



AI Analysis

Signal to Revenue: Personalized Campaigns That Convert

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Summary

The session focused on the importance of using signals to drive personalized marketing campaigns that convert effectively. Key discussions revolved around identifying relevant signals, leveraging AI for personalization, and implementing multi-channel outreach strategies. Signal identification is critical, with participants emphasizing the need for quality data to avoid irrelevant or generic messaging. Signals such as job changes, website visits, and prior engagement offer valuable insights into potential customer actions and preferences, enabling more targeted and timely outreach.

AI's role in enhancing personalization was highlighted, demonstrating how detailed prompts and account-specific research can scale personalized communication across thousands of potential leads efficiently. The speakers underscored the shift from traditional broad segmentation to more granular, one-to-one personalized strategies made feasible by AI. Tools like Tofu and Common Room help marketers automate the collection and use of signals, enabling the creation of highly contextualized and relevant content that resonates with prospects.

The session also covered practical applications of signal-driven campaigns, including customer lookalike campaigns, closed-loss re-engagement, post-event follow-ups, and customer expansion strategies. Each campaign type was discussed with specific steps and considerations to ensure effective execution. Participants were encouraged to start small, focus on repeatable workflows, and ensure seamless integration across channels to maximize impact. The importance of timely and contextually relevant outreach was repeatedly stressed, as it significantly enhances engagement and conversion rates.





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Takeaways

Importance of Quality Signals

Quality signals are crucial for effective personalized marketing campaigns. Identifying relevant signals such as job changes, website visits, and prior engagement helps marketers understand customer actions and preferences. This information enables more targeted and timely outreach, enhancing engagement and conversion rates.

AI's Role in Personalization

AI significantly enhances the ability to scale personalized communication. Detailed prompts and account-specific research allow for the efficient creation of personalized content across thousands of leads. This shifts the focus from broad segmentation to granular, one-to-one personalized strategies, making marketing efforts more relevant and impactful.

Multi-Channel Outreach Strategy

Implementing a multi-channel outreach strategy is essential for maximizing marketing impact. Combining emails, landing pages, social content, and webinars ensures comprehensive engagement. Starting with repeatable workflows, focusing on small target groups, and ensuring seamless integration across channels are critical steps for successful campaigns.

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