Signal types

SCALE

Many GTM teams regularly use multiple signals, but few make substantive use of all four major types. This framework presents the landscape of available signals, how to use them, and who to buy them from.

	First-party data	Second-party data	Third-party data	Point-in-time signals
Definition	Data you collect directly from your audience	Another company's first-party data shared with you	Data aggregated from multiple sources	Data on point-in-time actions that indicate buying activity
Example	Website (downloads, demos, product pages, webinars) data, app data, customer surveys	Data from partner relationships, shared customer insights	Data from advertisers and other data vendors	Data on leadership or champion role changes, financial updates (acquisitions, funding rounds)
Level of data	High	Medium	Mixed	High
Cost	Seems free, but costly to scale	Depends on agreement, trade or paid	High	Often low
Why use it?	Provides most accurate and complete insights	Provides rich, hard-to-source data from trusted partners	Has a broad reach and is easy to obtain	Tells you when buyers have a need, and when to engage them
Problems	Hard to grow volume	Complex agreements or cost	Costly, often lacks quality/accuracy	Can't create more — limited quantity
Vendors that help	HubSpot, salesforce, Amplitude, Segment	Crossbeam, PartnerStack, G2, TechTarget	bombora, DEMANDBASE, zoominfo, 6sense, INTENTSIFY	zoominfo, clay, LinkedIn