

Awareness Scoring Playbook 2026

How top GTM teams are scoring awareness

Company	AWARE	INTERESTED	EVALUATING
Clay Primary GTM Motion: CONTENT, PLG, COMMUNITY	Website visit (last 30 days) 2+ contacts connected with co-founders 1+ engagement on social content Attended "low intent" event Intro call from investors	Created a workspace High-intent webpage Positive outbound reply Attended "high-intent" event	Contact sales form Discovery meeting
Parabola Primary GTM Motion: OUTBOUND, PLG, COMMUNITY	Website visit (last 30 days) 2+ contacts connected with CEO 2 contacts with 2+ email opens (last 30 days) 1 contact with 1+ email click (last 30 days) Is a member of community	Trial start High-intent webpage visit Event attendance Dinner attendance Webinar attendance	Demo requested Demo booked
Userpilot Primary GTM Motion: CONTENT, SEO, LINKEDIN ADS	50+ LinkedIn ad impressions	5+ LinkedIn Ad impressions (last 90 days) 1+ LinkedIn ad engagements (last 90 days) UX Audit 3+ webinar attendances	Trial sign-up Demo booked

Tool Stack

Website Visits HubSpot, Wrmty	TAL Sourcing Sales Nav, Clay	Manual Outreach Outreach.io, Salesloft	Automated Outreach Instantly, HeyReach	Ad Tracking Follower, ZenABM
Community Slack, Skool	Webinars Sequel.io, Luma	CDPs Segment, RudderStack	Marketing Automation HubSpot, ActiveCampaign	Social Signals Trily, Clay

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Step-by-step Breakdown

Step 1: Define account-level awareness stages

Define the five awareness stages:

- **Identified** = your target account list, no engagement yet.
- **Aware** = custom
- **Interested** = custom
- **Evaluating** = custom
- **Selecting** = open deal

Step 2: Define variables for Aware, Interested, Evaluating

Some of the variables you might wanna take into consideration include:

- Outbound email opens
- Multiple LinkedIn ad clicks
- Website visits (deanonymized)
- Low-level LinkedIn ad engagement
- Positive reply to outbound email
- High LinkedIn ad engagement
- LinkedIn Connections
- Content downloads
- Demo request

Step 3: Target Account List

Use multiple databases to build your target account list:

- Create a broad Tam Map using databases filters (Apollo, AI Ark)
- Upload companies to Clay to qualify with Claygent
- Qualified companies (and tiered) = your target account list
- Create/Update object (company) from Clay to HubSpot

Step 4: Track and aggregate signals in one Clay Workbook

Define which 1st, 2nd, and 3rd party signals you'd like to track. Examples include:

- Website visits via **HubSpot, Warmly**
- Social engagement (likes, comments, reports) via **Trigify, Clay**
- Ad exposure at the account level via **Fibbler, zenABM**
- Community participation via **Slack, Skool**
- Attendance at webinars via [Sequel.io](https://sequel.io), **Luma**

Step 5: Sync back signals to CRM

Push them as **custom event** and not as property.

- Create a property called Awareness stage
- 5 single-select options:
 - **Identified**
 - **Aware**
 - **Interested**
 - **Evaluating**
 - **Selecting**

The only signals that are stored as property instead of custom event are:

- CEO Connections (via LinkedIn)
- LinkedIn Ads Engagement (via Fibbler)

Step 6: Create HubSpot lists (segments) for each awareness stage

Select five lists for each of the 5 awareness stages:

- The filters for each list are all “or” criteria for each awareness stage
- Example for Aware stage:
 - Outbound Email Open completed ≥ 3 times in last 30 days
 - Website Visitor completed ≥ 1 time in last 30 days
 - LinkedIn Ad Engagements (30 days) < 4

Step 7: Create HubSpot workflow

One workflow to auto-update awareness stage property

- **Trigger:** Account has entered any of the lists
- **Check branches** in this order (highest to lowest): **Selecting, Evaluating, Interested, Aware, Identified**
- **Send webhook:** Whenever awareness stages change send data to Clay via webhook

Step 8: Use Clay to create awareness stage summaries

- Import companies in Clay from step 7
- Lookup HubSpot properties for signals
- Use HTTP API to lookup all custom events for signals
- Create a giant prompt in Claude to create the summary about why they changed awareness stage