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Clay Intelligence Tables

By FullFunnel

The Most Exciting Thing in Sales Tech Right Now

What is Clay.com?

Clay is the single most powerful tool on the market for modern GTM teams. It's your AI-powered command center for discovering contacts, enriching data, and triggering outreach based on real-time buying signals.



Why Clay is a Game Changer:

- No more static lead lists
- No more duct-taped tools
- No more manual guesswork
- No per seat annual contracts

Clay connects 150+ data sources and builds living, breathing workflows that respond instantly to change—funding rounds, job changes, tech installs, intent surges, and more. Your pipeline stays hot. Your reps stay sharp.

FullFunnel: Clay's Enterprise Growth Engine

We don't just use Clay—we weaponize it.

- Certified Clay implementation + scale partner
- Experts in RevOps-led automation
- Builders of signal-based GTM systems across demand gen, sales, and customer success
- Turning bloat into breakthroughs for Fortune 500s and hyper-growth startups alike



Intelligence Tables That Drive Action

FullFunnel's intelligence tables are not just data lists — they're real-time monitoring systems designed to surface meaningful buying and risk signals across your revenue funnel.

Our Tables Help You:

- **Demand Gen:** Prioritize outreach based on funding rounds, hiring activity, tech adoption, and intent signals.
- **Pipeline Management:** Monitor account engagement, job changes, and lead behavior to accelerate velocity.
- **Customer Success:** Detect churn risks and expansion triggers through product usage, personnel shifts, and market movements.

Why This Matters:

Most teams operate reactively. Intelligence tables shift your team to a proactive, signal-based GTM engine, ensuring reps spend time only where there's actual movement.



Existing Customers Intelligence Tables

Objective:

To continuously monitor existing accounts for expansion opportunities using automated signal detection, so leadership and customer-facing teams can have timely, informed, and actionable insights into where to cross-sell, upsell, or intervene.

Problem it Solves:

Most organizations rely on fragmented, manual input from account managers or reps to spot upsell/cross-sell opportunities. **This method is:**

- Inconsistent
- Often inaccurate
- Reactive, not proactive

This leads to missed revenue opportunities and poor customer lifecycle management.



Active Pipeline Intelligence

Objective:

To create an active pipeline intelligence layer that continuously monitors active deals by combining internal CRM data with external signals, in order to assess whether each deal is accelerating, decelerating, or neutral — ultimately improving forecast accuracy and enabling more proactive deal management.

Problem it Solves:

Most organizations rely almost entirely on fragmented, subjective CRM inputs (notes, emails, sales team updates) to assess pipeline health.

This approach misses critical external signals (ICP fit, tech stack signals, job postings, executive changes, company announcements) that often impact deal velocity and win rate.



Target Prospect Accounts

Objective:

To eliminate inefficiency in outbound prospecting by equipping revenue teams with high-context, dynamically prioritized target accounts—so they know who to contact, when, and what to say—using active intelligence gathered and processed through Clay.

Problem it Solves:

Traditional account list distribution is static and wasteful:

- Reps are handed generic ICP-matching lists.
- Lists lack real-time relevance or signal context.
- High-value reps waste time on low-priority accounts.



Customer Referral Intelligence Tables

Objective:

To equip revenue teams with active intelligence that identifies high-fit referral opportunities—by mapping customer LinkedIn networks against external buying signals—so teams know exactly who to target and when, enabling systemic activation of warm, high-conversion referrals.

Problem it Solves:

Referral programs are passive and inefficient:

- Clients aren't actively surfacing referrals.
- Sales teams lack context on which customer connections are in-market.
- High-conversion referral opportunities are missed or left to chance.



Churned Account Intelligence

Objective:

To maintain visibility on past accounts to position FullFunnel to have the best opportunity to re-engage with purpose when the churned account has a signal that warrants reengagement.

Problem it Solves:

Traditional account list distribution is static and wasteful:

- Reps are handed generic ICP-matching lists.
- Lists lack real-time relevance or signal context.
- High-value reps waste time on low-priority accounts.



Closed Lost Ops Intelligence Tables

Objective:

Unlock hidden revenue by re-engaging late-stage and closed-lost opportunities in your CRM through an autonomous system that monitors, scores, and prioritizes them for outreach.

Problem it Solves:

Most companies neglect high-probability prospects who exited the sales process without buying. This system fixes that by tracking those accounts, analyzing fit, and automating tailored outreach to reignite conversations and drive conversions.



Stalled Lead Intelligence Tables

Objective:

Re-engage high-intent leads who submitted forms but never converted by building a dynamic system that identifies, monitors, and activates these contacts through targeted outbound workflows.

Problem it Solves:

Most organizations lack a structured approach to revive form-fill leads that didn't book or convert. These contacts often go cold despite showing initial interest. The stalled lead table solves this by segmenting leads by behavior, validating contact and company data, and triggering personalized re-engagement to convert lost demand into revenue.





Contact Us Today!

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Schedule a Demo

