Date-a-Vendor

Modelling Playbook #4

Inbound & Outbound, an Allbound Love Story

You've found the data
provider who's "the one"!

Now you can move from first dates into a committed, allbound partnership, blending inbound charm with outbound initiative.

Why allbound modelling matters

- Unified pipeline strategy
- Shared ownership of data, campaigns and results
- Prioritised leads, regardless of where the spark began
- Smarter spend across inbound and outbound
- One story, multiple touchpoints

Green flags for allbound workflows

Metric	What Good Looks Like
Unified prospect list	All channels working from the same source of truth
Origin tags	Clear insight into first touch: inbound, outbound, or ad click
Full-funnel scoring	Engagement + fit combined to prioritise follow-up
Multi-signal layering	Firmo, techno, intent and triggers in one model
Sales + marketing sync	Shared SLAs, tools and playbooks

1. Build a Unified Prospect List

Juggling separate lists? Not anymore.

Steps to unify:

- Merge CRM, website behaviour, enrichment and intent data
- Deduplicate ruthlessly no more double contact, double cringe
- Tag origin: track exactly where the first spark flew

> ❝ **The trick about allbound is you get away from that mindset of 'my revenue versus yours'. We all want more, so we built one list that everyone owns."**
>
> – Simon Heckhuis, Marketing Operations Manager, Cognism

2. Layer in Essential Data Types

To build a truly unified prospecting model that powers both inbound and outbound, you need more than just names and emails, you need layered insight. Here's the core data every allbound model should include:

Data Type	Why It Matters
GDPR-compliant contacts	Deliverability and trust at scale
Intent signals	See who's researching your category now
Technographics	Personalise by stack, integrations or replacements
Firmographics	Company size, sector, geography — your ICP filters
Sales triggers	Funding rounds, hires, tool changes — timing signals

Each layer adds relevance, just like knowing more than a job title on a dating profile.

3. Activate Key Processes

ICP Alignment: Define your "dream date", who converts and stays. Use firmographic and technographic filters to filter for fit.

Intent Layering: Combine inbound interest (site visits, downloads) with outbound readiness (hires, installs). Prioritise those showing both.

Lead Scoring: Build a blend of fit and behaviour to surface hot leads.

Signal Category	Weight %
Firmographic	20%
Technographic	20%
Intent	25%
Sales Triggers	15%
Engagement	20%
Total	**100%**

Prospects with high scores are your hottest matches, time to make a move 👀

4. Fuel Inbound with Enriched Audiences

Inbound isn't passive, it's strategic. Use your data model to attract ideal prospects.

Run precision targeting:

- Intent-based ads to in-market buyers
- Tech-specific messaging to matching stacks
- Vertical campaigns with tailored value props

Build smarter nurture flows:

- Dynamic forms that adapt to who's filling them
- Automatic routing to reps by ICP or interest
- Nurture based on both firmographics and behaviour

" **With our model, we weren't just capturing names, we were capturing buying signals. It let us move faster and personalise harder."**

– Simon Heckhuis

5. Power Outbound with the Right Signals

Outbound should feel relevant, never random.

Identify in-market accounts:

- Use ICP scoring and intent to surface likely buyers
- Track competitor content and site engagement
- Layer in firmographics to confirm fit

Craft relevance at scale:

- Personalise with job titles, tools, and triggers
- Segment messaging by industry or buying stage
- Let workflows do the heavy lifting, SDRs add the human touch

6. Allbound in Action

Use every inbound and outbound action to refine your model.

Keep evolving:

- Enrich inbound leads with outbound insights
- Score all engagement in one view
- Refine ICP segments based on campaign feedback

> **It's not about marketing or sales owning the process, it's about both sides feeding the same flywheel."**
>
> – Simon Heckhuis

7. Synergise Inbound + Outbound

Inbound → Outbound Nurture

- Trigger SDR outreach post-webinar or content download
- Mirror messaging: "Loved your take on [topic] — here's how we help"
- Reach out within 24 hours to keep the momentum going

Outbound → Inbound Retargeting

- No reply? Serve a contextual ad
- Mirror your email theme in ad creative
- Space ads for a soft reminder, not spam

Event-Driven ABM

- Enrich attendees with session data and behaviour
- Score follow-up priority using site visits post-event
- Launch hyper-personalised follow-ups: InMails, invites, direct mail

8. Keep the Relationship Healthy

Suppression Logic

- Respect DNCs, unsubscribes and competitor exclusions
- Suppression = respect = long-term deliverability

> **Suppression isn't a limitation, it's a signal you respect your prospect's preferences. That respect fuels lasting engagement."**
>
> – Simon Heckhuis

Refresh Cadence

- Quarterly enrichment runs for email, mobile, job title accuracy
- Re-enrich post-event to catch new intent signals
- Real-time job-change alerts for your highest-value accounts

Domain Health

- Use verified contacts to avoid bounces
- Monitor spam rates, pauses when metrics dip
- Rotate domains for high-volume sends

9. Prove the Allbound Spark

Inbound-Outbound Conversion Rate

- Track dual-touch prospects: inbound first, outbound follow-up
- Compare to pure inbound/pure outbound
- Adjust cadence and messaging where drop-offs occur

> **Run a monthly snapshot of accounts worked versus opportunities booked, tagged by the campaigns you see. Nothing tells you 'what works' like seeing which touches spark meetings."**
>
> – Simon Heckhuis

Cost Per Qualified Lead

- Include all activity, ads, SDR time, enrichment
- Filter only true MQLs or SQLs by fit
- Identify best-performing channels to scale

Pipeline Influence

- Use multi-touch attribution to prove ROI
- Measure deal velocity post-campaign
- Attribute revenue to allbound sequences

Allbound Checklist for Everlasting Love

Step	Action Item
1	Audit data for compliance and accuracy (emails, mobiles, job titles)
2	Layer firmographic, technographic and intent signals
3	Align workflows and SLAs across inbound and outbound
4	Activate multi-touch journeys: ads, events, emails and SDR outreach
5	Track conversion rates, cost per lead, and pipeline influence
6	Re-enrich and review suppression lists on a rolling basis

With this allbound checklist, you've got everything you need to turn data into enduring relationships, one perfectly timed, personalised touch at a time.

Here's to a long and successful partnership between marketing and sales… and the perfectly modelled prospects you'll delight next! 💖

One model. Every channel. No mixed signals.

Allbound isn't just a vibe, it's a strategy. Unify inbound and outbound for consistent targeting, smooth workflows and shared success.

Start your allbound era