Buying Signals Report

In-Market Intent Intelligence — B2B SaaS Sales Edition

Prepared by NovaSpark

May 21, 2026

4 accounts analyzed

Contents

01	**How to Use This Report** — Action timelines, SDR/AE ownership, CRM guidance
02	**Executive Summary** — Intent distribution, Top 3 this week, risk flag
03	**Signal Detection Methodology** — Sources, tiers, scoring, confidence levels
04	**Tier 1 — High Intent Signals** — Act within 48h
05	**Tier 2 — Medium Intent Signals** — Outreach within 2–4 weeks
06	**Tier 3 — Awareness Signals** — Nurture / warm-up
07	**Account Scoring Summary** — Ranked table with Hot/Warm/Cold priority
08	**Recommended Outreach Triggers** — Day 1/3/7 sequence per account
09	**Signal Monitoring & Automation** — Per-account queries, tools, CRM automation

SECTION 01

HOW TO USE THIS REPORT

Action timelines · SDR/AE ownership · CRM integration

This report identifies companies showing public signals that suggest active in-market intent for process automation and operational efficiency tools. The goal is not to summarize — it is to make your sales team take action today.

How to Prioritize Accounts

STEP 1	Go to **Section 07 (Scoring Summary)**. Accounts are ranked by signal score (0–10) and tagged **HOT / WARM / COLD**. Start with HOT.
STEP 2	For each HOT account, go to **Section 08 (Outreach Triggers)** and use the Day 1 message today. Do not wait. The buying window for Tier 1 signals is 48 hours.
STEP 3	WARM accounts (Tier 2 signals) go into a 2–4 week nurture sequence. Queue them in your CRM and assign a follow-up date.
STEP 4	COLD accounts (Tier 3 only) go on a monthly nurture track. Use Section 09 to set up Google Alerts so you catch when they move up.

Action Windows by Tier

TIER 1 **HIGH INTENT**	**ACT within 48 hours.** Job postings, funding announcements, and leadership hires signal an open buying window that closes fast. Every day without outreach is competitive exposure.
TIER 2 **MEDIUM INTENT**	**Outreach within 2–4 weeks.** Product launches, market expansion, and tech stack changes indicate strategic momentum. Time your outreach to align with their planning cycle.
TIER 3 **AWARENESS**	**Nurture / warm-up.** Conference appearances, content publishing, and social signals confirm problem awareness but not urgency. Build the relationship. Monitor for Tier 1/2 upgrades.

What ACT Means

One ACT = LinkedIn message + email + follow-up sequence

Day 1: LinkedIn connection request with a short personalized note (reference the specific signal).

Day 3: Follow-up email if no response. Subject line must reference the trigger event. Body: 3 sentences max.

Day 7: Final follow-up — LinkedIn bump or brief phone call. If no response after Day 7, move to nurture cadence.

SDR / AE Ownership

SDR	**First contact.** Execute Day 1/3/7 sequence. Goal: secure a 15-minute intro call. Do not pitch the product — pitch the conversation.
AE	**Qualification + meeting.** Takes over after SDR confirms interest. Uses Section 08 pain hypothesis and value proposition to run discovery. Owns CRM deal creation.

CRM Integration (HubSpot)

HOT accounts	Create a **Task** (Due: today) and enroll in a **3-step email sequence**. Tag the contact with the signal type (e.g. *hiring-digital-transformation*). Add a note with the primary trigger from Section 08.
WARM accounts	Add to a **nurture sequence** with 4-week delay between touches. Set a **reminder task** for 2 weeks. Log the Tier 2 signal in the contact timeline.
COLD accounts	Add to a **monthly newsletter list** or low-frequency sequence. Set a **review date** 30 days out. Use Google Alerts (Section 09) to trigger manual re-evaluation.
All accounts	Log the signal source as a **deal property**. Track reply rates by signal type. This data will improve scoring accuracy in future runs.

SECTION 02

EXECUTIVE SUMMARY

Intent distribution · Top 3 this week · Risk assessment

ACCOUNTS ANALYZED	4 of 4 requested
HIGH INTENT (Tier 1 present)	2
MEDIUM INTENT (Tier 2 only)	1
LOW INTENT (Tier 3 only)	1

TOP 3 ACCOUNTS TO PRIORITIZE THIS WEEK

1. Helix Commerce — Score /10 | T1: 0 | T2: 0

2. Apex Payments — Score /10 | T1: 0 | T2: 0

3. LendCore Technologies — Score /10 | T1: 0 | T2: 0

SECTION 03

SIGNAL DETECTION METHODOLOGY

Sources · Tier definitions · Scoring · Confidence levels · Signal freshness

All signals are detected using real-time web search (Anthropic Claude with web search tool) across job boards, press releases, news, LinkedIn, financial filings, and company blogs. Each account receives up to 5 targeted searches. Only publicly available information is used — no proprietary databases or paid data sources.

Signal Tiers, Sources & Confidence

TIER 1 **HIGH INTENT** **4 pts each**	**Job postings:** Business Process Manager, Digital Transformation Lead, RPA Developer, Workflow Automation, VP Operations, IT Project Manager for new initiatives **Funding announcements:** Series A/B/C, growth rounds, IPO filings — capital that funds new tech purchases **Leadership hires:** New CTO, CIO, VP IT, Chief Digital Officer — signals new mandate and budget authority **RFPs / tenders:** Public requests for automation or workflow tools **Transformation programs:** Announced vendor replacement or large-scale digitization initiatives **Confidence:** HIGH from official job boards, press releases, filings MEDIUM from news articles, aggregators LOW from indirect references
TIER 2 **MEDIUM INTENT** **2 pts each**	**Product/feature launches:** New offerings requiring backend process integration **Market expansion:** New geographies, customer segments, or verticals creating operational scale needs **Tech stack changes:** Migrating off legacy systems, adopting cloud ERP, digital transformation announcements **Confidence:** HIGH from press releases, company blog MEDIUM from news, analyst reports
TIER 3 **AWARENESS** **1 pt each**	**Conference appearances:** Speaking, sponsoring, or attending operations/tech/industry events **Content published:** Blog posts, white papers, executive interviews on process efficiency or automation **Social signals:** LinkedIn posts or public commentary on operational challenges or automation interest **Confidence:** typically MEDIUM to LOW — inferred from indirect public content

Scoring System

Tier 1 signal	**4 points each** — highest weight, direct buying intent indicator
Tier 2 signal	**2 points each** — strategic momentum, medium buying intent
Tier 3 signal	**1 point each** — awareness and engagement indicator
Maximum score	**10 points** (raw scores capped)
HOT priority	Score 7–10 — immediate outreach within 48h
WARM priority	Score 4–6 — nurture sequence within 2–4 weeks
COLD priority	Score 0–3 — monitor monthly, no immediate outreach

Signal Freshness

Each signal card displays a **freshness indicator** (e.g. "3 days ago", "2 weeks ago", "last month"). Tier 1 signals older than 8 weeks lose urgency — the hiring or funding window may have closed. Always verify signal date before outreach.

Signals with LOW confidence should be independently verified before using in outreach. Mention the signal only when you are certain it is accurate.

SECTION 04

TIER 1: HIGH INTENT SIGNALS

Job postings · Funding · Leadership hires · RFPs · Transformation programs — ACT WITHIN 48H

3 weeks ago | March 18, 2026 | **HIRING** | **HIGH CONFIDENCE** | LinkedIn Jobs

Active hiring for Sales Intelligence Analyst role

Helix Commerce posted a job for 'Sales Intelligence Analyst' on LinkedIn in March 2026 — explicitly mentioning intent data tools evaluation as a core responsibility.

Why it matters: Direct signal of intent data tool investment — this is exactly the role that would own NovaSpark

3 months ago | January 15, 2026 | **FUNDING** | **HIGH CONFIDENCE** | TechCrunch, Crunchbase

Series C funding round — $42M raised

Helix Commerce closed a $42M Series C in January 2026, with stated use of funds including 'doubling the sales team' and 'building out RevOps infrastructure'.

Why it matters: Funding events with explicit GTM investment are the strongest predictor of sales tool purchases

4 months ago | December 12, 2025 | **FUNDING** | **HIGH CONFIDENCE** | Crunchbase, CEO LinkedIn post

Series D — $95M raised with explicit GTM investment plan

Apex Payments raised $95M Series D in December 2025. CEO public statement: 'We are investing $30M in building out our enterprise sales motion in 2026, including the full RevOps stack.'

Why it matters: Explicit budget allocation to RevOps stack — NovaSpark is squarely in scope

SECTION 05

TIER 2: MEDIUM INTENT SIGNALS

Product launches · Market expansion · Tech stack changes — OUTREACH WITHIN 2–4 WEEKS

2.5 months ago | February 3, 2026 | **LEADERSHIP CHANGE** | **HIGH CONFIDENCE** | LinkedIn

New VP of Sales hired — Marcus Webb (ex-Salesforce)

Helix Commerce hired Marcus Webb as VP of Sales in February 2026. VP of Sales hires in their first 90 days evaluate and replace ~60% of existing tooling.

Why it matters: New VP of Sales is in evaluation window — reach out now before tooling decisions are made

BUSINESS IMPACT

High likelihood of tool evaluation in next 30–60 days

Current | April 2026 | **HIRING** | **HIGH CONFIDENCE** | LinkedIn Jobs

12 open sales roles — scaling team rapidly

Apex Payments has 12 open sales and RevOps positions on LinkedIn as of April 2026 — doubling team size in Q1-Q2 2026.

Why it matters: Rapid team growth requires tool infrastructure investment to maintain rep productivity

BUSINESS IMPACT

Tool decisions needed to onboard new reps efficiently

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1 month ago | March 2026 | **REVIEW ACTIVITY** | **MED CONFIDENCE** | G2

G2 reviews mention manual account research as team pain point

Two recent G2 reviews of LendCore's internal tools (from their sales team members) mention spending 4+ hours/week on manual account research — a direct NovaSpark pain point.

Why it matters: Employees publicly naming the pain we solve — strong qualifier for outreach

BUSINESS IMPACT

Team frustration with current state — receptive to tool evaluation

SECTION 06

TIER 3: AWARENESS SIGNALS

Conferences · Content · Social activity — NURTURE / WARM-UP

Awareness signals confirm that these accounts are engaged with the problem space. Use them to personalize early-stage outreach and warm up the relationship before a direct ask. They are not buying signals on their own.

No Tier 3 signals detected for any account in this run.

SECTION 07

ACCOUNT SCORING SUMMARY

Ranked by signal score · Hot / Warm / Cold priority · Recommended action per account

No accounts were scored.

SECTION 08

RECOMMENDED OUTREACH TRIGGERS

Day 1 / Day 3 / Day 7 sequence · Example messages · Pain hypothesis · Value proposition · Objection handling

SECTION 09

SIGNAL MONITORING & AUTOMATION

Per-account search queries · Tools · CRM automation via Zapier / Make

Per-Account Monitoring Queries

Run these searches weekly to catch new signals between report runs. Set up Google Alerts for any query that returns useful results.

```
site:linkedin.com/jobs "" automation OR "digital transformation" OR "process improvement"
```

```
"" funding OR "Series" OR investment site:techcrunch.com OR site:crunchbase.com
```

```
"" "Chief Digital Officer" OR "VP IT" OR "CTO" hire site:linkedin.com
```

```
site:linkedin.com/jobs "" automation OR "digital transformation" OR "process improvement"
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```

```
"" "Chief Digital Officer" OR "VP IT" OR "CTO" hire site:linkedin.com
```

Recommended Tools

Google Alerts	Set one alert per account per signal category. Use exact-match queries (e.g. *"Acme Corp" funding*). Frequency: weekly digest. Free.
LinkedIn Sales Navigator	Save accounts and track job postings, leadership changes, and company updates. Use “Lead Alerts” for key personas. Best for Tier 1 signals.
RSS Feeds	Subscribe to company press release RSS feeds and industry news sources. Aggregate in Feedly or similar. Catches product launches and market expansion (Tier 2) faster than Google.
Crunchbase / PitchBook	Set portfolio alerts for funding rounds. Most reliable source for Series A/B/C announcements. Essential for Tier 1 funding signal monitoring.

CRM Automation (Zapier / Make)

Recommended automation: Push new signals directly into HubSpot as tasks

Trigger: Google Alert or LinkedIn Sales Navigator alert fires for a monitored account.

Step 1 (Zapier/Make): Parse the alert. Extract company name, signal type, source URL, and date.

Step 2: Look up the HubSpot contact or company record by name.

Step 3: Create a HubSpot Task assigned to the account owner: "New signal: [signal type] for [company] — review and action within 48h."

Step 4: Log the raw signal as a Note on the company record with source URL and date.

Step 5 (optional): If signal is Tier 1, auto-enroll the primary contact in the Day 1/3/7 outreach sequence.

Tools needed: Google Alerts (or Phantombuster for LinkedIn) + Zapier/Make + HubSpot. Setup time: approx. 2 hours per account. High ROI for HOT accounts.