PERSONAL GTM PLAYBOOK

The High-Intent Website Visitor Engine

How GTM Engineers turn high-intent website activity into structured sales action.

Intent pages

Account matching

Signal scoring

Sales-owned follow-up



THE PROBLEM

High-intent buyers are already on the website.

But most teams still treat website activity like reporting data, not GTM action.

Some buyers visit pricing pages.

Some compare solutions.

Some read case studies.

Some check integrations

Marketing sees the activity.

Sales needs the context.

RevOps owns the routing.

The tools capture the signals.



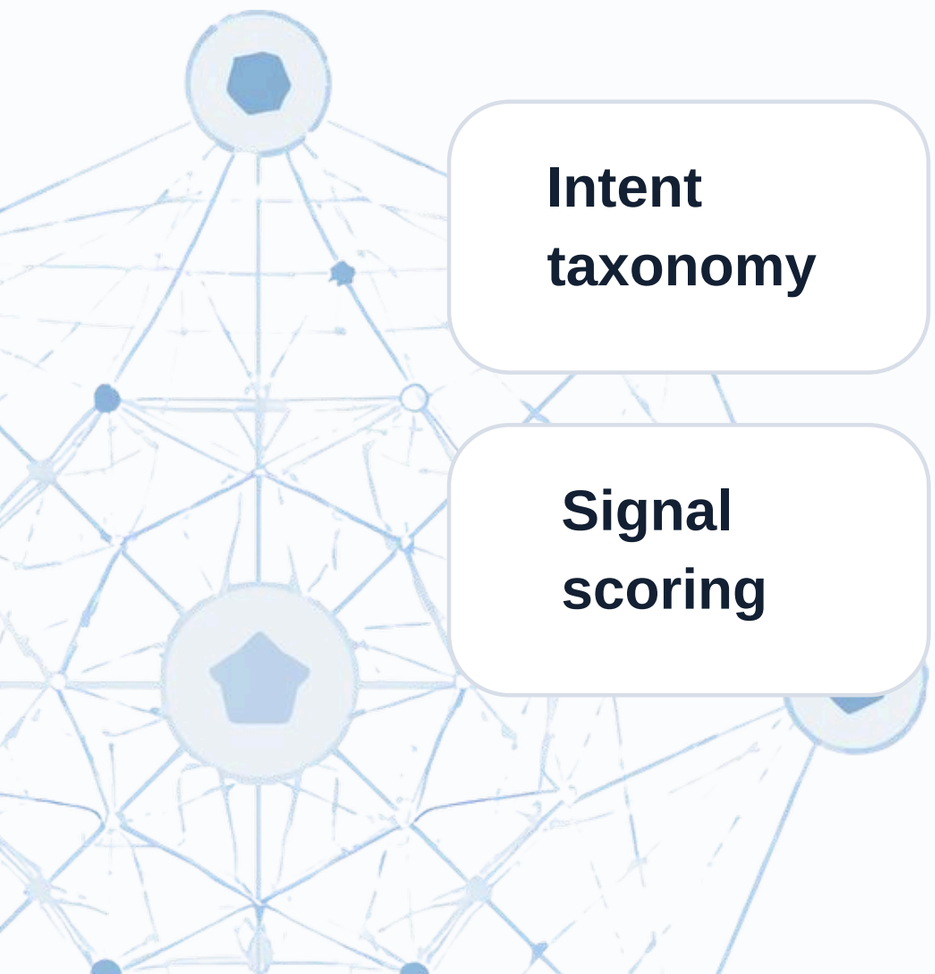
Website intent often does not become a clear next action.

THE ROLE

Turning website intent into GTM action.

A GTM Engineer does not just report who visited the website.

which signals matter,
which accounts should be prioritized,
who owns the follow-up,
what message should be sent,
and when sales should step in.



Intent taxonomy → **Account matching** → **Contact mapping**

Signal scoring → **Automated Activation** → **Sales follow-up**

STEP 1

Define what high intent actually means.

Not every website visit is a buying signal.

Define high-intent pages before building alerts or outreach.

Commercial & Conversion Intent

Pricing / plans = strong commercial intent.
Demo / contact / trial pages = direct conversion intent.
These are the highest-priority signals.

Research & Evaluation Intent

Product / solution pages = active research.
Comparison / alternatives = vendor evaluation.
Case studies / ROI / security = validation intent.

Exclude or Lower Weight

Careers, blog, and support pages usually indicate low buying intent.
I usually exclude these pages from the campaign.

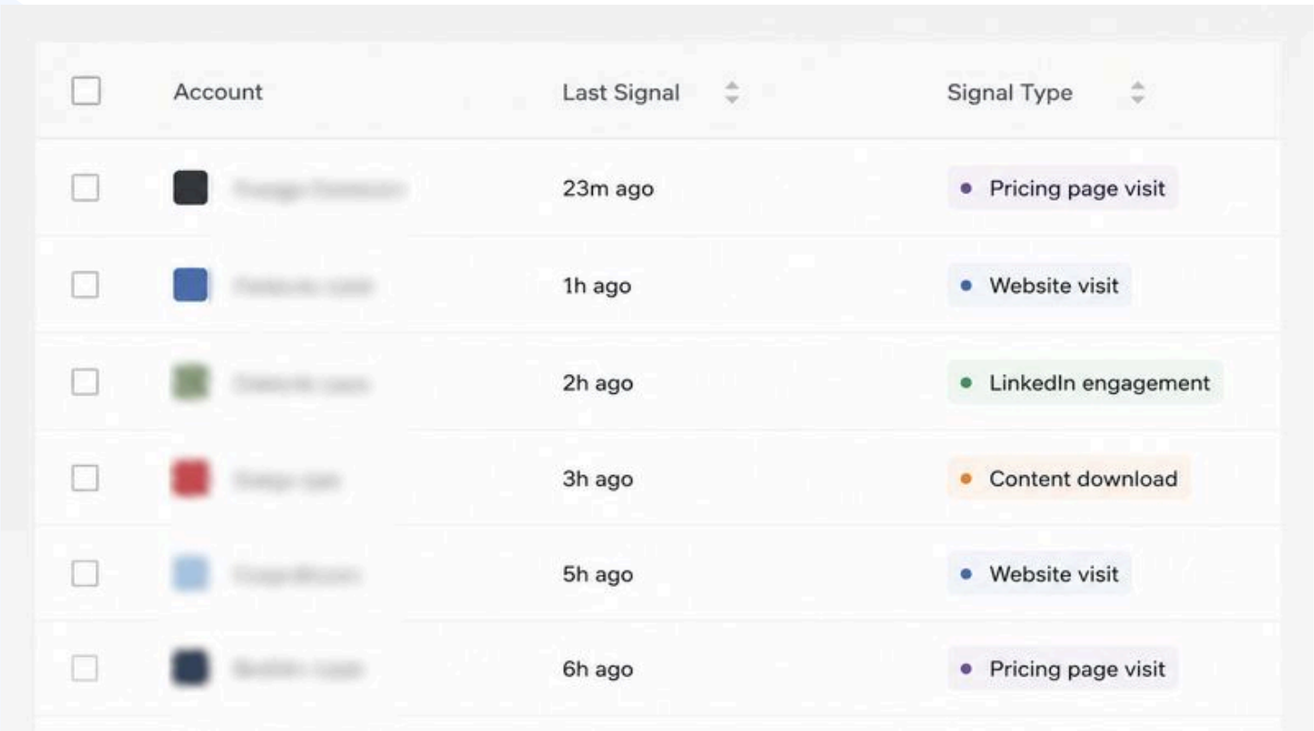


STEP 2

Build the high-intent account list

Once high-intent behavior is defined, the next step is to turn website activity into an account list.

- A good account list should answer:
- Which company visited?
- What pages did they visit?
- How often did they come back?
- Are they already in CRM?
- Do they have an owner?
- Are they a customer, open opportunity, or net-new?



STEP 3

Match accounts and clean the data.

Before activating anything, match website visitors to the right account records, clean the data, and remove anything that would create false signals.

Account matching

Connect website activity to company domains, CRM accounts, and existing records.

Data cleanup

Remove duplicates, merged accounts, non-potentials, wrong domains, and competitors.

Account status

Separate customers, open opportunities, churned accounts, and net-new.

STEP 4

Map the buying committee.

Before launching outreach, map the people who could influence the buying process: existing CRM contacts, known engaged leads, previous buyers, product users, decision makers, and missing personas.

Decision Maker	Technical Evaluator	Procurement or Security	Champion or Operator

The goal is not just finding a contact. It is mapping the full buying committee: who influences, who approves, who blocks, and who champions the deal inside the account.

STEP 5

Score intent with fit and timing.

Before activating the campaign, score accounts based on both who they are and what they did. The goal is to prioritize accounts that show the strongest combination of fit, behavior, recency, and buying context.



Account fit
ICP match, company size, industry, region, revenue potential, segment.

Page value
Pricing, demo, product, integration, security, ROI, or case study pages.

Engagement depth
Number of visits, pages viewed, return visits, time on site, content consumed.

Recency
Activity in the last 24 hours, 7 days, 30 days, or longer.

Buying context
Open opportunity, existing customer, target account, competitor research.

STEP 6

Build message tiers.

The goal is to use the signal to decide what kind of message makes sense, without exposing the tracking behind it.

1	**Known account high intent**	Sales-owned follow-up with clear business context and a relevant next step.
2	**Open opportunities**	Alert the opportunity owner and support the deal with proof, use cases, or stakeholder engagement.
3	**Existing customer**	Route to AM or CS with an expansion, adoption, or support angle.
4	**Net-new target account**	Identify the right contacts before outreach. Do not contact random people just because the account visited.
5	**Medium or low intent**	Use nurture, retargeting, or educational content instead of direct sales outreach.

STEP 7

Build the activation architecture.

Once the account is scored and the message tier is defined, the next step is to decide what action should happen next. The goal is to connect each intent signal to the right motion: sales follow-up, retargeting, nurture, AM outreach, or no action

Sales alert

Triggered for high-fit accounts showing strong buying intent

Retargeting Audience

Accounts showing interest but not enough for direct sales outreach.

Contextual outreach

Sent when there is enough account fit and buying context,

Nurture stream

Used for medium-intent visitors who need education before sales engagement.

Owner task

Created when the account already belongs to a rep.

STEP 8

Route signals to the right owner

A website signal is only useful if the right person sees it quickly. Apply routing rules based on account and opportunity status.

Sales Routing

Open opportunity → AE.

Named strategic account → account owner.

Post-Sale & Queue Routing

Existing customer → AM or CS, not net-new sales.

No owner assigned → route to assignment queue for immediate action.

Suppression Rules

Suppressed accounts or identified competitors → do not activate.

Routing without suppression creates noise and damages trust.

A signal without ownership is just another dashboard metric.

STEP 9

Warm accounts before direct outreach.

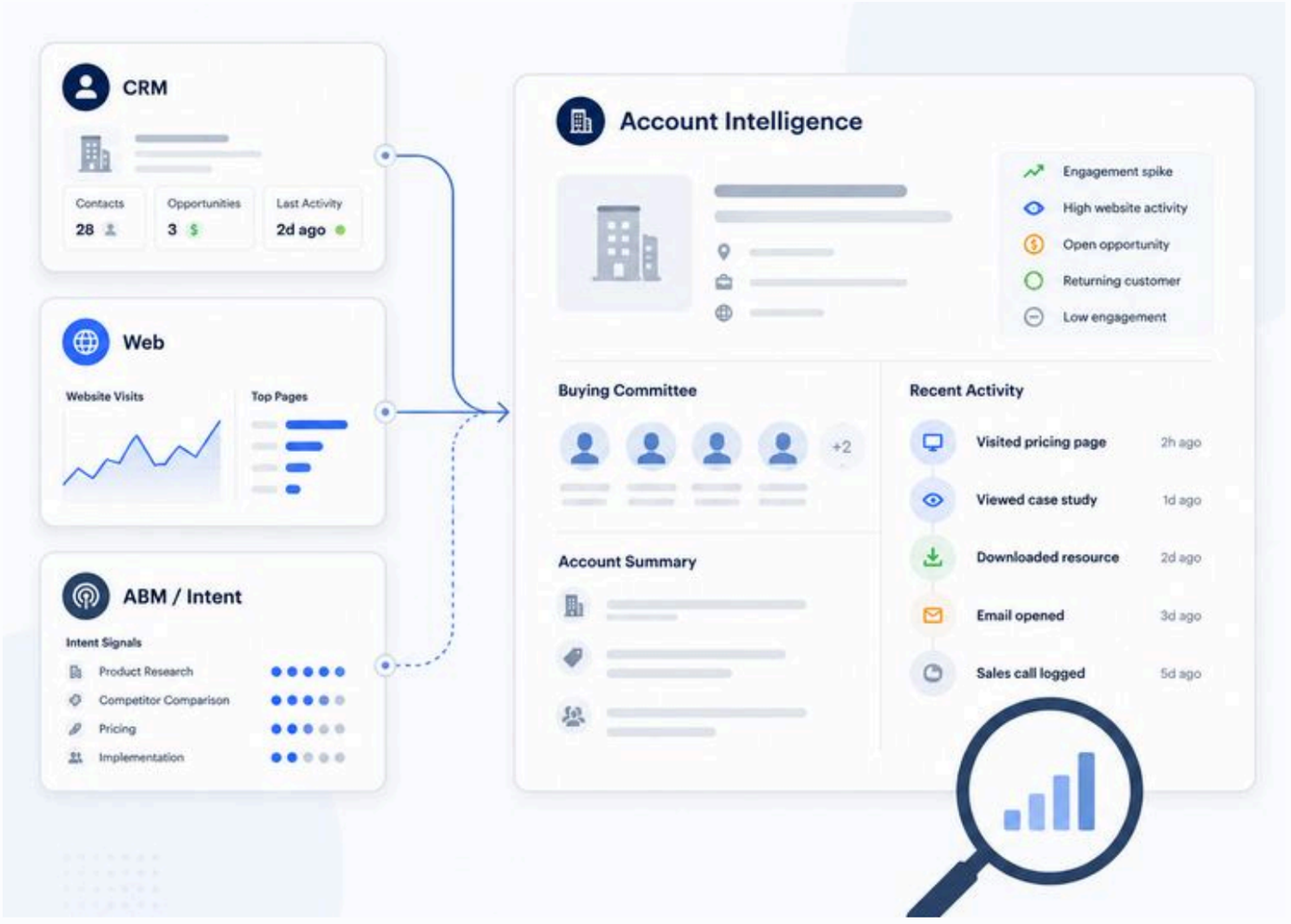
Some accounts need familiarity before a direct message. Retargeting helps keep the brand visible, reinforce the right proof points, and make future outreach feel less random.

Pricing visitors	Proof, ROI, customer outcomes, and buying confidence.
Case-study visitors	Customer stories, industry proof, and measurable outcomes.
Product visitors	Use cases, workflow examples, and relevant benefits.
Comparison visitors	Differentiation, trust signals, and customer proof.
Security visitors	Show certifications, governance, reliability, and risk reduction.

STEP 10

Launch contextual outreach

Outreach should be useful. Do not say: 'I saw you visited our pricing page.' Instead, lead with relevant context: 'Teams evaluating this type of solution often ask about implementation, pricing, or fit.' Use the signal to choose the message.



STEP 11

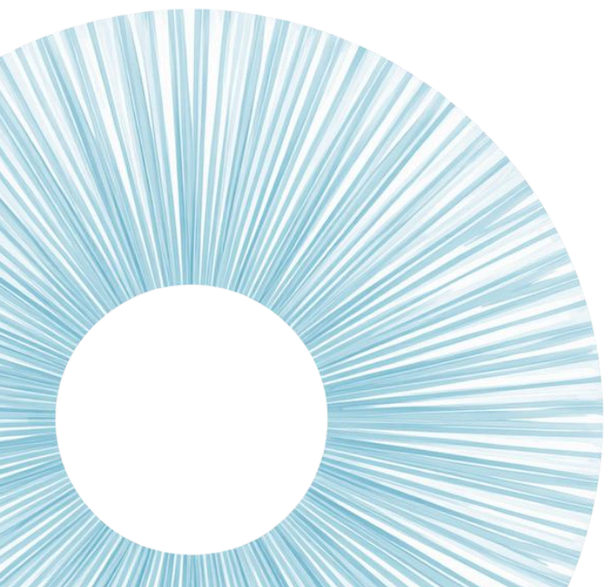
Stop automation when the buyer engages.

Once a buyer replies, books a meeting, requests a demo, starts a trial, or enters an active sales conversation, the automation should stop or adapt.
This is where many intent-based campaigns break.

Positive Signal
Reply or meeting booked: stop sequence, route to sales, suppress all active automation

Redirect Signal
Wrong person: Ask for the right contact and update the buying committee.

Exit Signal
Not now: move to nurture.
Negative or unsubscribe: suppress immediately, no exceptions



STEP 12

Use reporting to improve prioritization.

Reporting is not there to prove website traffic. It is there to improve the system and sharpen what gets acted on.

Accounts identified & fit score	High-intent accounts touched	Response rate & meetings booked	Pipeline influenced & opps created

Good reporting does not just show what happened. It tells the team what to prioritize next.

THE FRAMEWORK

High-intent website visitor activation is not lead chasing. It is a system.

Define → Match → Map → Score → Activate → Route

That is how GTM Engineers help teams turn anonymous or silent buying behavior into relevant conversations without losing trust.