

How Rocketlane increased Seller Productivity with a process to Model ICP, Qualify, and Research Accounts with KeystoneGTM

Industry: Software Development

Location: Lehi, Utah

Employees: 200+

Executive Summary

A leading Series B company, Rocketlane, was looking to solve unifying buying intent signals — they needed a framework that allowed swift action from sales teams. They wanted to build a precise ICP account list for sellers to focus on, using scaled account research efforts. Previously, sales teams reported that 30% of accounts were not workable, creating inefficiencies and wasted efforts.

By partnering with KeystoneGTM, Rocketlane successfully modeled and researched a precise ICP list and implemented a unified framework for capturing and acting on buying signals. The company also received ad hoc support to build multiple growth automations that accelerated their go-to-market efforts (via Allbound Pro).



Created a highly targeted ICP list of 5,000 workable accounts



Reduced unworkable accounts from 30% to <10%



Unified all buying intent signals into one actionable framework



Improved CRM data quality and sales-marketing alignment



Built multiple growth automations that accelerated sales cycles

Challenge

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



Needed to build a 2025 ICP list with workable accounts compiled across multiple sources



Buying intent signals were fragmented across various platforms and tools



Sellers were spending excessive time on qualification and research



The company wanted to rapidly test multiple growth automations

Impact Areas

In under 3 months, Rocketlane saw significant movements in sales efficiency and revenue acceleration:



High-Quality ICP Account Base



Intent Signal Action Framework



GTM Engineered Growth Automations



Improved CRM Data Quality

Challenge

Rocketlane was experiencing growth challenges as their sales and marketing efforts lacked precision and coordination. They saw the need to connect Buying Intent data in a way that helped them avoid missed opportunities throughout their go-to-market motion.

- **The company needed to build a 2025 ICP list with workable accounts compiled across multiple sources.** Accounts needed to be thoroughly researched to meet the high standards expected by sellers.
- **Buying intent signals were fragmented across various platforms and tools.** The company needed a systematic plan of action for how to work on these signals, including addressing exclusion rules and geo-based sales ownership differences.
- **Sellers were spending excessive time on qualification and research,** making this an inefficient process. Rocketlane needed a streamlined way to make them more productive by eliminating low-value research tasks.
- **The company wanted to rapidly test multiple growth automations** with a reliable builder, following a proper development cycle that could proof-of-concept, test, build, and deploy new initiatives.

The Solution

Rocketlane ultimately chose to work with KeystoneGTM for their comprehensive approach to ICP modeling, intent signal unification, and GTM Engineering capabilities. The implementation focused on three core areas:

ICP Modeling and Building

The KeystoneGTM team created a tight, highly-targeted account list of approximately 5,000 accounts built across multiple sources:



G2 intent data



LinkedIn insights



Factors.ai intent signals

Each account was scored and thoroughly researched, ensuring that every prospect presented to sales was of high caliber. The system also included dynamic signal detection via website-level checks, providing real-time updates on account status and buying readiness. This refined list became the focal point for core marketing and sales efforts for the upcoming year.

Allbound Pro: GTM Engineering Support

The KeystoneGTM team provided rapid-build engineering support for critical go-to-market initiatives:

- Built a Personal to Buying Email Enrichment module via the website, improving lead quality
- **CRM Enrichment** module to enable real-time data cleanup and field enrichment, which allowed marketing to run their campaigns and sales to implement geo-based targeting
- Proposed and modelled an Inbound to Lead Conversion flow that aimed to streamline the post-form-fill journey to demo booking

The Allbound Program for Unified Buying Intent

KeystoneGTM implemented their Allbound Program to help Rocketlane take structured action on buying signals:

- Built a comprehensive model to unite all buying intent sources using Clay
- Created a scoring system to qualify accounts and prioritize outreach
- Developed buyer committee expansion module to expand and target the right stakeholders
- Integrated multi-channel outbound efforts for coordinated engagement — across Email, LinkedIn, and (soon) calling.
- Enabled the extended team to approach intent signals holistically, and pave way for product decisions in time to come.

Impact Areas

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

- **High-Quality ICP Account Base** Rocketlane now has a meticulously researched list of 5,000 target accounts that sales teams can confidently pursue, dramatically reducing time spent on unworkable prospects. The previous version of 30% unworkable accounts has been effectively eliminated.
- **Intent Signal Action Framework** The Allbound Program created a cohesive system for capturing, qualifying, and acting on buying signals across multiple channels. This framework has enabled faster response times to high-intent accounts and better coordination between marketing and sales teams.
- **GTM Engineered Growth Automations** The custom-built automations—including the Personal to Buying Email Enrichment module, CRM Enrichment system, and Inbound to Lead Conversion flow—have reduced manual work and created more efficient processes for the entire go-to-market team.
- **Improved CRM Data Quality** The real-time enrichment capabilities have significantly enhanced data quality throughout Rocketlane's systems, enabling more effective territory management, campaign targeting, and sales outreach.

Key Learnings

The partnership between Rocketlane and KeystoneGTM revealed several important insights:

ICP precision is foundational to sales efficiency. By investing in thorough account research upfront, companies can dramatically reduce wasted sales efforts.

Intent signals must be unified and actioned systematically. Creating a coordinated approach to buying signals across channels drives higher conversion rates.

CRM hygiene is more crucial than ever to allow for a robust intent-based selling approach. Clean, enriched data enables precise targeting and effective territory management.

Growth automation development requires a methodical approach. Following a proper development cycle for new initiatives ensures higher success rates and faster time-to-value.

Sales and marketing alignment improves when both teams work from the same ICP definition and have access to the same intent signals and account information.