

# How a Growing Series A Company Built US GTM Foundations and a Signal-led GTM Motion

Industry: Technology

Location: Palo Alto, CA

Employees: 50+

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“They helped us get a strong ICP list and built an automated GTM Motion with Clay. Getting Smartleads up and running was useful to us in the early stages. The domain infrastructure setup was very strongly done. It paved way for a strong enterprise sales motion”

- Arun Lal, DocketAI

## Executive Summary

DocketAI, a Series A startup in SF, is building the world’s first AI Sales Engineer. Whilst laying the foundations of their GTM, they needed a precise way to model their ICP and build their foundational GTM Stack, so their sellers could be more productive. They recognized the value in surfacing up intent and insights, so sellers weren’t left to do all the research themselves.

By working with KeystoneGTM's Allbound implementation, DocketAI built a robust infrastructure that laid the foundations for 2025. Across email infrastructure setup, multi-intent capture, account research and qualification — they put together an ops process that was bullet proof.

## Challenge

Multiple buying signals across marketing-led activities needed to be actioned on

**40%** 40% of Senior Sales Consultant’s time taken up for ICP Modelling Activities



High email bounce rates which needed an efficient infrastructure setup



Early sales team needed to be more productive.



Limited visibility into account engagement history

## Impact Areas

Over the implementation engagement, which lasted 3 months, DocketAI was able to achieve the following:

**65%** 65% reduction in SDR research time



Robust email infrastructure with <0.5% bounce rate

**5K**

5k modelled ICP Companies, bringing multiple sources together



A simple and clear system that collects marketing-sourced intent, and nudges sales to act on it



# Challenge

DocketAI's early-stage GTM team wanted to solve this operational hurdle as they attempted to scale their enterprise sales efforts. Without an effective system to capture and act on buying signals, there would be no structured plan of action on growth efforts.

- Sales Consultants were manually researching accounts, wasting valuable selling time with minimal returns
- The team needed the infrastructure to orchestrate multi-channel enterprise outreach
- The team faced domain issues and bounces, making outbound efforts tough
- There was no systematic process for qualifying and prioritizing accounts
- The company needed a clear process to identify key stakeholders within target accounts

## KeystoneGTM Allbound

After evaluating several options and researching potential tools like Clay, DocketAI partnered with Bharath from KeystoneGTM to implement an intent-capture led framework. Allbound promised to capture intent through multiple marketing channels, and then take structured action on it

Multiple data sources—Clay, HubSpot, website analytics, ad platforms, and email engagement tools—all were connected together in a unified intent capture system that automatically identified and scored buying signals.

### Foundation: Infrastructure and System Design

KeystoneGTM first built in robust email infrastructure and established robust system design

- Multi-domain email infrastructure for diversified outreach
- Clay-based ICP list creation and enrichment system for target accounts
- Seamless integration between Account Identification Tool Factors.ai and Clay

### Multi-Channel Orchestration

To capitalize on identified intent, the system enabled:

- Smartleads integration for email campaign management
- Apollo connection for seller sequencing, call orchestration and follow-up
- Intent-triggered sequences with personalized messaging
- Coordinated multi-channel engagement based on buying signals

### Multi-Intent Architecture

The core of the implementation centered on the multi-intent architecture:

- Automated buying signal identification across all marketing channels
- Weighted scoring system for different intent signals
- Real-time buyer committee mapping to identify key stakeholders
- Smart routing of qualified leads to the appropriate SDRs



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## Operational Excellence

By setting this in place, this paved way for multiple GTM efforts in 2025

- SDRs now focus on ICP Accounts and high-value conversations instead of the manual research
- Marketing campaigns are run and orchestrated on the same set of accounts
- Intelligence briefs make it easy for “what to say” to accounts visiting the website
- Cross-functional visibility into the entire customer journey

## Key Learnings

DocketAI's successful Allbound implementation revealed a few learnings and takeaways for B2B teams in 2025:

### Intent Data Requires Architecture:

Capturing and activating intent signals across multiple channels demands a systematic approach.

It's easy to start sending automated outbound emails, but the reply rates are low in 2025. It demands a structured approach that enables sellers to be more efficient and productive.

### Sales Enablement Is Technical:

Providing sellers with the right information at the right time requires robust and scalable data infrastructure.

### Manual Research Doesn't Scale:

Just as 'buying intent' matters lesser when you sell to Enterprise and have longer sales cycle — it's apparent that without automation, enterprise sales efforts quickly hit a ceiling as SDRs are overwhelmed with research and qualification tasks.

### Marketing-Sales Alignment Needs Infrastructure:

True alignment requires systems that automatically share intelligence between teams.