

Custom GTM Signals & GTM Engineering as a service

Generate pipeline, Automate your research,
surface your most valuable leads, and keep your
CRM spotless.

01

BACKGROUND

OUR MISSION

We're building and running the infrastructure GTM teams need to capture every relevant buying signals – from website de-anonymisation to social engagement, and turn it into actionable pipeline.

Instead of flooding your CRM with noise, we deliver a managed service that tracks, enriches, and scores signals, then routes them straight into the workflows your team already lives in – Slack, inbox, and CRM.

Our mission is to help SDRs act on the moments that matter, Ops leaders trust their CRM as a clean source of truth, and revenue teams uncover intent before the competition sees it.

So what you get is a repeatable engine that transforms raw activity into revenue opportunities – built for outbound sales, ABM, and go-to-market execution.

Background



Over the past few years, we've built and deployed modern go-to-market systems across multiple industries - blending outbound, automation, and AI to drive real results.

What we realised: most GTM teams are stuck between two extremes. On one side, large-scale volume-based cold email still works, but it's increasingly ineffective as inboxes get crowded and response rates decline. On the other side, CRMs are flooded with noisy data that reps can't act on, while genuine buying signals slip through the cracks.

We've taken proven outbound systems from the world of B2B GTM and combined them with custom signal engines and routing only what matters.

Today, we focus exclusively on helping GTM teams build scalable infrastructure for signal capture and activation - designed to surface real buying intent, cleaner pipelines, and opportunities your SDRs can act on immediately.

Our Goals



Goal 1

Turn raw engagement into actionable pipeline — deliver signals your SDRs can immediately act on.

Goal 2

Keep your CRM clean — deduplicated, enriched, and trusted as a single source of truth.

Goal 3

Automate research and admin - so SDRs spend more time selling, not updating systems.

Goal 4

Capture every relevant signal — from website de-anonymisation to social engagement, funding announcements and more, customised to your GTM motion.

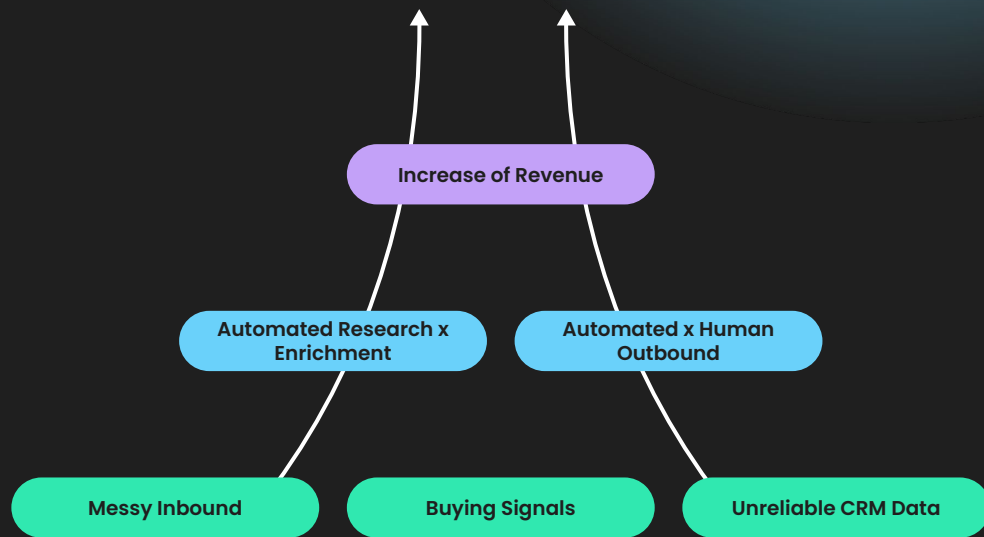
Goal 5

Automate your outbound emails so SDRs can focus on conversations and high value accounts

Summary

We orchestrate GTM data to power cleaner pipelines.

From capturing buying signals to enriching and maintaining your CRM, we automate the research, highlight real intent, route leads to the right places, run automated outbound and keep your data accurate - so your team can focus on revenue, not admin.



02

MARKET TRENDS

MARKET TRENDS

EXISTING ENVIRONMENT

Cold email is the default outbound motion. With cheap tools, anyone can spin up hundreds of inboxes and blast thousands of emails daily.

The result? Inboxes everywhere are flooded. What was once an efficient way to start conversations has become a spamming problem in B2B — and the more it's done, the less effective it becomes.

At the same time, buyers are more sophisticated than ever. Customer acquisition costs are rising, decision-makers are sceptical, and competition for attention is fierce.

Yet B2B spending continues to grow — the market is healthy but crowded. Cutting through now requires smarter, signal-driven approaches, not just higher volume.

MARKET PROBLEM

The outbound engine that once filled pipelines is breaking down:

Firms relying on volume-based cold email or inbound leads are missing the majority of genuine opportunities.

Buyers ignore templated outreach, preferring to self-educate through digital channels.

Sales and SDR teams spend too much time on admin and research instead of selling.

CRMs fill with noise, while true buying signals slip through the cracks.

Outcome: Pipelines are bloated, conversion rates are falling, and competitors who act on intent signals first are winning the deals.

SOLUTION

Introduce GTM Signal Infrastructure — built to capture every relevant buying signal across channels, from LinkedIn activity and website visits to deal milestones and beyond.

Signals are enriched with personalised research, scored to filter noise from intent, and routed in near real time — directly into the places your team works

Instead of flooding the system with raw data, Tentt delivers actionable triggers straight to SDRs, giving them context-rich opportunities they can act on immediately and/or we can automate outreach on your behalf

We combine automated volume, signals and human outreach

The result: faster activation, cleaner pipelines, and GTM teams that stay ahead of the market.

03

OUR SERVICES AND DATA

Our Data & Tech Stack

Services

- **CRM Hygiene & Scoring** → Deduplicate, clean, and prioritise records so reps work the right accounts.
- **Automated Research & ICP Logic** → Enrich prospects with contextual insights mapped to your ICP.
- **Lead Routing** → Send the right signals directly to Slack, inbox, or CRM in real time.
- **Enrichment** → Append missing firmographics, technographics, and engagement data.
- **Custom Signal Engines** → Always-on workflows that capture intent from LinkedIn, websites, external and internal events.

146M+
Business Entities

767M+
Professional Profiles

90M+
Geospatial Datapoints

50+
Data Signals



Our Process

Signal to Pipeline



Signal Assessment: Pick high-value signals and map to ICP/campaigns.

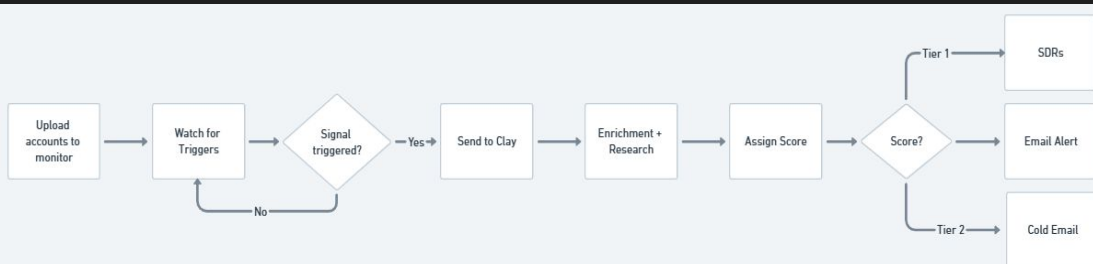
CRM Cleaning: Dedupe, enrich, and standardise records.

Scoring Engine: Define rules to prioritise signal types, accounts and contacts.

Capture & Pipeline: Build scrapers/integrations to collect signals.

Delivery & Updates: Push alerts to Slack/email and auto-update CRM.

Signal Enrichment



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Our Signals: Categories

Stages

External Market & Account Signal

Digital Engagement Signals

First-Party / Internal Signals

Signal Types

- Firmographic changes (hiring, revenue, industry shifts).
- Technographic updates (tool adoption, stack changes).
- Funding rounds, M&A, or press coverage.
- Competitor mentions or activity.
- Other market-relevant account/prospect intent signals.

- Website visitor identification (reverse-IP, tracking pixels).
- Social engagement (likes, comments, reposts).

- Webinar attendance and event participation.
- Form fills, opt-ins, demo requests.
- Inbound leads and trial sign-ups.
- Closed-won/closed-lost deal updates.
- Product usage milestones (if SaaS).

Strengths

- Wide coverage of accounts and industries at scale.
- Surfaces “early” indicators before direct engagement happens.
- Complements outbound by identifying high-potential accounts.

- Real-time visibility into active interest.
- Direct line to prospect behaviour (social and website).
- High intent → easier prioritisation for SDRs.

- Directly tied to owned GTM activities (highest fidelity).
- Fully attributable in CRM Strongest correlation to actual pipeline and revenue outcomes.

Our Signals:

External Market & Account Signal

Account Events

- New product launch
- New funding round
- IPO announcement
- New funding round
- Office Opening/Closure
- Company awards
- New partnership

Account Events Continued

- New executive level hires
- Lawsuits and legal proceedings
- Outages and security breaches
- Cost cutting
- Mergers and acquisitions
- Hiring by department

Prospect Events

- Employee changed workplace
- Employee's workplace anniversary
- Employee changed role
- Internal Signals(closed won lookalikes)
- Mobile Intelligence

Engagement Events

- Website de-anonymisation (who's visiting your site)
- Social engagement tracking - Competitors or Employees (likes, comments)

We can also build custom signals upon request

Data Quality & CRM Integrity



Clean Your CRM

We combine direct access to premium data providers, AI enrichment, and continuous validation to keep your CRM reliable and up to date. Say goodbye to duplicates, outdated contacts, and incomplete records - your team gets a trusted system they can actually use.

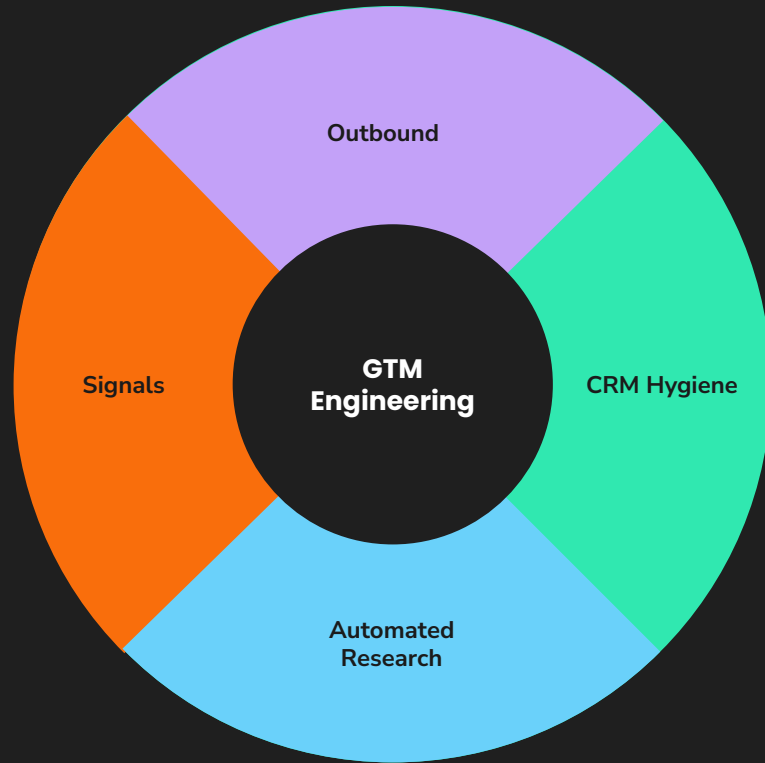
Automated Inbound Lead Enrichment & Routing

Every inbound lead is enriched with multiple data sources and AI, then automatically qualified and routed to the right place. The result: sales gets the best opportunities faster, while your CRM stays free of duplicates and low-value records

Always-Clean CRM Data

No more duplicate records or endless cleanup. We build a system that validates and cleans data as it's added, ensuring your CRM stays accurate and clutter-free. Save hours of manual work while giving your team confidence in the data they rely on.

Full Stack GTM Engineering



04 More Info

Comparison

APPROACH	Function	Who they work with
Lead Generation Agencies	Run outbound campaigns to generate meetings, often using scraped or third-party databases. Limited integration with CRMs, little data ownership, and results that can be inconsistent or hard to scale long-term.	Work with almost any business that needs leads quickly, regardless of industry or long-term scalability.
Rev Ops Agencies	Focus on optimising sales and marketing operations by implementing tools, processes, and reporting frameworks. They streamline workflows and improve pipeline visibility but typically don't own or manage the underlying data layer.	Partner with companies looking to streamline processes, improve reporting, and align sales and marketing operations, often post-product-market fit.
Tentt (GTM Engineering & Intelligence)	Build custom GTM infrastructure; capture and score signals; enrich data; route intelligence into CRM/Slack/inbox; maintain CRM hygiene; and we run volume based outbound.	Work with GTM teams that have SDRs, value targeted as well as volume-based outreach, and want greater transparency, efficiency, and clarity in their revenue engine.

Pricing

\$5,000 + **\$3-6k/m**
SET UP FREE Retainer

*Data usage based
pricing with no mark-up

Rolling monthly contract, with a recommended 3-month
minimum for testing, optimisation, and results.

Our Process

Discovery & Needs Analysis →

We deep-dive into your GTM motion, CRM health, and signal requirements to uncover gaps and opportunities.

Proposal & Solution Design →

We present a tailored proposal with a clear system design - covering signal capture, data enrichment, and CRM hygiene.

Final Call & Agreement →

We review, refine, and finalise the scope, success metrics, and onboarding plan.

Onboarding & Scope →

We align on your GTM motion, map data sources, and define the signals and outcomes that matter.

Build & Configure →

We set up custom signal engines, enrichment workflows, and CRM integrations - tested for quality and accuracy.

Activate & Automate →

Turn on workflows that capture signals, enrich records, and deliver insights directly into your CRM, inbox, or Slack.

Ongoing Optimisation →

Continuous monitoring, data hygiene, and fine-tuning to keep signals accurate and your CRM evergreen.

Ready To Start?

[Click Here To Chat](#)