BUSINESS CASE 01 · Real results · anonymised

European banking-software vendor

Enterprise banking software · EMEA and US wealth management · Oct 2025 to Aug 2026

One score per account replaced points per lead and put a cap on a noisy intent feed. On 36 target accounts, the share with qualified pipeline went from 16.7% to 22.2%.

CLIENT	MARKETS	BUILT IN	TEAM
Enterprise banking-software vendor	EMEA banks, US wealth managers	Salesforce and Marketo	ABM lead, account executive, Stefan

36
Target accounts in EMEA, scored and ranked

16.7% → 22.2%
Share of target accounts with qualified pipeline

€10.24M
Qualifying pipeline across 8 deals, 2.9x qualified coverage

6
Discovery calls from an 8-week US wealth pilot

Team results: the vendor's ABM lead, account executive and Stefan.

What they had

- Points per contact in Salesforce and Marketo: demo +100, event +90, page view +1
- An intent report flagged 267 of 608 accounts as hot; an audit found about 1% were real
- No view of which accounts were warming up

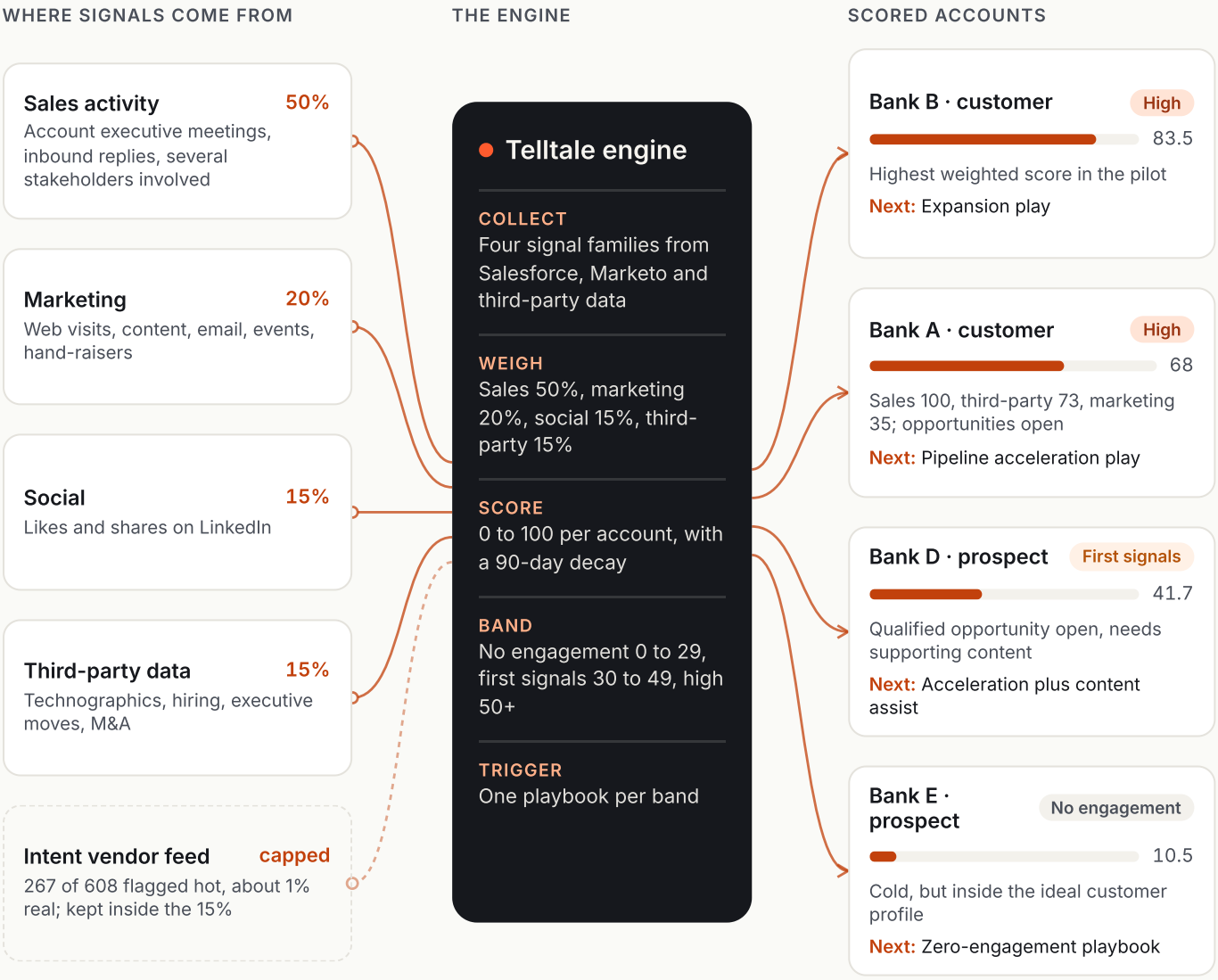
What we added

- One 0 to 100 score per account, from four signal families
- Three bands with a 90-day decay, so old activity fades out
- A playbook triggered for each band, and lists ranked by stage for the US pilot

HOW THE SIGNALS FLOW

Four signal families, one score per account, a playbook per band

Sales activity carries the most weight. The intent feed stays in, but capped, because most of its "hot" accounts were not.



THEN

NEXT ACTION
A playbook per band: expansion, acceleration, warming, or a first touch for cold accounts.

→

WHAT CHANGED
Qualified-pipeline share on the 36 accounts rose from 16.7% to 22.2%; awareness from 58.3% to 63.9%.

→

RESULT
€10.24M qualifying pipeline across 8 deals, with 2.9x qualified coverage.

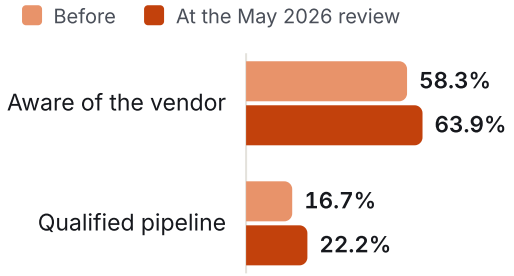
WHAT HAPPENED

More target accounts moved into pipeline

EMEA account matrix at the 16 May 2026 review, and the US wealth pilot from Oct to Dec 2025.

EMEA, 36 target accounts

Share of accounts at each stage



Also at the review: 30.6% of accounts in conversation, 38.9% with any pipeline.

US wealth pilot, 8 weeks

From personalised connection requests to an opportunity



The account executive's LinkedIn impressions went from 1,014 to 8,671 per 30 days.

Timeline

Oct to Dec 2025 — US wealth pilot: ranked lists by stage, personalised outreach, 6 discovery calls and 1 opportunity in 8 weeks.

19 Apr 2026 — Intent audit: the vendor feed flagged 267 of 608 accounts as hot; about 1% were real. The feed is capped in the score.

16 May 2026 — EMEA review of the 36 target accounts: qualified-pipeline share up to 22.2%, €10.24M qualifying pipeline across 8 deals.

Aug 2026 — End of the period covered here.

What this does not prove yet

- These are team results (the vendor's ABM lead, account executive and Stefan), not Stefan's alone.
- This engine ran inside Salesforce. The engines we build today run on lighter tools you choose.
- The figures are confidential, so the client and accounts are anonymised.

FOR YOUR TEAM

What you get

Closest to your world if you sell complex software to a defined list of large accounts with long buying cycles.

A signal map

We agree with you which 8 to 10 events show an account is ready to buy in your market. No generic intent score.

A ranked shortlist

Accounts ranked by fresh signals, in your CRM or Slack, with the right person to contact and why now.

A first draft

A one-line reason to reach out and a draft message for each account, ready for your own words.

How it works

Step 1
A 30-minute call
You tell us who you sell to and what your best customers looked like before they bought.

Step 2
We map your signals
We pick the events that come before a purchase in your market and test them on your accounts.

Step 3
We build it in your stack
Signals, scoring and alerts go into tools you already use or approve, under your own accounts.

Step 4
You run it
Your team works the shortlist. For the first two months, we support and tune it.

Signal engine

from €2,000

One-time setup, with two months of support included.

- A signal map for your market
- Live scoring in your CRM
- Playbooks and draft messages
- Two months of support: fixes, small tweaks and a scoring review

After month two, you choose: an optional care plan, a fixed price per fix, or nothing. It keeps running either way, with no automatic renewal. Running costs: about €20 a month in AI tokens, paid directly to the provider.

Want us to run the outreach too?

Add-on sprints, run by the founders. Three months minimum.

ABM sprint
€4,000 to €6,000 a month, led by Stefan

Outbound sprint
€3,000 to €4,000 a month, led by Alex

You own it
Built in your accounts, on tools you use or approve. If you stop working with us, it keeps running.

Start with a free signal map

Tell us who you sell to. Within 48 hours we send you 5 companies in your market that show a buying signal this month, with the person to contact. No call needed.

Get your free signal map

Or book 30 minutes: telltalegtm.com/book

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