



GTM Engineering Workflow

Revenue Operations

The GTM Engineering Operating System

Traditional outbound workflows operate as disconnected tools — lead sourcing, research, outreach, reply handling, and CRM updates happen independently. The GTM Engineering Workflow connects every layer into one continuous operating system, from first signal to closed revenue.



Find & Qualify

Identify the right accounts and verify they match your ICP before outreach begins.



Score & Route

21-signal intelligence engine scores every account and routes by motive before messaging starts.



Engage with Context

Coordinated multichannel outreach personalised with evidence — not generic templates.



Convert & Track

Reply intelligence converts positive conversations into meetings and updates CRM automatically.



PIPELINE

The 9-Phase Pipeline

Every lead maintains one continuous intelligence record — from initial discovery through to CRM opportunity. No outreach action occurs in isolation. Every downstream decision uses intelligence collected from previous phases.

One continuous record per lead:

ICP Profile → Source Evidence → Pain Points → Company Context → Decision Makers → Signal Scores → Outreach History → Replies → Meeting Status → CRM Stage

Discover

Identify relevant markets, accounts, and pain signals.

Qualify

Verify company fit and collect evidence.

Prioritize

Score accounts using business, operational, and buying signals.

Route

Determine buyer, partner, helper, or connector relationship.

Engage → Interpret → Convert → Measure

Execute, understand replies, book meetings, update CRM.

ICP Identification & Pain-First Discovery

Each campaign begins with structured GTM inputs that define what to look for — and why. Instead of asking which companies match an industry filter, the system asks which companies are experiencing a problem that our solution solves.

1 — Campaign Intelligence Inputs

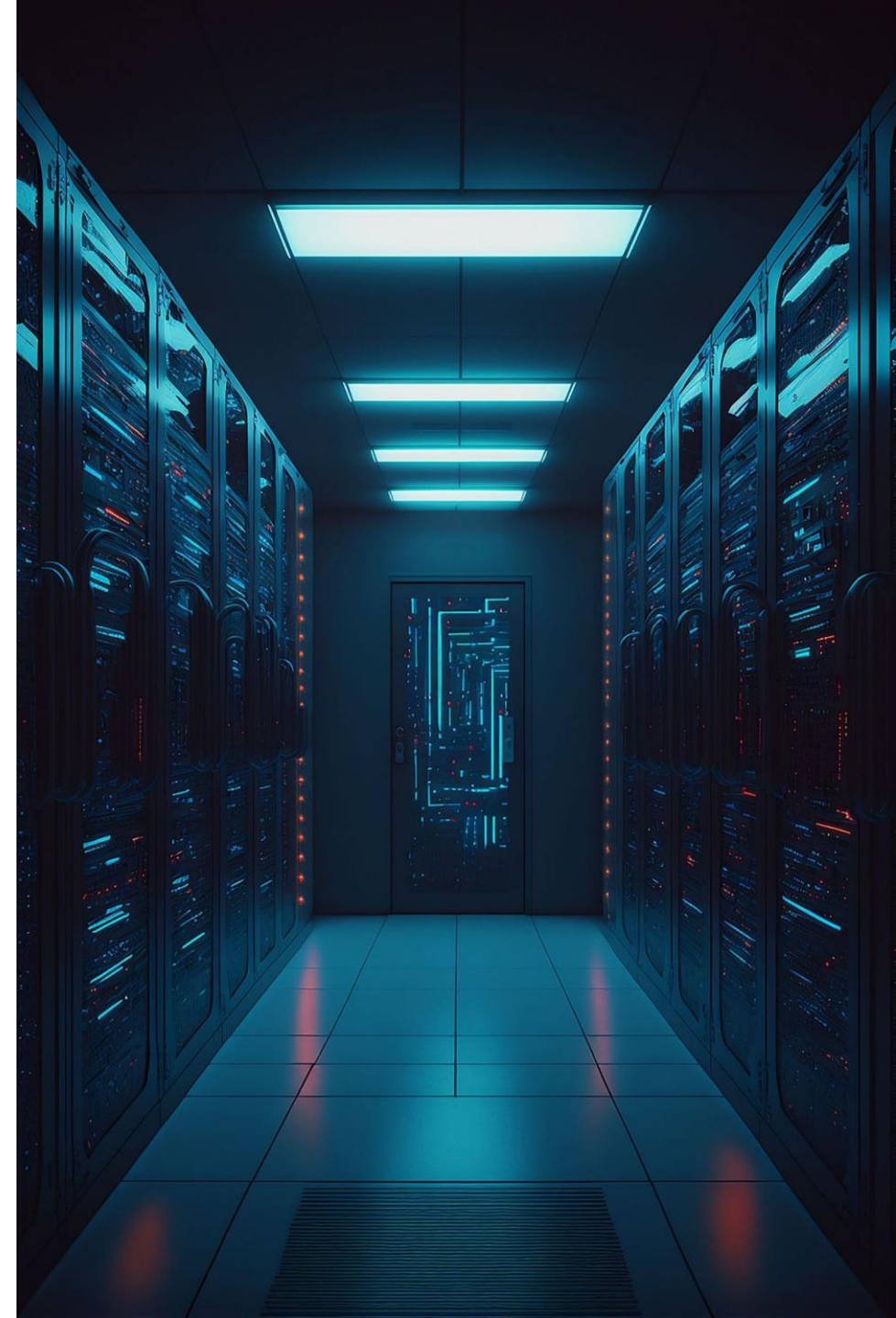
Product, target industry, geography, company size, department, decision-maker titles, pain themes, technology environment, business triggers, and desired outcome.

2 — Pain-First Discovery

Pain themes include: manual operational processes, customer service overload, revenue leakage, slow document processing, disconnected systems, high labor dependency, compliance bottlenecks, and legacy infrastructure.

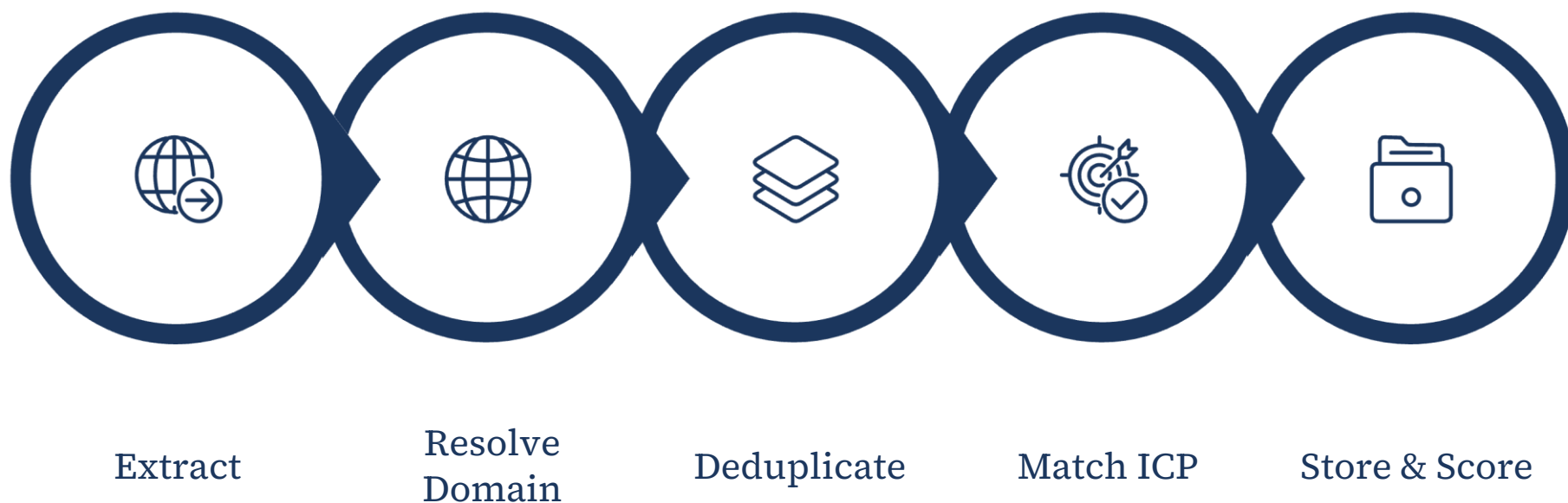
3 — Campaign Intelligence Profile

A reusable output that controls lead discovery, scoring, enrichment, personalization, and outreach for the entire campaign lifecycle.

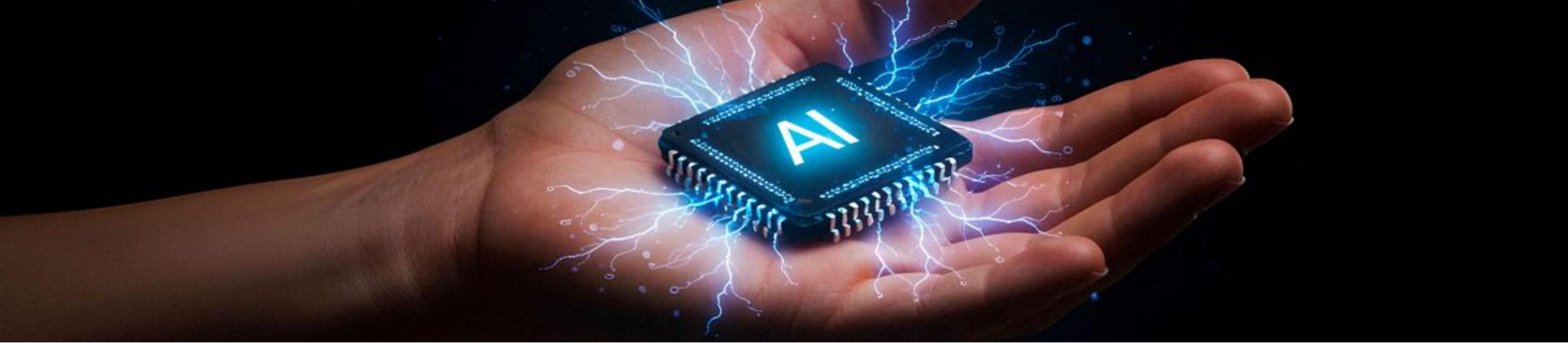


Lead Sourcing, Enrichment & Company Resolution

The discovery layer dynamically generates search queries from ICP + Pain Theme + Industry + Geography + Buyer Role + Business Trigger. A quality gate ensures a company proceeds only when sufficient evidence exists to justify outreach.



□ Evidence collected includes: company announcements, hiring activity, leadership interviews, job descriptions, technology adoption, expansion signals, customer complaints, funding and acquisition activity.



PHASE 4

21-Signal Intelligence Engine

The signal engine converts fragmented research data into structured sales intelligence. Each signal answers one question: does this company have enough evidence, relevance, urgency, and opportunity to justify outreach?

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Market & ICP Signals

Industry fit, company size, geography, pain-theme relevance, source evidence strength.

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Operational Signals

Workflow gap, department impact, pain severity, manual process evidence, hiring activity.

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Business Momentum

Growth, funding, acquisition, industry trends, competitor activity.

6

Context & GTM Signals

Website evidence, tech stack, leadership activity, strategic statements, AI opportunity, personalization hook.

Scoring Tiers & Motive-Based Routing

Signals are not treated equally. Each receives a Presence, Confidence, Relevance, Recency, and Intent score. The final lead priority combines ICP Fit + Pain Strength + Business Momentum + Buyer Relevance + Timing + Opportunity Fit. The routing engine then determines the relationship objective before any messaging begins.

Lead Priority Tiers

Sales Ready — 80–100

Strong pain evidence, correct buyer, relevant momentum, clear personalization hook.

Review — 60–79

Good account fit — requires additional research or human review.

Nurture — 40–59

Relevant account without sufficient urgency or buying signals.

Insight Only — Below 40

Useful market intelligence but insufficient evidence for direct outreach.

Motive Routing by Relationship Type

Product / Service Buyer

Business outcome, operational pain, and implementation capability.

Connector / Channel Partner

Mutual value, introduction opportunity, and revenue expansion.

Strategic Partner

Joint market opportunity and complementary capabilities.

Advisor / Investor

Market insight, strategic opportunity, and portfolio value.



PHASE 6

Omnichannel Outreach Cadence

The outreach engine uses intelligence from every prior phase to generate context-aware, personalised sequences across email, LinkedIn, and SMS — coordinated from one shared lead state with no duplicate outreach.



Sequence Intelligence

Each message leads with a personalised hook, pain context, relevant solution, evidence reference, and a channel-appropriate CTA — meeting request, question, introduction, or referral.



Central Sequence Rules

One shared lead state across all channels. No duplicates. Timezone-aware execution. Daily account limits. Global suppression. Sequence stops immediately after a meaningful reply.



Sequence Output

Right Account + Right Buyer + Right Message + Right Channel + Right Timing.

Follow-ups introduce additional value instead of repeating the original message.

Reply Intelligence & Calendar Booking

Replies from email, LinkedIn, and SMS are connected back to the same lead record. The reply engine determines the safest and most commercially useful next action — not merely classifying the reply. Positive intent triggers the full calendar booking workflow automatically.



Unified Reply Routing

Sentiment, intent, buying interest, objection, urgency, and meeting readiness are evaluated. Categories include: Meeting Requested, Pricing Question, Referral, Wrong Person, Future Interest, Competitor, and Do Not Contact.



Lead Context Preparation

Sales receives: company overview, detected pain points, 21-signal score, decision-maker profile, outreach history, complete reply thread, meeting objective, and recommended talking points.



Availability & Slot Recommendation

The system resolves lead timezone, determines available windows, suggests relevant slots, creates the calendar event, and sends confirmation.



CRM Update

Zoho CRM records Lead Source → Campaign → Lead Score → Pain Point → Outreach Status → Reply Sentiment → Meeting Status → Opportunity Stage. Sales enters every call with context instead of starting from zero.

Retargeting, Re-Engagement & Unified Intelligence

Not every qualified lead responds during the first outreach sequence. The retargeting layer keeps high-value accounts engaged without increasing direct outreach pressure. The entire GTM system operates around one continuously updated lead intelligence record shared across all tools.

Dynamic Retargeting Audiences

Retargeting Channels

Google Ads, LinkedIn Ads, Meta Ads, YouTube Ads, Programmatic Display — fed by engagement signals that update lead scores and restart sequences.

Audience Segments

Website visitors, email clickers, LinkedIn engagers, high-score no-response, previous positive conversations, nurture-stage companies, event attendees.

Exclusion Logic

Booked leads, converted opportunities, hard-no responses, and opt-outs are automatically removed across all channels.

One Shared GTM Intelligence Record

Excel

Operational visibility, campaign review, manual validation, and business reporting.

Supabase Database

Stores campaign data, source evidence, companies, contacts, scores, outreach events, replies, sentiment, and booking status.

CRM

Sales pipeline, opportunity stage, meeting activity, ownership, follow-up status, and revenue visibility.

Continuous Flow

Discovery → Evidence → Company → Contact → Score → Route → Outreach → Reply → Booking → CRM → Revenue.
No isolated lists. No lost reply context.



crocs



AMGEN



Lilly



randstad

**Elevance
Health**



syngenta

Our Valuable Clients

Adople AI is trusted by leading enterprises across diverse industries, empowering them to transform their data management and AI capabilities.

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