KROSSINGS

A NEXT STEPS GUIDE

Signals, and what to do about them

Five steps from working out which signals matter for your business to running a scorecard you can act on.

Companion to the live session. krossings.com/contact
Tooling landscape current as of August 2026.

What is in here

Work through it in order. Step two is where most teams start, which is why most teams end up buying signals they cannot use.

STEP 1

Work out which signals matter to you

Before the menu, before the tools. Most signal budgets get spent backwards, buying a feed and then looking for a use.

ANSWER THESE ABOUT YOUR OWN BUSINESS FIRST

1. **What has to be true for an account to be worth a call?** Not fit. The condition that makes now different from six months ago. Write it as a sentence. If you cannot, that is the finding.
2. **Which of those conditions leaves a trace anyone can see?** A budget cycle mostly does not. A new VP does. A stack migration does, in job postings, weeks before it shows up anywhere else.
3. **Who is the buying unit, really?** For most software it is the company. For equipment, services, and anything with a physical footprint it is usually the site or the plant, and almost no data provider is organized that way.
4. **What disqualifies an account outright?** Usually an incumbent that already solves the pain. This is worth more than any weight you set, and it is the thing nobody builds.
5. **How fast does your window close?** If a deal cycle starts and finishes in six weeks, a signal that updates weekly is not a signal. It is a report.

THE TEST

Take the last five deals you won. For each one, write down what was observably true about that account sixty days before they contacted you. If you can find something in four of the five, you have a signal thesis. If you cannot, the problem is not your tooling and buying more data will not fix it.

WHAT USUALLY COMES OUT OF THIS

Most teams find their real trigger is a combination rather than an event. A leadership change plus hiring against it plus a visible gap in the stack. That combination is the thing to go looking for, and it determines everything on the next three pages.

STEP 2

The menu of what exists

Four categories. Everyone labels them differently and nobody is wrong. What matters is that they fail in different ways.

CATEGORY	WHAT IT IS	GOOD FOR	WHERE IT FAILS
Third party	Purchased topic and surge data, modeled from content consumption across publisher cooperatives and ad networks.	Coverage. It sees research happening where you cannot.	Account-level and inferential. Analysts and students read the same articles. Updates weekly for most providers. Your competitors buy the identical feed.
Social	Public conversation. Reddit, Slack and Discord communities, LinkedIn engagement, review sites, GitHub for developer tools.	Unfiltered problem statements, in the buyer's own words.	Decays fastest of anything, inside two to three weeks. Noisy, and easy to over-read.
First party	Behavior on properties you own. Page visits, content, product usage, plus deanonymization to put a company or a person behind anonymous traffic.	Timing, and the only category where the person can be named.	Only sees people already looking at you. Person-level resolution is a US phenomenon and thin everywhere else.
Custom	Built rather than bought. Job postings, technographic change, leadership movement, public filings, permits, anything specific to how your market behaves.	Precision, and the only category where you can hold an advantage.	Someone has to build and maintain it. There is no vendor to blame when it breaks.

The order matters. The top two are sold by data brokers to anyone with a budget. The bottom two make up your own signal profile, and nobody else has them.

THE DISTINCTION THAT ACTUALLY DECIDES YOUR SPEND

First party, third party and social are all purchasable. If a signal can be bought, every competitor in your category can buy it, and when an account crosses a threshold you all get the alert in the same week. You are paying for parity.

Custom is the only category where the work you do is not available to anyone else. It is also the only one nobody will sell you, which is exactly why most teams have three of the four and wonder why their list looks like everybody else's.

A ROUGH ALLOCATION

If you are starting from nothing, first party first, because it is cheapest and closest to a deal. Custom second, because it compounds. Third party when you have the budget and a genuine coverage problem. Social last, unless you sell to developers or to a community, in which case it moves to the front.

STEP 3

The tools, by category

We sell none of these and resell none of them. Prices are approximate and move. Current as of August 2026.

FIRST PARTY	WHAT IT DOES	ROUGH COST
RB2B	Person-level ID on US traffic, pushed to Slack. US only by design, matching around 10 to 20 percent.	Free to low
Vector	The closest like-for-like to RB2B for person-level US traffic.	Low
Dealfront	Formerly Leadfeeder. Company-level, built for EU traffic and GDPR.	Free to mid
Factors.ai	Identification plus attribution and account journey analytics in one.	Mid
HubSpot Breeze	Built on the Clearbit acquisition. The default if you run HubSpot.	Bundled

THIRD PARTY	WHAT IT DOES	ROUGH COST
Bombora	The source most others resell. Thousands of publisher sites, a topic taxonomy in the tens of thousands, updated weekly.	$25k to $40k+
6sense	Intent, account ID, predictive scoring and orchestration in one platform.	$50k to $300k+
Demandbase	Comparable platform. Own intent included, Bombora and review data via integration.	$50k to $100k+
G2 Buyer Intent	Category, competitor and pricing page views. Among the highest fidelity signals if you sell software.	Mid
ZoomInfo Intent	Bombora underneath, plus streaming signals. Worth it if you own the platform already.	Add-on

CUSTOM

Clay. Enrichment and workflow across 100+ providers. Assumes an ops-minded operator. **$149+/mo**

Unify. Signal library plus outbound execution. The last major independent in this category. **~$21k/yr**

HG Insights, BuiltWith. Technographics and stack change. **Varies**

UserGems. Job changes among customers and champions. **Mid**

Public records. Permits, filings, registries, tenders. No vendor, which is the point. **Free**

SOCIAL

Common Room. Community, product, social and web unified into account timelines. Now part of Zoom. **Free tier+**

Trigify. LinkedIn engagement as a signal source. **Low**

Brandwatch, Sprout. Broad listening. Built for brand, usable for signal. **Mid to high**

READ THIS BEFORE YOU SIGN ANYTHING

Six signal vendors were acquired or shut down between December 2025 and August 2026. Apollo took Pocus, HubSpot took Warmly, Zoom took Common Room, Clarify took Seam AI, Clari and Salesloft merged, and Persana shut down. Every deal has the same shape: a company with distribution buys the signal layer.

So evaluating a vendor now means evaluating its likely acquirer. Negotiate data portability and a change-of-control clause, and check whether you already have Bombora bundled inside a platform you own.

STEP 4

What the end state looks like

The scorecard. This is what you are building toward, and what we built live in the session.

WHAT EACH SOURCE IS WORTH

SOURCE	WEIGHT	HALF-LIFE	DEAD AFTER
Hiring	5	75 days	180 days
News	4	21 days	45 days
Social	3	10 days	21 days
Review, engagement	2	14 days	30 days

THE FORMULA

Score = (signal total × fit factor) + cluster bonus – penalties

Signal total is the sum of weight × recency for every live signal. Recency is 0.5 to the power of days divided by half-life, floored at 0.10.

FIT FACTOR, AS A MULTIPLIER

Base	1.0
Matches your ICP	+0.2
Team size over threshold	+0.2
Relevant tooling in the stack	+0.1
Maximum	1.5

CLUSTER BONUS, FOR SOURCE DIVERSITY

Two source types	+2
Three or more	+4
Three or more, with urgency	+5

PENALTIES AND DISQUALIFIERS

Wrong persona attached	–3
Each signal past its window	–2
A competitor is publicly retained	score is zero

CONFIDENCE, PER SIGNAL

Every signal carries its own reliability before anything gets added up. A form fill is high: the person said who they are and what they want. An anonymous visit to a homepage is low: you know neither. Weight each signal by how much it can carry on its own, then roll the account up.

CONFIDENCE, ROLLED UP

Low	One signal, or several from a single source. Worth a look. Nothing more.
Medium	Two or more across two source types. A hypothesis you can test.
High	Three or more, two source types, at least one from hiring or news. A trigger.

WHAT YOU DO WITH IT

Tier A	High confidence, above threshold, something urgent attached. Outreach now.
Tier B	Confidence and fit, no forcing timeline. Into a sequence.
Tier C	One signal, or a score that has decayed. Watchlist only.
Nurture	Something observable says they went elsewhere. A press release, an announcement, a public reference. Stop outreach. Keep the account.

THE NUMBER THAT MATTERS MOST

The count of accounts on your current high intent list that come out as Tier C. On the lists we have looked at, it usually runs over half.

STEP 5

Configuring it yourself

All of it is buildable. Here is the order that works, and the four places it gets harder than it looks.

A BUILD ORDER

1. **Ten accounts, by hand.** No tooling. Write every signal you have with the date it happened. This tells you what you can actually observe before you pay for anything.
2. **Tag by source and score them.** Apply weights, decay, fit, cluster bonus, penalties. A spreadsheet is fine at this stage.
3. **Tier them and count the Tier Cs.** This is the number that justifies the rest of the work internally.
4. **Automate the one signal that mattered most.** Not all of them. The single source that moved the most accounts.
5. **Put decay on a clock.** A weekly recalculation, at minimum. Until this exists you have a snapshot of a moment that has already passed.
6. **Then add sources,** one at a time, measuring whether each one changes any tiering decision. Most do not.

WHERE IT GETS HARD

Signals do not arrive tagged. Nothing tells you a job posting is operational debt rather than growth. Somebody decides that, per account, continuously, and the decision is the part that carries the judgment.

Decay needs a clock. A score is only true on the day it is calculated. A model that is not recalculating is producing confident numbers about accounts that went cold a month ago, which is worse than no score.

The combinations are market specific. A signal map worth running holds thirty to seventy-five combinations for one business. None of it transfers. What predicts a deal in one market is noise in the next, which is why this cannot be downloaded.

Origination is the advantage and the hardest part. Everything purchasable is purchased by your competitors too. The signals that actually differentiate come from places nobody indexed: public filings, permits, contact graphs read as structure, a competitor's own surface. There is no vendor for it.

A REALISTIC EXPECTATION

Steps one to three take an afternoon and are worth doing whatever you decide next. Steps four to six are a quarter of somebody's time, ongoing. There is no finish line on this one.

WHERE WE COME IN

Or you can skip to the part that works

Krossings is a forward-deployed revenue team. We embed in your go-to-market, build the signal classes for your market, and run the motion off them.

A REVENUE DIAGNOSTIC COVERS THREE THINGS

A signal map for your market	The thirty to seventy-five combinations that predict a deal in your business specifically, built from your CRM, your closed-won history, your market intelligence and the open web. Weighted and sequenced against how you actually sell.
Accounts in market now	Scored on the model in this guide, with the signals that put them there attached, the people to reach inside each one, and the disqualifiers already applied so you are not working accounts that have quietly bought elsewhere.
The orchestration	What sales does with a Tier A and when, what marketing does with a Tier B, what happens when a score decays, and where each of those runs in the stack you already own. Scoring gives you visibility. This is the half that turns it into pipeline.

WHAT IS DIFFERENT ABOUT HOW WE DO IT

Most of what this guide describes is purchasable, and we will tell you plainly which parts you should just buy. What we build is the layer nobody sells: signals originated from sources that were never indexed as signals, resolved to accounts, then scored and wired into a motion. That work is why a client's list stops looking like their competitors' list.

Pipeline in ninety days, without adding headcount.

Request a revenue diagnostic

We will look at how you actually sell, work out which signals predict it, and show you what is in market right now. If the honest answer is that you should buy a feed and run it yourself, we will tell you that instead.

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