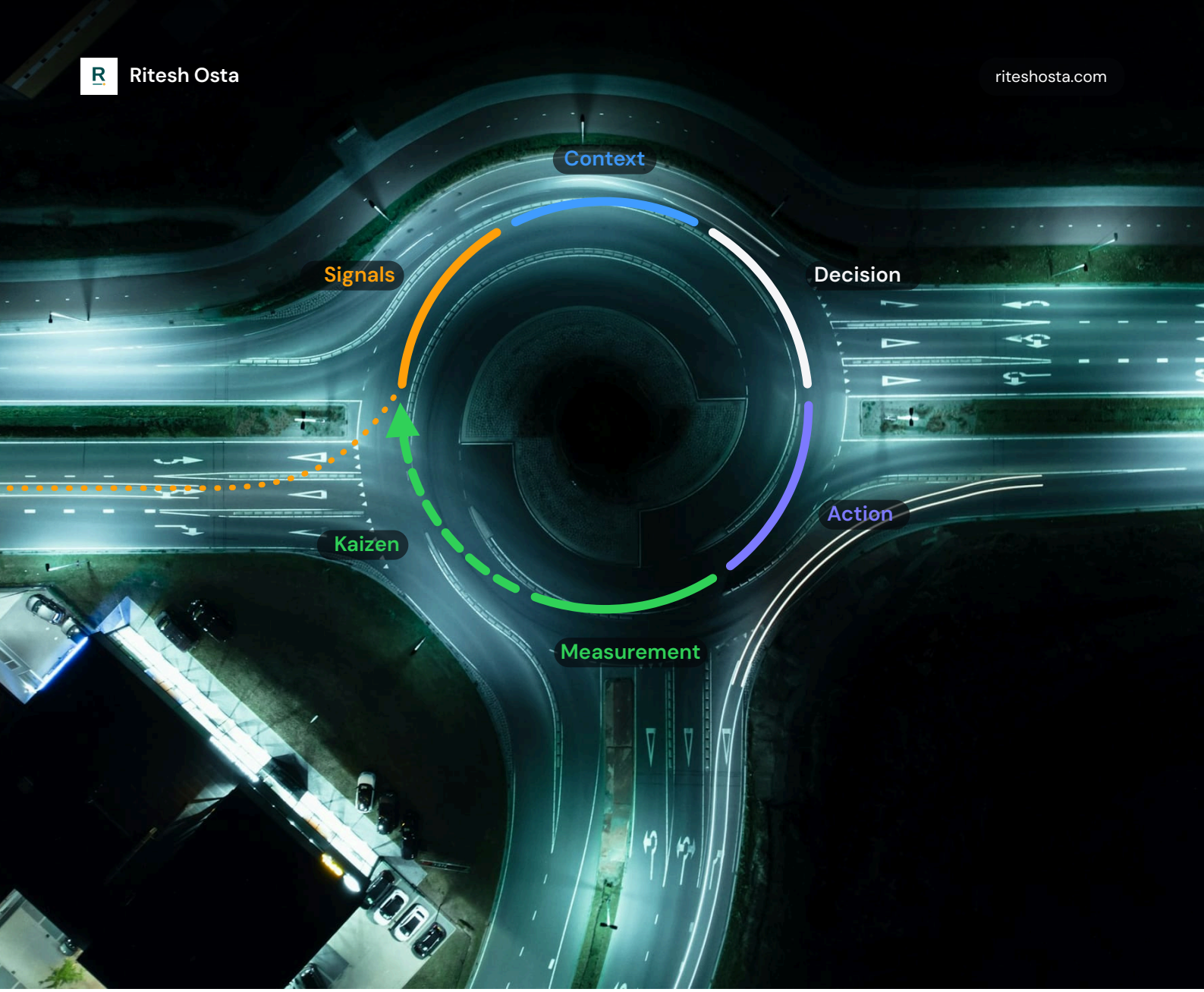


Signal-to-Action Architecture

How a GTM Engineering system connects signals, context, CRM state, next actions and learning.

03

RO-DR-003

A visual operating guide for founders, revenue leaders, RevOps teams and GTM builders.

The architecture in one sentence

A Signal-to-Action system detects relevant events, adds decision-changing context, routes the appropriate next action, captures meaningful outcomes and feeds the learning back into the system.

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The seven layers

Layer	Core question	Typical components
1 **Buying Situation / Problem**	What business situation are we trying to recognize or solve?	ICP, buying situation, GTM problem, operational state
2 **Signals**	What observable events could be relevant?	Hiring, technology, engagement, CRM events, company changes, first-party activity
3 **Context / Augmentation**	What else do we need to know before acting?	Fit, role, buying group, CRM history, relationship, technology, geography
4 **Decision / Qualification**	What does the combined evidence justify?	Fit logic, state, score, human review, not-ready/wrong-fit rules
5 **Action / Reach**	What should happen next?	Research, task, personalized outreach, nurture, alert, paid assist, no action
6 **Measurement**	What meaningful outcome occurred?	Diagnostic completion, fit-call booking, commercial progression, opportunity/revenue learning
7 **Kaizen**	What should change in the system?	Signal weight, context requirements, routing, messaging, automation, channel mix

01 Start with the buying situation

A useful architecture starts with the problem, not the data source.

- ? What situation are we trying to detect or respond to?
- ? Which accounts are relevant?
- ? Which roles or buying groups matter?
- ? What outcome are we trying to enable?
- ? What would make the use case unsupported or out of scope?

Without a defined buying situation or operational problem, signal collection becomes a catalogue exercise.

02 Signal sources

Signals are observable events. The architecture should record the source, type, recency, reliability and the reason the event may matter.

Signal category	Example	Control
Company change	Funding, expansion, acquisition, leadership change	Company change alone does not prove need.
Hiring	Relevant role or capability hiring pattern	Hiring is a hypothesis trigger, not a purchase event.
Technology	Adoption/removal/change of a relevant technology	Technology data may be incomplete or stale.
First-party engagement	Approved site/content/product interaction	Engagement does not automatically create a business CE.
CRM event	State change, prior conversation, hold reason, opportunity event	CRM meaning must remain consistent with approved lifecycle semantics.

03 Context / augmentation

Augmentation combines external and internal context so the system can make a better decision.

- + Company fit and segment.
- + Relevant stakeholder / buying-group role.
- + CRM lifecycle and qualification state.
- + Existing owner, conversation or opportunity.
- + Previous hold / not-ready reason.
- + Technology or operational context.
- + Consent, geography or eligibility constraints.

The goal is not maximum enrichment. **The goal is enough context to change the decision.**

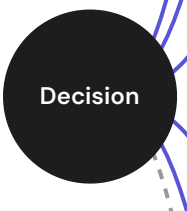
04 Decision / qualification

The architecture needs explicit states rather than one generic score.

Ready / relevant for next action.	Needs more context.	Temporary not ready.
Wrong fit / unsupported use case.	Potential DFDP fit requiring human review.	Existing customer / Kaizen expansion context.

A score can support a decision, but it should not silently replace the business meaning of the state.

05 Action / reach



Research / enrichment	Useful event exists but context is incomplete.
Sales task / alert	Existing owner or relationship should decide next action.
Personalized outreach	Evidence and context are strong enough to justify a relevant conversation.
Nurture	Problem is relevant but readiness is not there yet.
Paid / retargeting assist	Audience and privacy rules permit contextual support.
No action	Signal or context is too weak, outdated or irrelevant.

06 Measurement

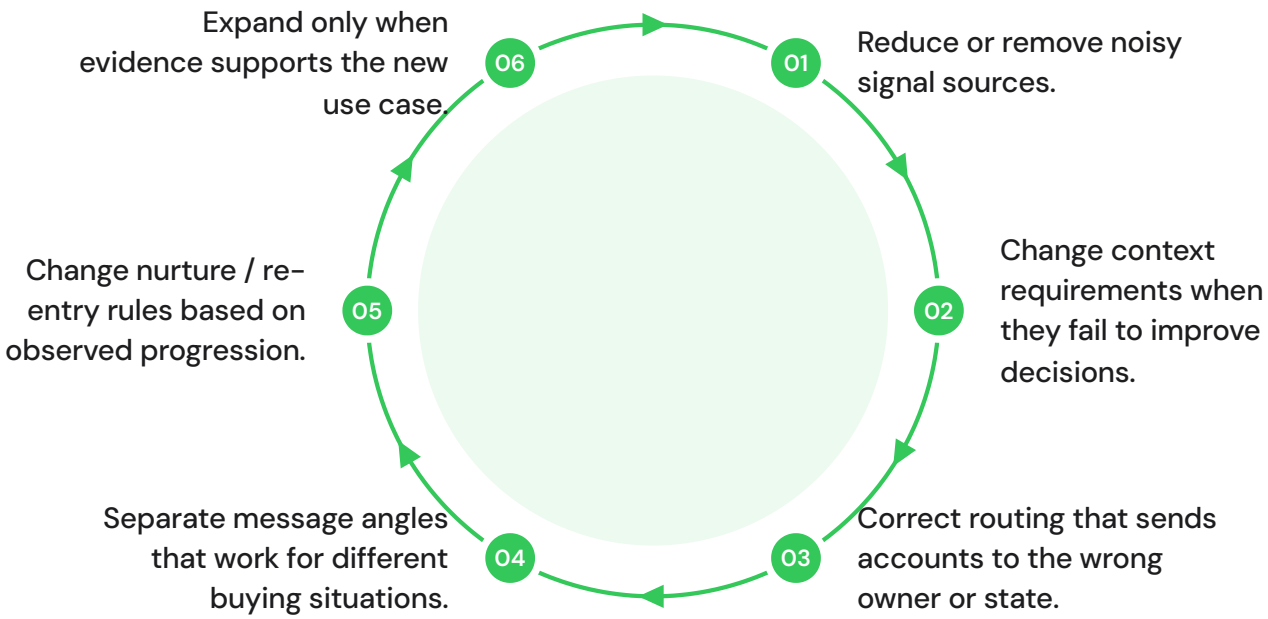
Measurement should separate operating activity from business progression.

Activity / operational metrics	Business progression / learning events
○ Views, clicks, impressions, email delivery	● **Valid diagnostic completion**
○ Workflow execution count	● **DFDP Fit Call booked**
○ Research tasks created	● **DFDP accepted**
○ Contacts enriched	● **GTM Engineering Build accepted**
○ Ads served	● **Kaizen / expansion activated**
○ Page visits	● **Meaningful re-entry condition met**

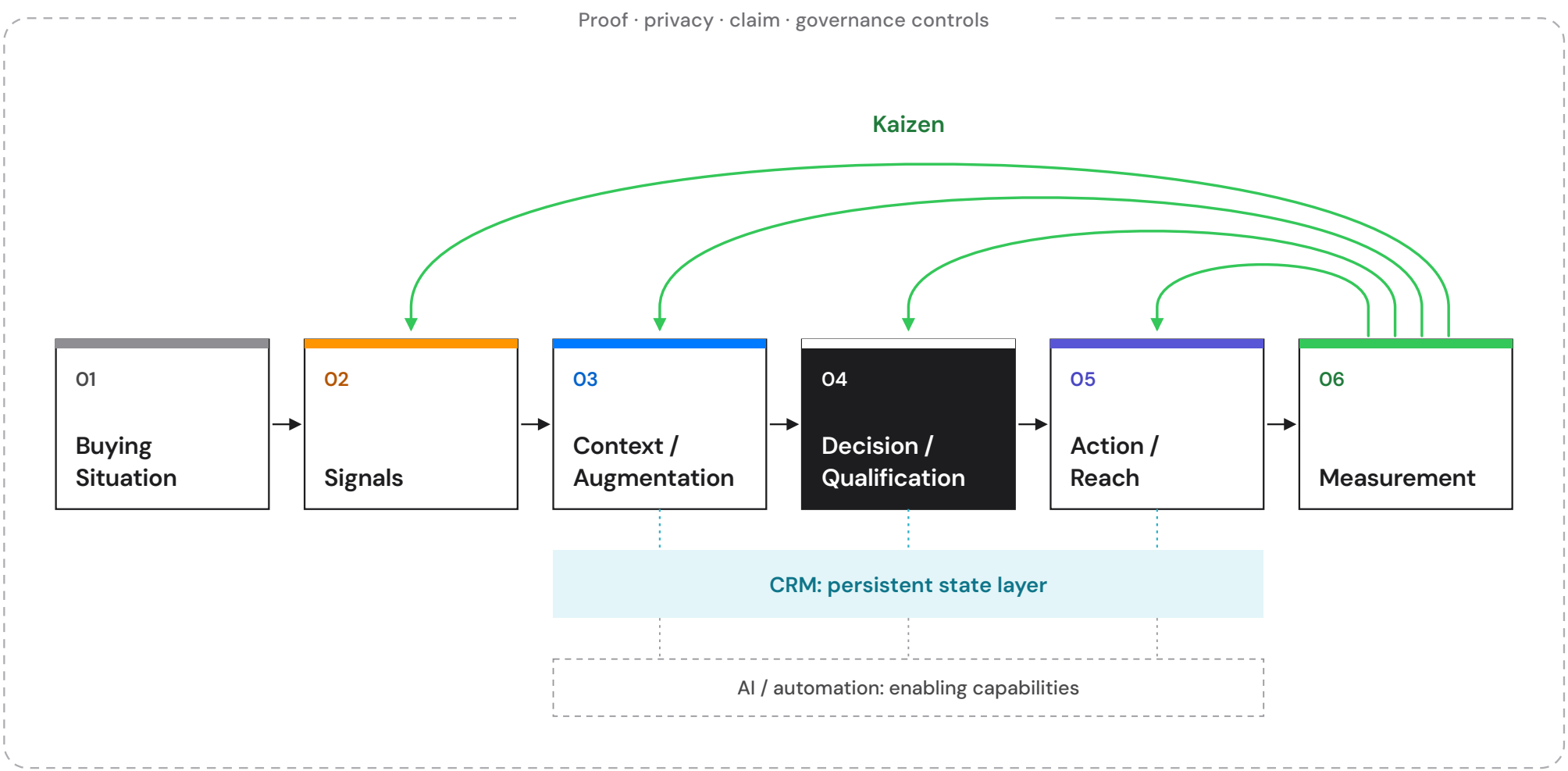
Activity metrics can help operate the system. They should not be promoted into controlled business conversion events simply because they are easy to count.

07 Kaizen

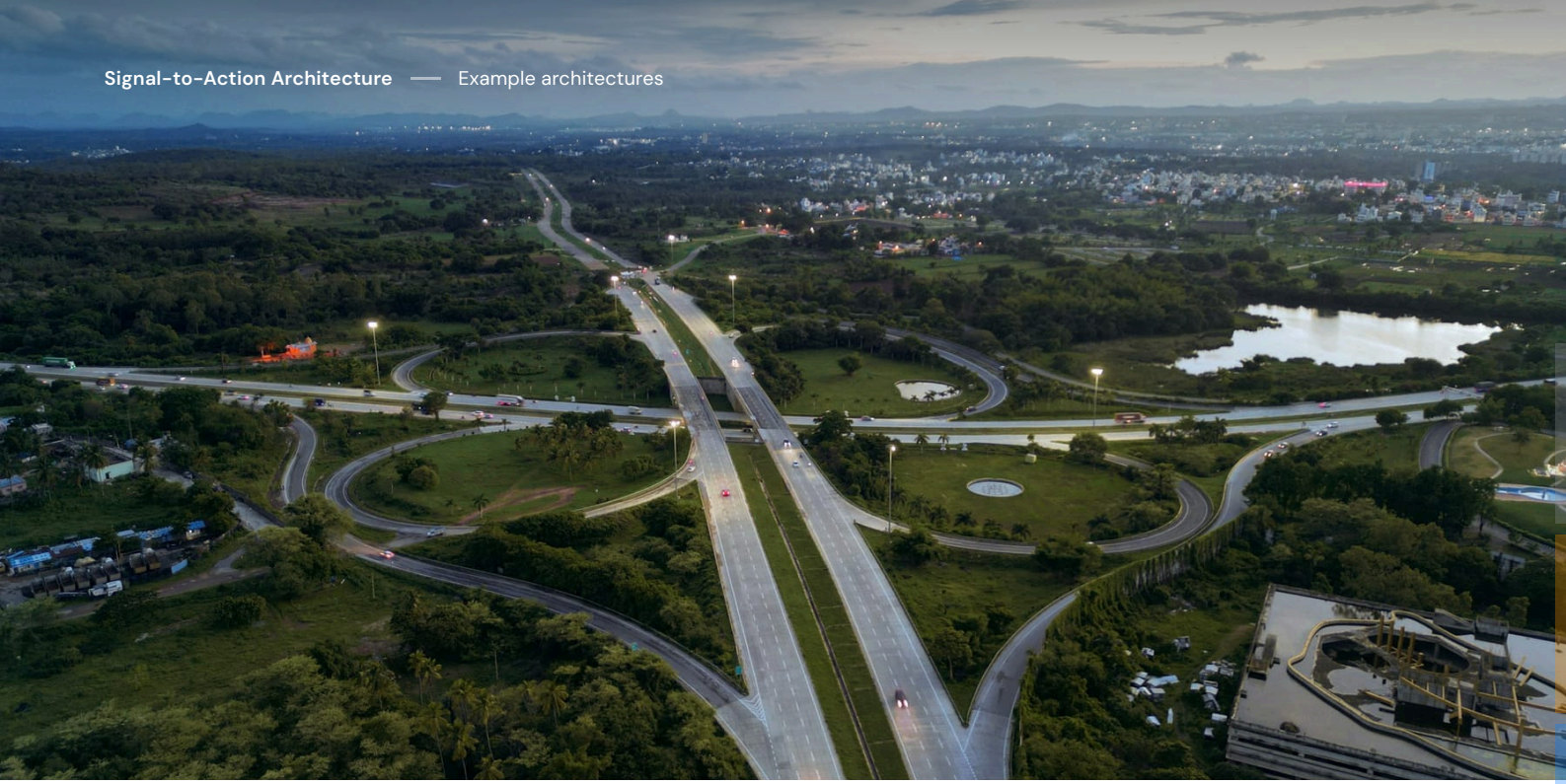
The final layer is the learning loop.



The architecture diagram



Kaizen loops from Measurement back to Signals, Context, Decision and Action.



Example architecture: UC-A

Signal-Led Outbound & ABM example:

01	02	03	04	05
Relevant hiring / company event	fit + role + CRM context	research / contextual outreach decision	response / opportunity learning	signal and message refinement

Do not label the account ‘in-market’ unless evidence beyond the signal supports that conclusion.

Example architecture: UC-B

CRM / RevOps Orchestration example:

01	02	03	04	05
Lifecycle / state event	CRM + hold reason + owner + stakeholder context	route / nurture / task decision	progression outcome	state/routing refinement

Build checklist

Architecture question	Defined?
1 Buying situation / GTM problem	☐
2 Signal source + observable event	☐
2 Recency / reliability rule	☐
3 ICP / fit rule	☐
3 Context required before action	☐
4 Qualification / state logic	☐
4 Human-review points	☐
5 Allowed next actions	☐
5 No-action condition	☐
6 Meaningful business events	☐
7 Learning / Kaizen rule	☐
G Privacy / proof / claim controls	☐



Next step

If you want to map this architecture against your current GTM motion, the Signal Audit provides the first structured diagnosis. If the problem spans multiple systems, teams and unresolved decisions, the next step may later be a DFDP Fit conversation.

Run My Signal Audit →

Book a DFDP Fit Call →

riteshosta.com/signal-audit · riteshosta.com/dfdp-fit

Scan to run the Signal Audit

Ritesh Osta

01 From Signal to Action RO-DR-001

02 GTM Engineering vs RevOps RO-DR-002

03 Signal-to-Action Architecture RO-DR-003

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