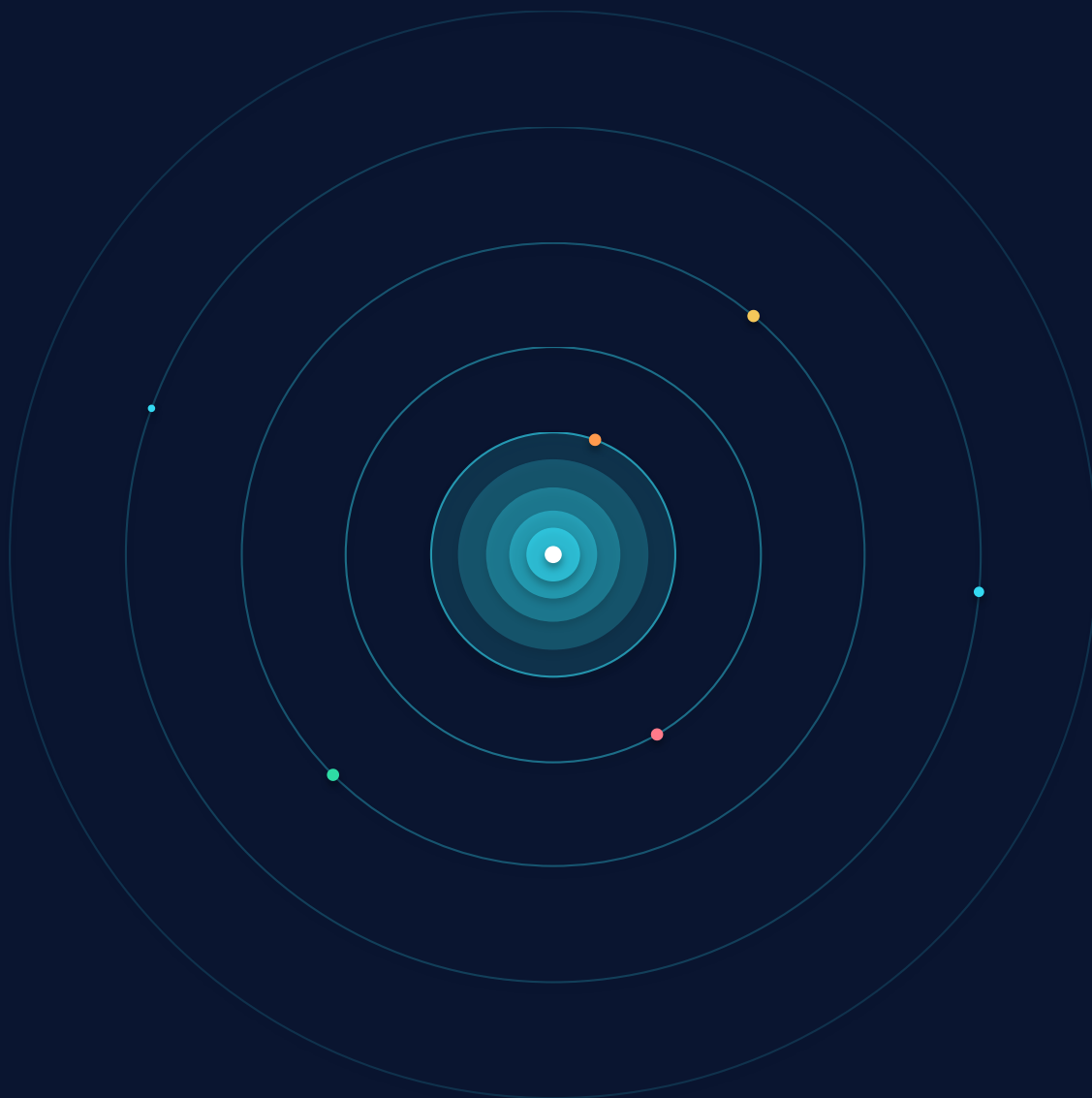




Engineered workflows.

- Every motion we design, build and operate to turn **data**, **signals** and **systems** into predictable pipeline.

• SERVICE MENU

Every motion we run, *at a glance.*

Workflows are GTM playbooks. Prebuilt, data-powered and ready to deploy. Each one is a complete motion from signal to sequence to revenue. Mix and match across data, inbound, outbound, events, nurture, engagement and partner motions to build the engine that fits your stage.

DATA FOUNDATIONS

ICP data

Targeting datasets and ICP definitions.

CRM hygiene

Dedupe, normalise and refresh records.

Enrichment

Firmographic, technographic and contact data.

Signals and intent

Real-time buying signals across your TAM.

INBOUND

MQL routing

Scoring, routing and speed-to-lead.

Inbound enquiry

Qualify, route and respond at pace.

Referral capture

Formalise referrals and route to sales.

Website visitors

De-anonymise and trigger outbound on intent.

OUTBOUND

Lead generation

Targeted cold outbound by ICP and signal.

LinkedIn outreach

Multi-touch LinkedIn alongside email.

Voice engagement

AI-powered voice engagement to prospects and event attendees.

Direct marketing

Physical mail and gifting in sequences.

Performance ads

Retargeting and ABM aligned to outbound.

NURTURE & EXPAND

Discovery follow-up

Automated post-call sequences.

QBR preparation

Signal briefs ahead of QBRs.

Cross-sell and upsell

Signal-driven plays into the installed base.

News and signal sharing

Account updates at the right moment.

EVENTS

Target prospects

Identify and engage the right people, in the right room.

One-click registration

Customised landing pages for instant event sign-up.

Event sponsors

Identify and engage sponsors for the event.

Post-event follow-up

Re-engage attendees and warm them for future events.

Voice agent FAQs

AI voice answers for event logistics on demand.

Event types

Customer, partner and internal event motions.

ENGAGE & RESPOND

Reply handling

Triage, classify and route replies.

Email and LinkedIn

Coordinated multi-channel cadence.

Left company

Follow contacts through role changes.

Out of office

Capture OOO and re-engage on return.

PARTNER MOTIONS

Partner recruitment

Identify and sign channel partners.

Partner enablement

Co-branded sequences for partners.