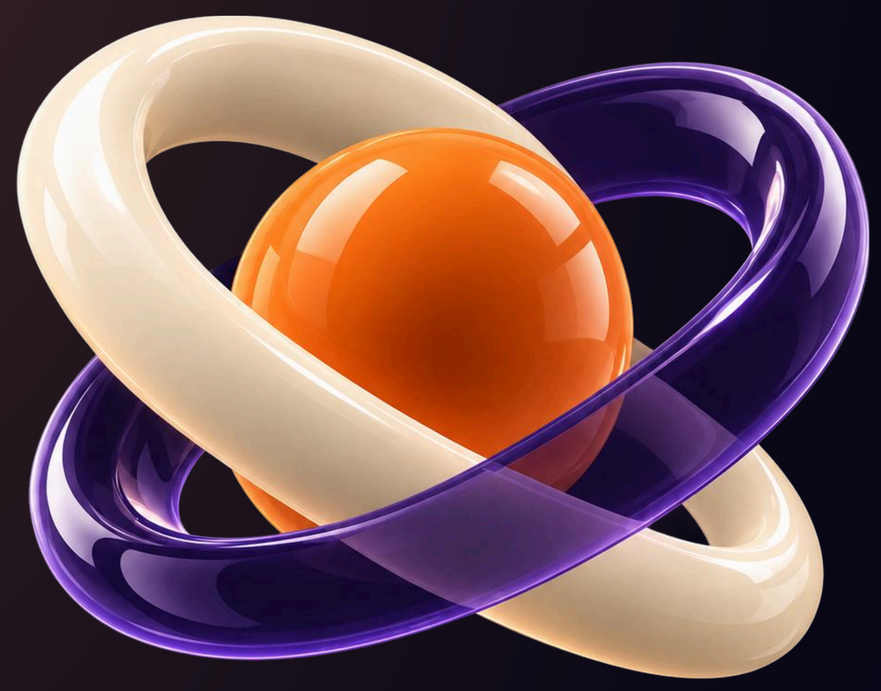
Cost of warmth

Ad spend divided by accounts warmed. Stan runs the entire audience on $3–5k a month. Use it to plan next quarter's spend, not to decide whether paid is working — that answer shows up months later, in acceptance and reply rates

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Motion 2

Turn warmth into conversations



A set of decisions, fired by a signal.

“Cold” barely exists in Stan's model, by design. Cold outreach usually goes out on a schedule. Stan fires it on a signal.

When a company crosses the outreach threshold, the request goes out from the profile whose posts those people have already been seeing.

Two layers of recognition arrive with it: the ads made your company and the key spokespeople familiar, and the posts made the person who sends the request familiar.

Signal first, then tier

Stan tiers every lead by behavior, not by firmographics. Deal size, headcount and job title don't decide the treatment. It's decided by what the account has done since it entered the audience.

Tier	What puts them there	What they get	What you measure
Tier 1	Warmed, plus a live buying signal	Connection request sent and a contact created in HubSpot, both automatically, with a human task attached	Reply rate, and tier accuracy
Tier 2	Warmed, but quiet	An automated sequence on a lighter cadence	Reply rate against a warmed audience

Tier 1 is small volume and the highest reply rate in the system, because these accounts have shown a live buying signal. Tier 2 runs fully automated because nothing has said these accounts are interested yet, and a rep's hour is too expensive to spend on a maybe. The sequence is automated, not cold — the ads and posts already did the introducing.

Tier 1 gets won or lost in the handover. Nađa sets one standard for it: a Tier 1 account lands on a human's desk 90% prepared, with the signal that triggered it, the ICP notes, the pain pulled from public sources and a drafted first message already attached. The rep reviews, edits and sends. From there Tier 1 splits in two. Positive replies route to Slack and reach the rep who sent the message. Leads that don't answer become a follow-up task on the same prepared brief, and the rep adds what only a person would notice and writes the next message.

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Stan's winning LinkedIn outreach sequence

01

Step 1 of 3

Connection request

02

Step 2 of 3

Message 1 · one day after they accept

03

Step 3 of 3

Message 2 · three days later

Step 01 · Connection request

Sent with no note

Step 02 · Message 1 · one day after they accept

Hi {{firstName}}, thanks for connecting.

I noticed {{companyName}} doesn't [the gap you can see from the outside]. How are you covering that at the moment?

A few others in [their category] added it last year. It usually lands as [the outcome, in their language], and it goes live in [time] with no implementation cost on their side.

Worth a quick chat if you're exploring this?

Step 03 · Message 2 · three days later

Hi {{firstName}}, I built [a short, specific thing such as a one-pager or a benchmark report against peers] for {{companyName}}.

Want me to send it over?

P.S. If you're not the right person, could you point me to whoever looks after [the number this moves, or the team it would sit with]?

Around industry events Stan runs event-specific ads, then times his outreach to land inside that window, where acceptance spikes. And he keeps the queue clean — requests spaced out, pending ones withdrawn instead of sitting for weeks where nobody would ever see them. HeyReach auto-withdraws after a set number of days, which keeps the sender account healthy.

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What the first message has to do

You can build every piece of this and still lose the account on the first line of the first message. A warmed prospect isn't a softer target. They're a better-informed one, and they can tell within a sentence whether you're a peer or a vendor.

Write like one operator messaging another. If you wouldn't send it as a real DM to someone you met at an industry event, rewrite it. Short sentences. Confident without pushing. Then follow the rhythm of discovery, not the rhythm of a pitch.

Observe

Name something real about their situation. The signal, their stack, the initiative they're running. Specific enough that they recognize themselves.

Ask

A genuine question. Not "are you struggling with X?" but "how are you handling X?"

Share

What you've seen others in their position do. Not "our product does X" but "the teams I talk to end up doing X."

Offer

An open door. "Happy to walk through how others structure this." Not a calendar link.

Not every message needs all four. The first two are usually enough for an opener. The discipline is earning each step — if a sentence doesn't add an angle, an insight or a question, cut it.

✅ Use these

- Want me to send over how the others handle this?
- Want me to share a few workflow templates?
- Worth a quick chat if you're exploring this
- Curious how you're thinking about it

❌ Never these

- Book a demo here.
- Can I get 15 minutes on your calendar?
- Would love to show you…
- Let me know a good time and I'll send an invite!

Run everything above this as a monthly habit: send the outreach numbers back to whoever runs the ads and the posting — which accounts engaged, which tier they landed in, which creative and which posts preceded the accounts that actually replied. That's what decides which creative gets more budget next month, which posts get repeated, and which segments get dropped.



Nađa Komnenić
Head of Sales at HeyReach

heyreach

Motion 2 - Metrics

What you watch while this motion runs.

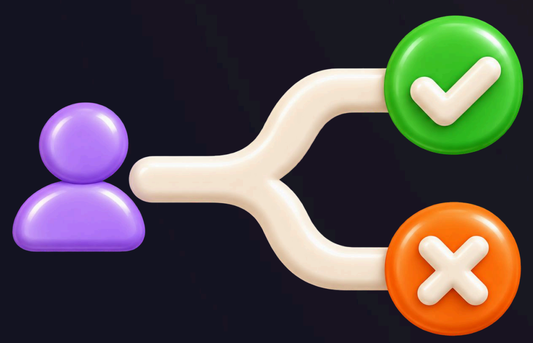
01



Reply rate against a warmed audience

The number that proves warming paid off.

02



Tier accuracy

Share of outreach landing on correctly-tiered accounts. Misrouting a Tier 1 into automation is worse than a low reply rate. Auto-tagged replies in HeyReach are what make this easily measurable.

⭐ Nađa counts only the replies that could become deals. Twenty replies from Tier 1 beat two hundred friendly ones from accounts that will never buy. Though the month with two hundred is the one that will feel better the whole way through.

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Twelve months, one small market

Over twelve months in one of the hardest enterprise verticals, Stan's system reached 8,444 unique people. Here it is measured two ways: email and LinkedIn together, and LinkedIn on its own.

Email + LinkedIn

Unique contacts
8,444

Replies
574
7% of all contacts

Interested contacts
192
2.3% of all contacts

LinkedIn only

Connection requests sent
5,800

Replies
418
22.2% of accepted connections

Acceptance rate
32.4%

Interested contacts
124
29.7% of replies

Twelve months is how long the system took to prove itself, not how long one deal takes to close. Nađa adds the second horizon: once an account does sign, give it another 60 to 90 days before you decide what it's worth, because enterprise deals sign, then onboard, then grow into their real value. Judge either horizon too early and you'll kill the deals that pay best and keep the ones that closed fast and stayed small.

Watch this	What it tells you	What it means when it stalls
01 Audience match rate	Whether the ad platforms can reach your list	Under 40% the problem is your data, not the platform. Add fields before you increase the spend.
02 Accounts moved into engagement	Whether reached accounts are starting to lean in	The creative is talking to a buying role that isn't in the room, or it's talking about you instead of them. Change the angle before the budget.
03 Acceptance rate	Whether the warming transferred to the sender — acceptance should climb over time	If it decays, you're sending ahead of the warmth. Raise the impression count.
04 Reply rate	Whether the message earned the warmth it inherited	Acceptance healthy and replies near zero almost always means the first line pitches instead of observing. Rewrite the opener.
05 Qualified positive replies	The only number that survives to pipeline	Replies coming in but no meetings booked means the tiering is off, or an account that earned a human got a sequence instead. Re-check the tier before you touch the copy.

Only qualified positive replies go in front of leadership. The other four numbers are yours, for diagnosing and fixing. Whatever you change in response to them, change one thing at a time. In a market this small you don't get enough volume to run two experiments at once.



Nađa Komnenić
Head of Sales at HeyReach

The tech stack

Everything in this guide runs on six tools:

LinkedIn Ads, Meta Ads and Google Ads
for the warming

Clay
for enrichment and orchestration

HeyReach
for LinkedIn outreach and the unified inbox

Instantly
for the email lane

Slack
for reply routing

HubSpot
as the CRM and the source of truth

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Before you automate anything

Everything so far assumes the sending layer holds. Warm an audience for six weeks and then break the account with a badly configured campaign, and you've spent the budget and the market at once.

Start with the math, because it decides your setup

LinkedIn tolerates roughly 100 connection requests a week per profile. Run that against the real TAM you measured at the start:

10,000 contacts ÷ **100 requests a week** = **just under two years**
to touch your market once, from one profile

In a market where timing is the whole game and your competitor is running ads at the same people, sender rotation stops being a preference and becomes arithmetic. That's why Stan ran 17+ senders instead of one.

✅ Do

Ramp a new or dormant profile over three weeks

20–30 actions a day in week one, 30–50 in week two, 50–70 in week three. Actions, not connection requests — profile views, follows and likes all count toward the number.

Set the daily cap in the tool, not in your head

HeyReach defaults to 40 actions a day per account. Raise it week by week to match the ramp above.

Run from the cloud, never a browser extension

An extension borrows your session and your IP, and LinkedIn flags the pattern as automation.

Withdraw what nobody answered

A pile of requests nobody accepted is what trips LinkedIn's spam filters. Set auto-withdraw and forget about it.

Rotate senders instead of pushing one harder

17 profiles at 100 requests a week cover the same 10,000 people in about six weeks instead of two years.

Read all of it in one place

17 senders means 17 inboxes, and replies that sit unread for three days. A unified inbox is what makes rotation survivable.

Route the rest to where the team already works

Positive replies into Slack so nothing urgent waits, the record into HubSpot, enrichment back through Clay.

❌ Don't

Send the same message to four buying roles in one account

They sit in the same meetings, and the template is visible from the inside. Split the buying roles across senders instead.

Let the same person enter two outreach campaigns

Check every new list against your campaign history before it goes live. A duplicate touch always reads as sloppy.

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Go agentic

This is what you add once the system above runs, never instead of it. Hand an agent the repetitive half and it saves you hours. Hand it a broken setup and it just breaks things faster.

HeyReach's MCP connects your account to Claude, ChatGPT, Gemini or Clay, and three jobs are worth handing over entirely:

Job 01

Run the threshold loop

It reads which accounts crossed the outreach threshold in Clay, then drops Tier 2 into the sequence, tags Tier 1 for a human, and pulls anyone out of a campaign they no longer belong in. The Monday morning job, gone.

Job 02

Audit your capacity

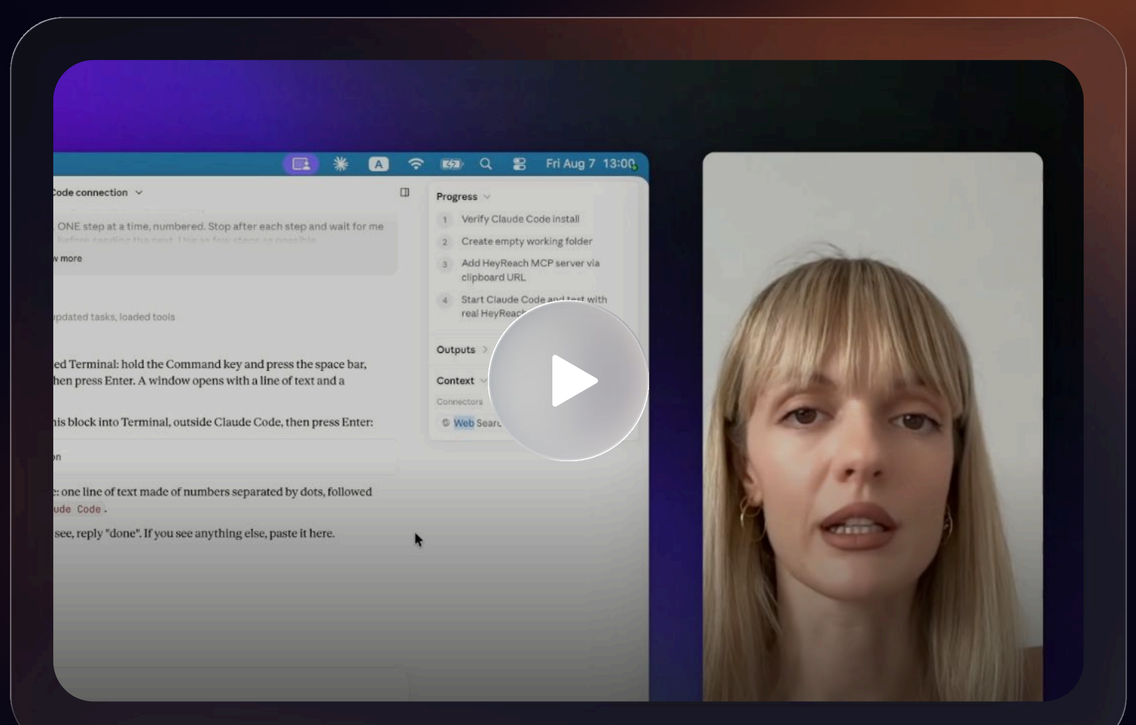
Ask how many weeks your senders need to touch the market once, which senders are sending below their cap, and which campaign is eating most of your sending capacity. It reads every sender and campaign and answers in one pass.

Job 03

Build the event window

Before a conference, have it pull everyone who's accepted but hasn't replied yet, drop them into a fresh list, spin a campaign off your best template, and set the schedule to the days the event runs.

Setup takes a couple of minutes from the Integrations tab in HeyReach. Agent chains, CLI, and the workflows that run without you watching are a guide of their own.



Watch the 5-minute walkthrough

See how easy it is to connect Claude to your HeyReach account, including the exact prompts to paste in and run.

Watch the walkthrough

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Let's go!

You measured your real TAM at the start. Whatever that number was, it now runs into a hard weekly limit, so the first move is building LinkedIn sender capacity.

A sender profile needs about three weeks of ramping before it can send at full speed, and one profile covers about 100 people a week. That makes the profiles the only thing here you can't leave for later. Connect them in HeyReach now and let them ramp while you build the rest.

01

Connect your senders and set the cap

Your real TAM ÷ (your senders × 100 a week) is how many weeks it takes to send one request to everyone in your market. Add senders to shorten it.

02

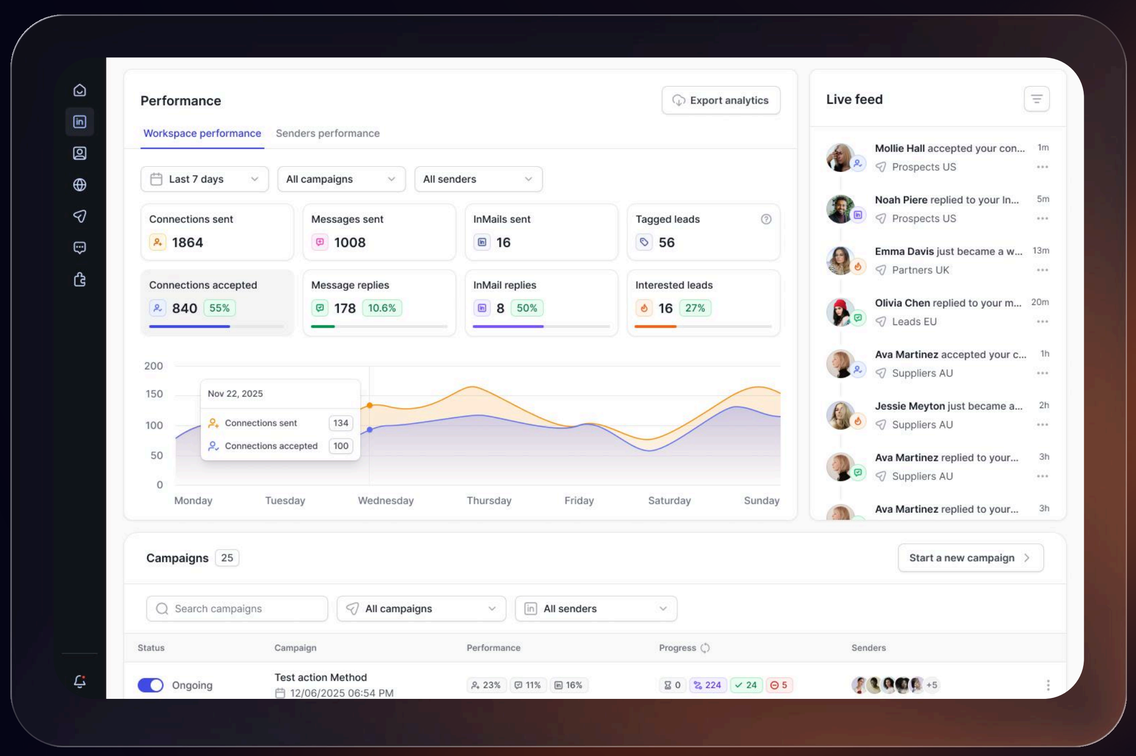
Warm up the sender accounts first

A profile that jumps straight to full volume reads as automation and gets restricted. Ramp its activity up in advance, not on the day you want to send.

03

Be at full speed by the time outreach starts

The day an account crosses the outreach threshold, you want to be sending, not starting a three-week ramp.



Every HeyReach feature in this guide, the agent included, starts on a free account.

Start free trial

The signal will arrive. The only question is whether your senders are ready for it.