

SIGNALS IN B2B EMAIL

How to go back to pre-AI era conversion rates



Agenda

1. Introduction
2. B2B email outbound performance
3. Signals sweet spot
4. Mapping signals across the B2B buyer journey
5. Signal & email outbound examples
6. Tech stack
7. Takeaways



GTM collective: sr. freelance specialists



**Lars
Broekman**

Clay & outbound
Specialist



**Vladimir
Popu**

Revenue
Architect



**Jurjen
Sytsma**

HubSpot
Consultant



**Wouter
Dieleman**

HubSpot GTM
Consultant



**Mattheus
Swinkels**

HubSpot Growth
Marketer



**Tim
Noteboom**

LinkedIn Content Marketer



**Danny
Oud**

LinkedIn Ads
Specialist

HubSpot GTM For B2B SaaS with clay



MODEL 1
REVENUE MODEL



MODEL 2
DATA MODEL



MODEL 3
MATHEMATICAL MODEL



MODEL 4
OPERATING MODEL



MODEL 5
GROWTH MODEL



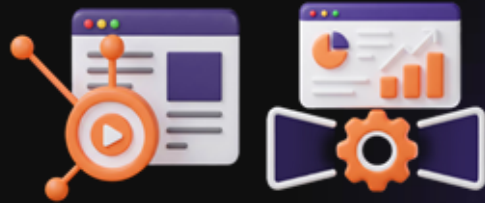
MODEL 6
GTM MODEL

On Revenue Architecture, bowtie model and SPICED from **Winning**
by Design



3 HubSpot GTM & RevOps focus areas

1 CRM & RevOps



HubSpot

Revenue
Architecture

2 Marketing



ABM

LinkedIn
Thought
leadership

3 Signals & outbound



Signals

Outbound

Training & enablement



THE CHALLENGE

Cold, generic outbound
(calling & emailing) is not
generating pipeline

1–4%

cold email reply rate

Down from 8.5% in 2019

Source: [Mailshake 2026](#), [Instantly 2026](#)

Everyone with a credit card can do mass outbound now



MARKET DEMAND & BUYER JOURNEY

UNAWARE OF PROBLEM

Buyers don't
realize they
have a
problem

PROBLEM AWARE

Buyers realize
they have a
problem

SOLUTION AWARE

Buyers know
solutions exist,
but they don't
(about) know you

BRAND AWARE

Buyers know
(about) you,
but haven't
bought

BRAND LOYALISTS

You're their
preferred brand
or supplier

DEMAND GEN [DORMANT]

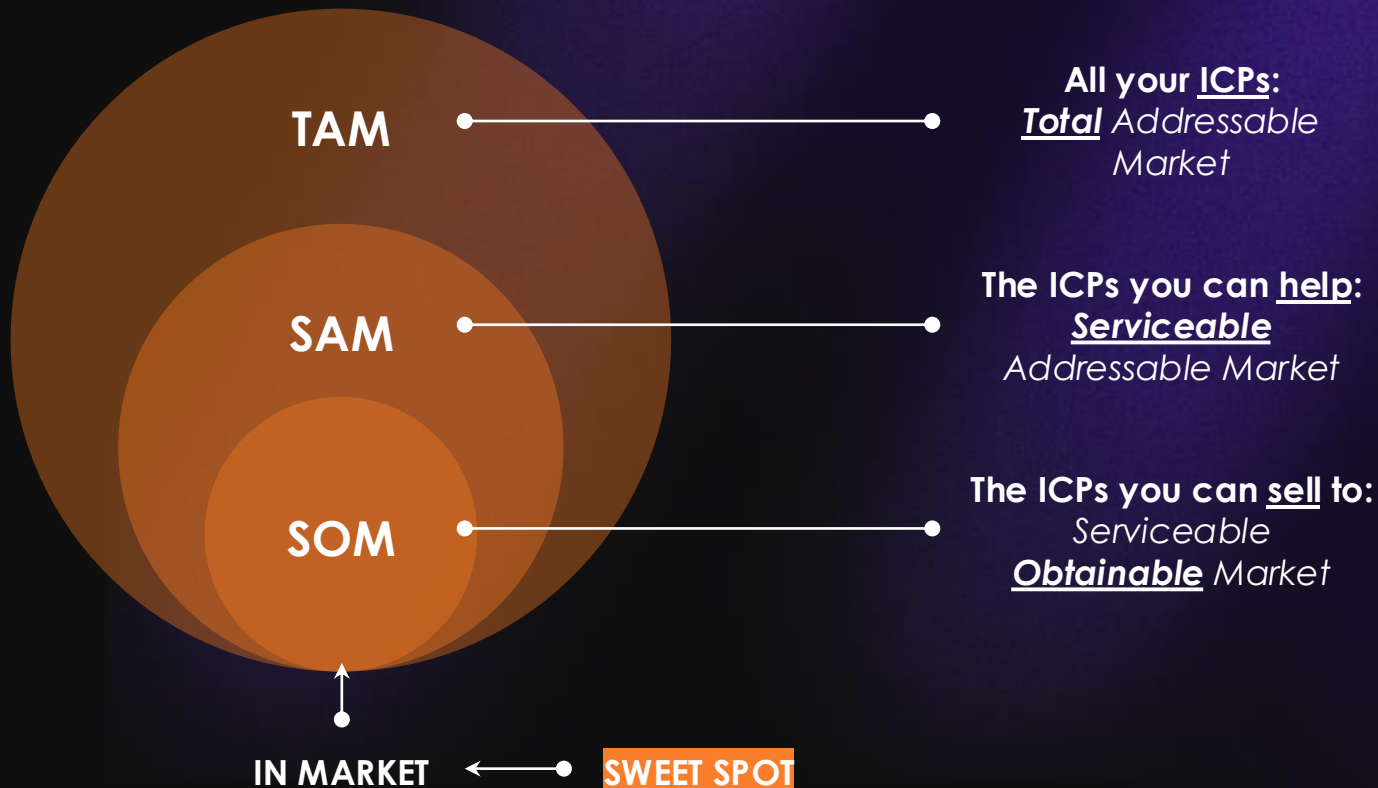
90-95% OF MARKET

DEMAND CAPTURE [IN-MARKET]

5-10% OF MARKET



TAM > SAM > SOM



CLOSING THE GAP: SIGNAL-BASED OUTBOUND

DATA INSIGHT

96% of B2B marketers report success with **intent data**, yet only 25% of companies leverage it.

Source: Mixology Digital / Landbase Intent Signal Statistics, 2026

DATA INSIGHT

Signal-qualified leads show 47% better conversion rates and 43% larger deal sizes vs. traditional lead scoring.

Source: Landbase Intent Signal Analysis / Autobound, 2026

DATA INSIGHT

When sales and marketing **share visibility into signals and coordinate on high-intent accounts**, conversion rates increase by 48%.

Source: Salesplay: MarketsandMarkets B2B Intent Data Report, 2025

DATA INSIGHT

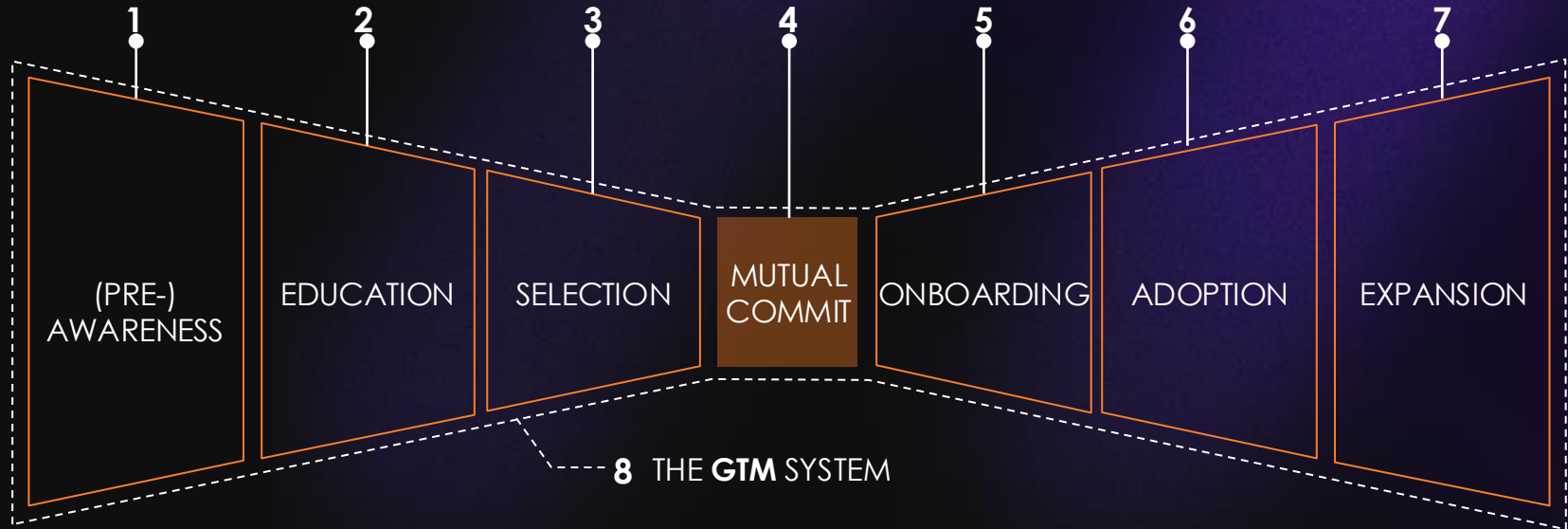
Companies using **multi-signal** ICP qualification see 25–35% higher conversion rates vs. single-source targeting.

Source: Salesmotion Intent Signals Guide, 2026

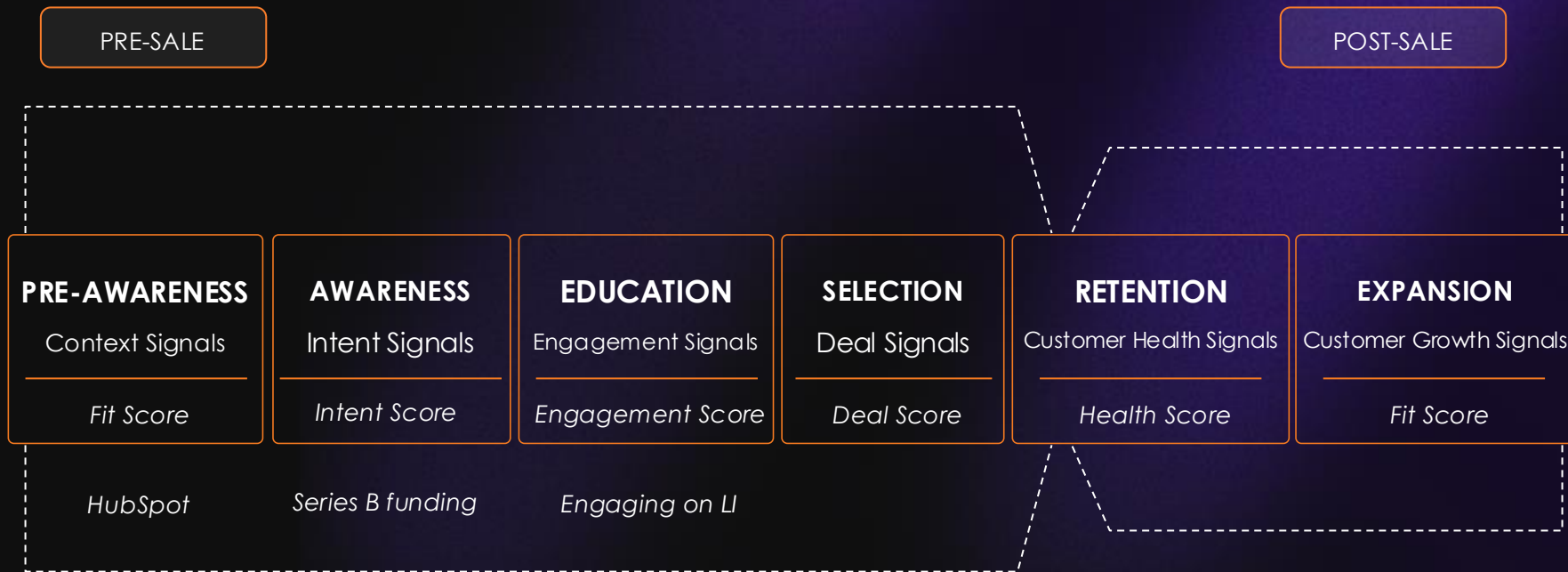
THE BOWTIE: HOW YOU MEASURE GTM PERFORMANCE

[LAND]
CUSTOMER
ACQUISITION

[EXPAND]
CUSTOMER RETENTION
AND EXPANSION



Customer Lifecycle Signal Taxonomy



B2B SIGNAL 1: GOOGLE EARTH API



B2B SIGNAL 2: RSS FEED SCRAPE



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  xmlns:slash="http://purl.org/rss/1.0/modules/slash/"
  >

<channel>
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  <atom:link href="https://www.truckstar.nl/feed/" rel="self" type="application/rss+xml" />
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  <description></description>
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    <height>32</height>
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  <item>
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    <link>https://www.truckstar.nl/man-tge-viert-zijn-10e-verjaardag/</link>
    <dc:creator><![CDATA[Laurens Honselaar]]></dc:creator>
    <pubDate>Wed, 10 Jun 2026 06:05:03 +0000</pubDate>
    <category><![CDATA[Nieuws]]></category>
    <guid isPermaLink="false">https://www.truckstar.nl/?p=154584</guid>
```


B2B SIGNAL 3: CHAMBER OF COMMERCE EXTRACT

Bestuursattest

Bestuurswijziging

Bezwaar indienen

Binnenlandse toets

Binnenlandse vergunning intrekken

Binnenlandse vergunningbewijzen

CEMT vergunning - nieuw jaar

CEMT vergunningen - extra

Eigendom mbt (Wit-)Rusland

Eurovergunning

Eurovergunning intrekken

Eurovergunning verlenging

Eurovergunningbewijzen

Zoek vergunning

83297839

1 vergunning gevonden.

Naam	Nummer	Ingangsdatum	Einddatum	Aantal	Vervoersmanager
KVKnummer: 83297839 Van de Hoef Logistiek Ede B.V. Dieselstraat 8 6716BC Ede	38449	15-09-2021	15-09-2026	46	Johannes Bos

Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder

Filter

Big request rows

Overview

1,000 ms 2,000 ms 3,000 ms 4,000 ms 5,000 ms 6,000 ms 7,000 ms 8,000 ms 9,000 ms 10,000 ms 11,000 ms 12,000 ms 13,000 ms 14,000 ms 15,000 ms

Name

search

/api/widget

search

/api/portaal

niwo

/api/organisatie/read

organisatieFields=schemaName&fields=docuId&fields=urcedocuids&fields=listWidget&...

/api/schema/read

contentFields=schemaName&fields=docuId&fields=urcedocuids&fields=listWidget&...

/api/schema/read

Headers

General

Request URL

https://jondernamersloket.nwo.nl/api/widget/search

Request Method

POST

Status Code

200 OK

Remote Address

37.200.86.19-443

Referrer Policy

strict-origin

Response headers

Raw

Access-Control-Allow-Credentials

true

Access-Control-Allow-Headers

Authorization, Content-Type, X-Requested-With

14 / 221 requests 256 kB / 7,793 kB transferred 239 kB / 7,537 kB resources Finish: 12.43

TECH STACK: 3 CATEGORIES

1: out of the box



bombora

2: configure



3: 'code'

CLAUDE
CODE

KEY TAKEAWAYS



CONNECT WITH ME ON LINKEDIN



SCAN ME