TAMtracker

Winning the Shortlist Battle with Audience Management



TAMtracker

Transforming B2B Marketing with Audience Management

Transforming Audience Engagement into Measurable Market Impact

Insights Signals Growth

Introduction - Why TAMtracker?

Modern B2B marketing is broken

01

- Traditional lead generation is ineffective
- 95% of buyers research independently before engaging sales

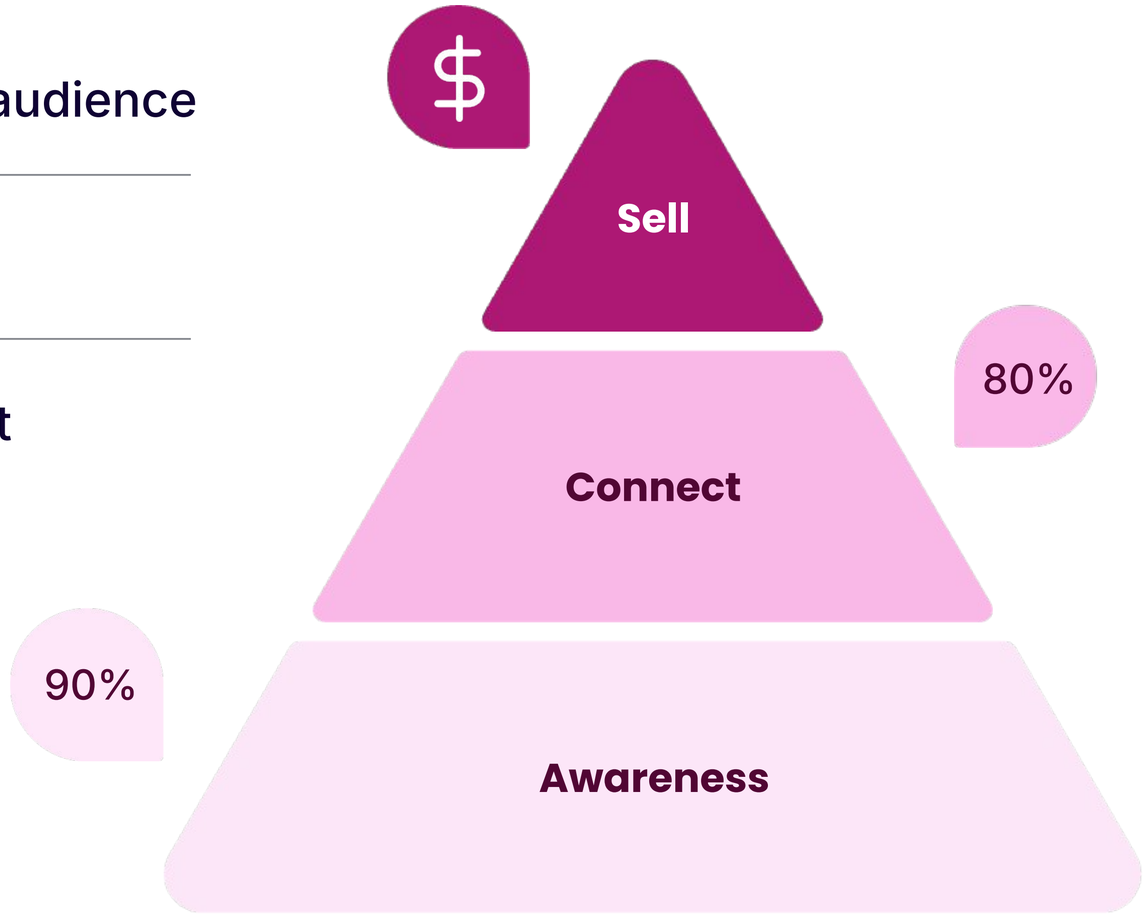
The Importance of the Shortlist

02

- Buyers create vendor shortlists without direct sales influence
- TAMtracker ensures brands stay top-of-mind

Problem

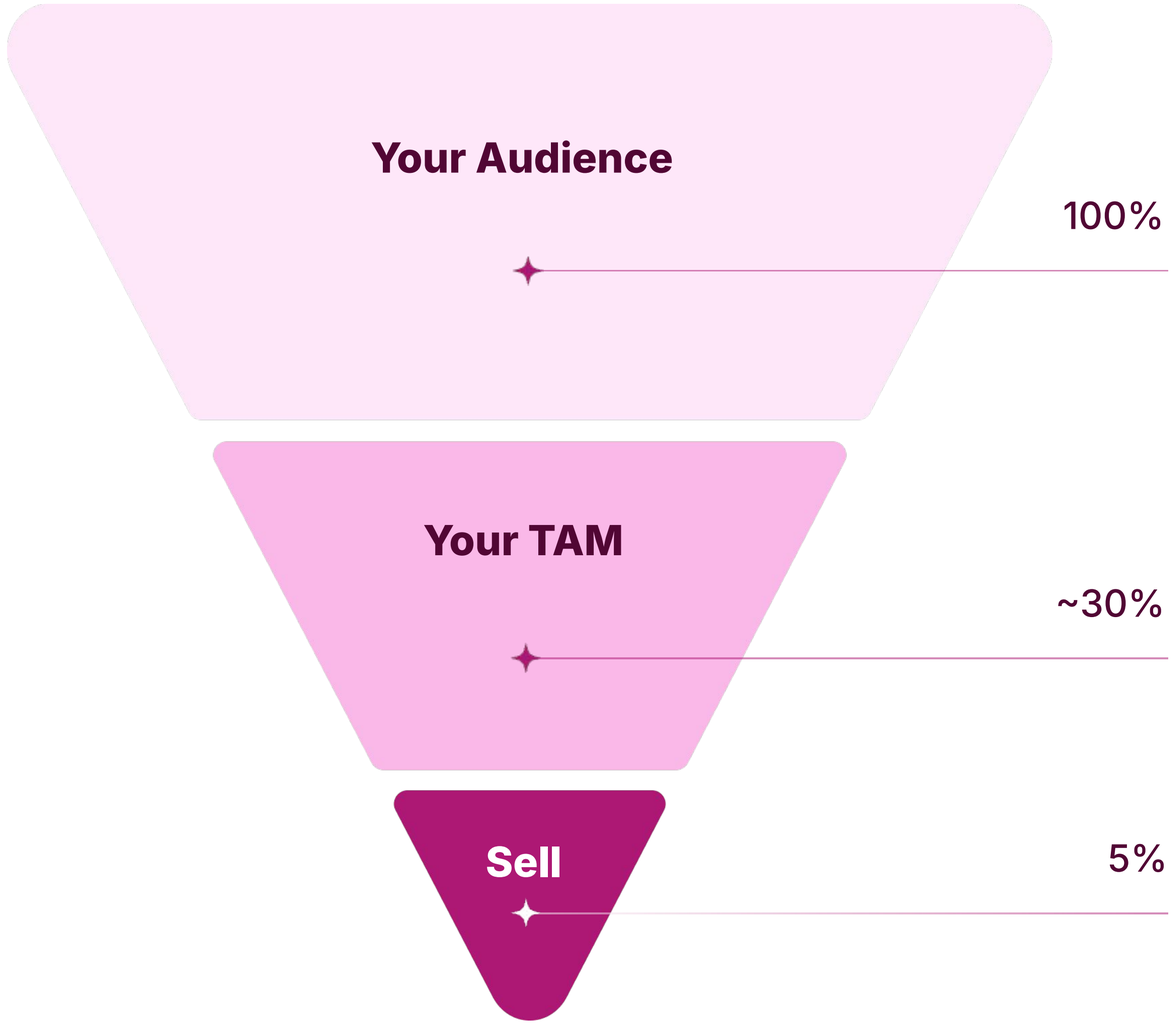
- Marketers focus only on the **5%** ready-to-buy audience
- Lack of signals for movements within the TAM
- Difficulty measuring long-term marketing impact



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5%

ready-to-buy audience



- Lack of signals for movements within the TAM
- Difficulty measuring long-term marketing impact

Why TAM Matters

Traditional Lead Generation Challenges

- Buyers make vendor decisions before talking to sales
- Gated content, cold outreach, and MQL chasing are outdated

The Shortlist Game

- 80% of B2B buyers finalize their shortlist without contacting vendors
- Brands must establish trust long before purchase intent
- Without visibility in shortlists, your brand is out of the game.



Why Traditional Marketing Fails

Marketing dashboards don’t show how buyers actually buy

- Buyers don’t follow a linear journey.
- The first touchpoint isn’t the real first interaction.
- Big deals aren’t closed because of one ad click.

Instead of forcing buyers into funnels, Signal-Based Marketing helps you:

- **Recognize Signals**
  Spot job changes, discussions, and buying intent.
- **Seize Momentum**
  Spot job changes, discussions, and buying intent.
- **Go from Wishlist to Shortlist**
  Build a strong, consistent brand presence.

TAMtracker

- Home
- Audience
- Signals
- AI Recommend
- Shortlist
- Benchmarks

Account settings

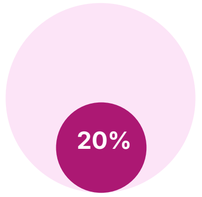
Hey Aldo!

Let’s turn a wishlist into a shortlist

Audience & TAM Monitoring ›

15% of LinkedIn connections are decision-makers in your TAM

Shortlist



20/100

TAM companies have shortlisted your company

Show more

Benchmarks ›

Average
Engagement Rate: **12%**
Industry benchmark: 20%

Perfect
Email open Rate: **45%**
Industry benchmark: 30%

Average
Website conversion Rate: **1.8%**
Industry benchmark: 2.5%

Signals & AI Recommendations ›

Zerora Maria Culhane — Senior executive in your TAM
Content Engagement: Engaged with your content in LinkedIn
2h — Connect

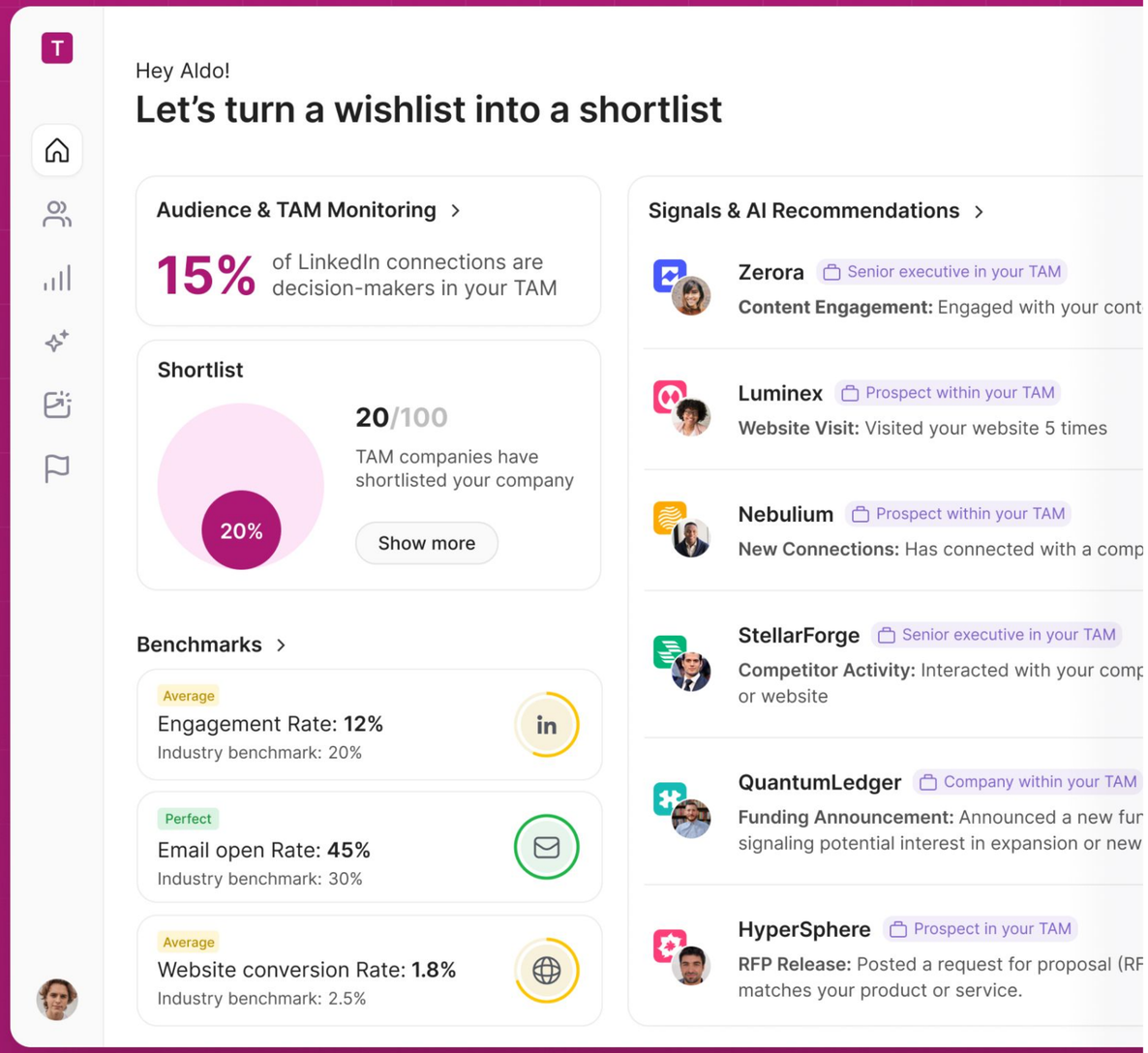
Luminex Miracle Rosser — Prospect within your TAM
Website Visit: Visited your website 5 times
4h — Offer Demo

Nebulium Skylar Saris — Prospect within your TAM
New Connections: Has connected with a competitor on LinkedIn.
6h — Contact

StellarForge Maren Calzoni — Senior executive in your TAM
Competitor Activity: Interacted with your competitor’s content or website
6h — Contact

QuantumLedger Jaydon Donin — Company within your TAM
Funding Announcement: Announced a new funding round, signaling potential interest in expansion or new tools.
8h — Contact

HyperSphere Adison Mango — Prospect in your TAM
RFP Release: Posted a request for proposal (RFP) that matches your product or service.
12h — Offer Demo



The Solution - What is TAMtracker?

Key Questions Answered:

- Monitor your Audience AND Total Addressable Market (TAM)
- Detect key movement signals
- Measure brand awareness impact
- Ensure shortlist readiness

How it works?

Upload and Define your TAM

Provide your Total Addressable Market data to start tracking key engagement metrics

Track TAM engagement

Brand mentions, and content interactions

Monitor benchmarks and growth impact

(e.g., job changes, social activity)

Integrate and Automate actions

Integrates with CRM and Automate actions with AI-driven recommendations

Audience Monitoring

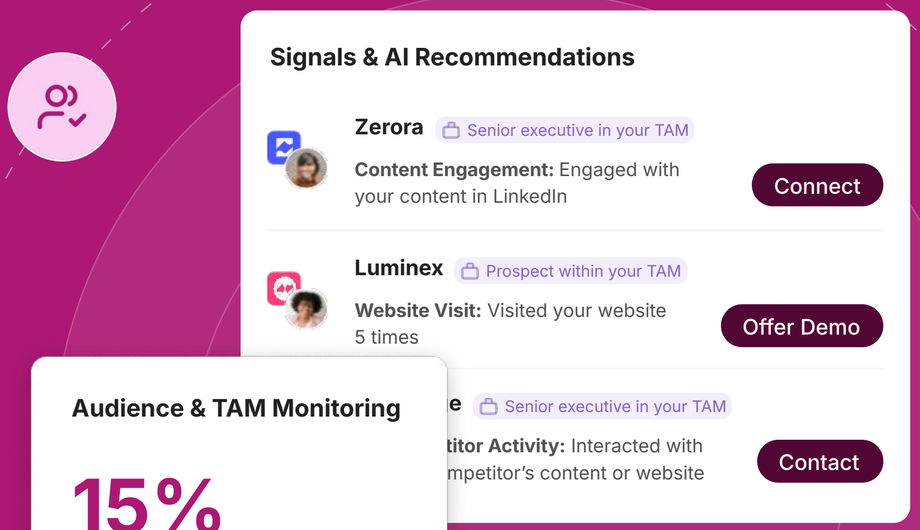
Track audience & TAM engagement

Signal Detection

Identify high-value interactions

AI Recommendations

Data-driven insights for better targeting



Shortlist Visibility

See where you stand in decision-making processes

CRM Integration

Sync with HubSpot, Salesforce, etc.

Benchmarking & Insights

Compare performance with industry standards

TAMtracker

AI & Data-Driven Insights

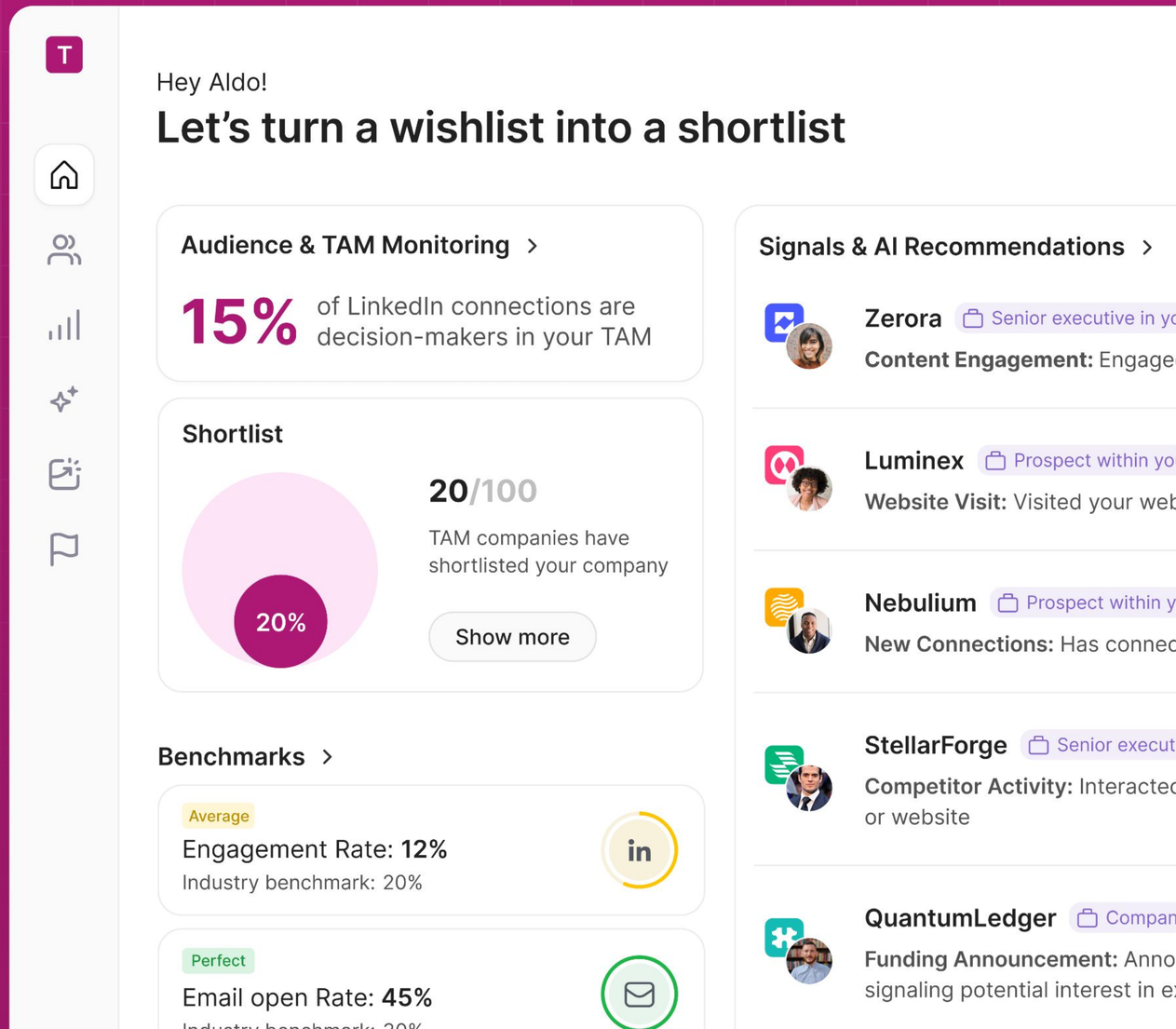


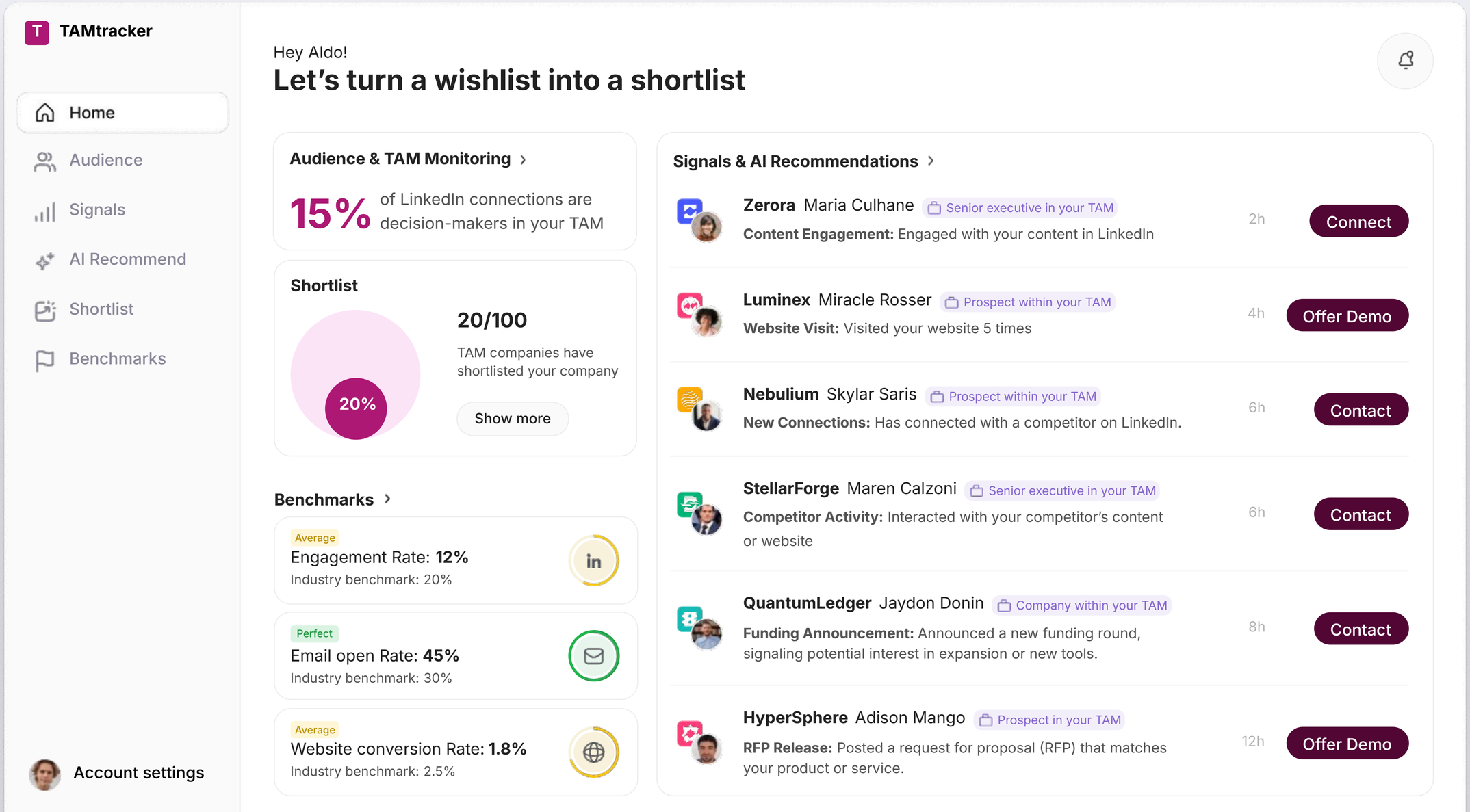
- **AI Pattern Recognition**
  Detects buying signals & trends.
- **Automated Recommendations**
  Optimizes campaigns & content strategies.
- **Benchmarking**
  Compares brand performance against competitors.
- **Dark Social Monitoring**
  Tracks unseen buyer journeys in Slack, LinkedIn, and private communities.

Dashboard & User Experience

Key Questions Answered:

- " How many companies in my TAM engage with our content?"
- " Are we being shortlisted by potential buyers?"
- " What key signals indicate a prospect's movement toward a buying decision?"
- " How does our marketing impact long-term shortlist readiness?"




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of LinkedIn connections are decision-makers in your TAM
Shortlist
20%
20/100
TAM companies have shortlisted your company
Show more
Benchmarks
Average
Engagement Rate: 12%
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10 Steps to Activating Signal Based Marketing

01 Identify your ICP and generate your TAM

02 Monitor Audience engagement (like LinkedIn)

03 Track website visitors

04 Map job changes & hiring trends

05 Detect content engagement

06 Connect data to CRM & automation

07 Engage top prospects at the right time

08 Deliver personalized content

09 Measure brand recall & visibility

10 Optimize based on real-time insights

Essential Signal-Based Marketing Plays

Plays are the new gold in B2B marketing.

TAMtracker helps users act on the right signals

Company Growth Signal Play

Identify fast-scaling companies primed for change.

Intent Surge Signal Play

Detect increased interest in relevant topics and solutions

Buying Group Expansion Play

Engage multiple stakeholders within key accounts

Shortlist Readiness Play

Ensure your brand is top-of-mind when buyers make decision

Website Signal Play

Identify high-intent visitors and personalize outreach.

Renewal Risk Play

Detect early signs of churn and take action to retain customers.

Behavioral & Social Media signals

Behavioral Signal	Suggested Play (Action)
A prospect visits multiple high-intent pages (such as pricing, case studies, integrations).	Activate an Account-Based Ad Campaign with relevant case studies. If they return, send a personalized Linkedin message.
A prospect downloads a whitepaper or watches a webinar on a specific topic.	Send a follow-up email with related content and an invitation for a live Q&A or demo.
An account returns after a long period of inactivity and engages with new content.	Have a Sales rep reach out with a re-engagement message eterencind their nast interaction
A user approaches the limit of their free plan or trial.	Send an automated upgrade offer with incentives or relevant case studies.

Social Media Signal	Suggested Play (Action)
A prospect likes, comments on, or shares multiple posts from your company or team members.	Send a personalized LinkedIn connection request thanking them for their engagement.
A prospect posts about a problem your product solves (e.g., "Which tool do you use for audience management?").	Join the conversation without selling and share valuable insights or resources.
A competitor is mentioned in a Linkedin post, Slack group, or Twitter thread.	Reach out to participants with a relevant case study or comparison guide.
A key decision-maker views your LinkedIn profile multiple times.	Send a Linkedin InMail or a follow-up email with a direct, problem-focused message.

How TAMtracker Benefits You

TAMtracker proves your marketing isn’t just noise — it drives real impact across your entire audience:

B2B Marketers

Gain real-time insights, improve brand visibility, and refine demand generation strategies.

Sales Professionals

Detect early buying signals, prioritize high-value leads, and engage prospects at the right time.

Marketing Agencies

Provide clients with actionable insights to enhance demand generation and shortlist readiness.

Market Trends: Dark Social & AI

72%

of B2B buyers start vendor searches in private communities

AI-powered discovery is rising

ChatGPT, Perplexity & AI-driven research tools.

Shortlist readiness is key

Buyers validate on G2, Slack, & peer recommendations before engaging sales.

Smart Integrations for Seamless Workflows

TAMtracker connects effortlessly with your existing tools to keep your data and insights in sync.

Social Networks	LinkedIn, Reddit, Twitter, MeetUp, YouTube
CRM & Marketing	Salesforce, HubSpot, Intercom, G2
Communication Platforms	Slack, Circle, Zapier, Clay, Apollo, Wordpress
Analytics & Automation	Google Analytics, Mixpanel, Zapier, Workato
Custom	CSV, Google Sheet, Zapier

Product Security & GDPR Compliance

Data protection and privacy at the core

- **Data Minimization**
  Only essential information is collected and processed
- **Transparency & Consent**
  Full control over data collection with opt-in/out options.
- **Advanced Security:**
  - Build a strong, consistent brand presence.
  - Multi-factor authentication (MFA)
  - Regular audits & GDPR compliance checks



Incident Management

A 72-hour response plan for data breaches.

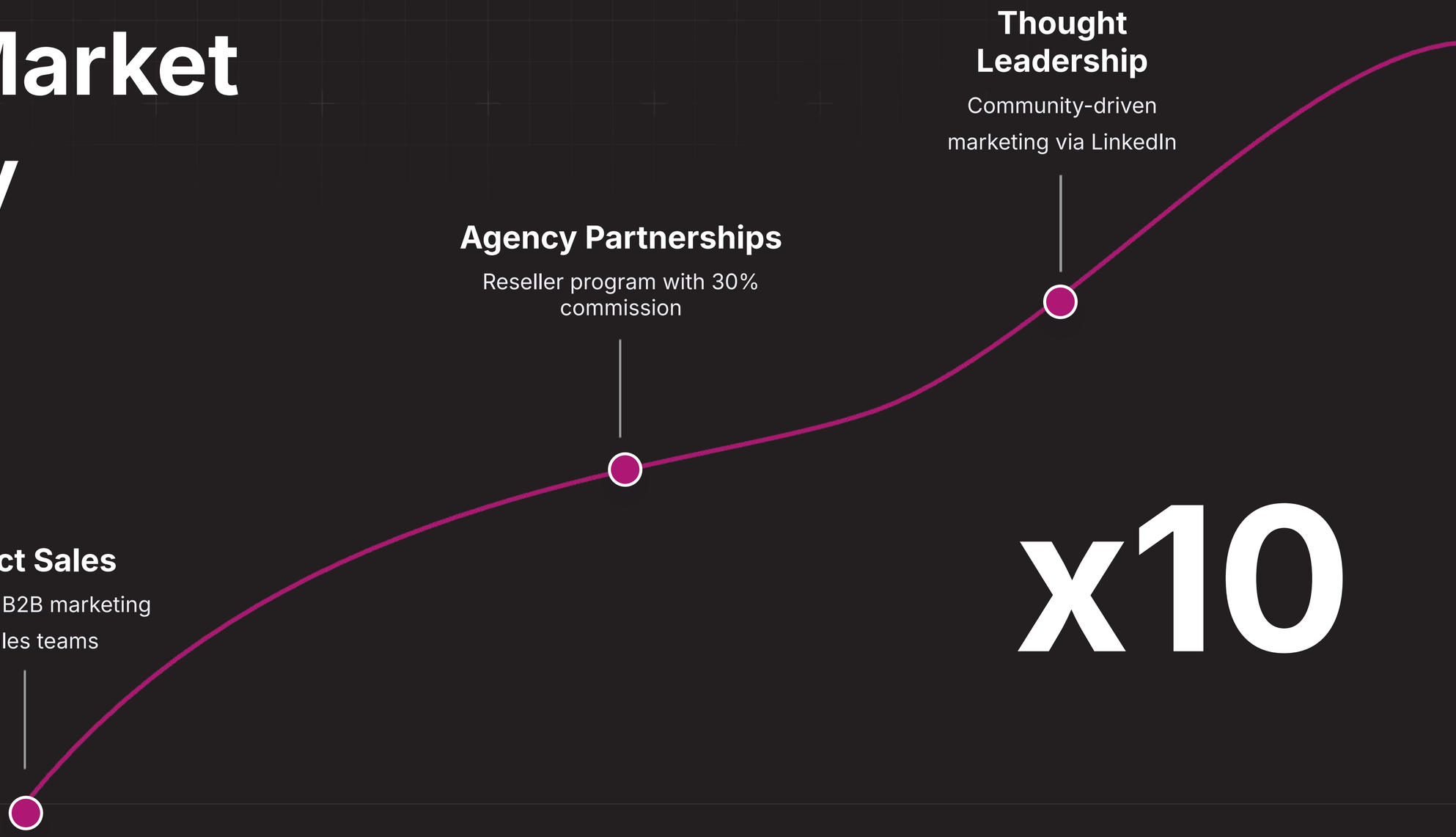
User Rights

Access, correct, or delete data anytime.

Competitor Analysis: Why TAMtracker?

	TAMtracker	Competitor	Competitor	Competitor
Audience monitoring	✓	✗	✗	✗
Signal Detection	✓	✗	✓	✗
AI recommendations	✓	✓	✓	✗
Shortlist visibility	✓	✗	✗	✗
Benchmarking and insights	✓	✗	✓	✓
Engagement tracking	✓	✗	✓	✗
CRM integration	✓	✓	✓	✓

Go-to-Market Strategy



Timeline

Phase 1

4 months

MVP launch

Phase 2

6 months

Testing and optimization

Phase 3

Year 1

Scaling through agency partnerships

+ Expanding AI insights & integrations

Risks & Mitigation

Risks

01. Adoption barriers
02. Competitive pressure

Mitigation

01. Leverage existing networks
02. Agile development
03. Reseller partnerships

Founder & Visionary Behind TAMtracker

Aldo Wink

Background:
B2B marketing expert with over 20 years of experience

Expertise:
Demand Generation, Audience Management, Strategic Growth

Community Builder:
Leads an active network of 500+ B2B marketers

Innovation:
Developed TAMtracker to solve visibility & engagement challenges

Passion:
Helping companies transition from traditional lead gen to strategic market insights



Join us in shaping the future of B2B marketing