



Churn Signal

See churn coming. 90 days before it happens.

A Post-Sale Intelligence Campaign
for Apollo's Managed Team

Why Apollo Is the Ideal Customer



Managed Book Model

100+ accounts per GTME - can't manually monitor external signals at that scale



Agentic Workflow Engine

Apollo's workflow builder is the delivery mechanism for our signal-driven automation



Revenue at Stake

GRR protection and NRR expansion - the metrics Apollo's leadership tracks daily

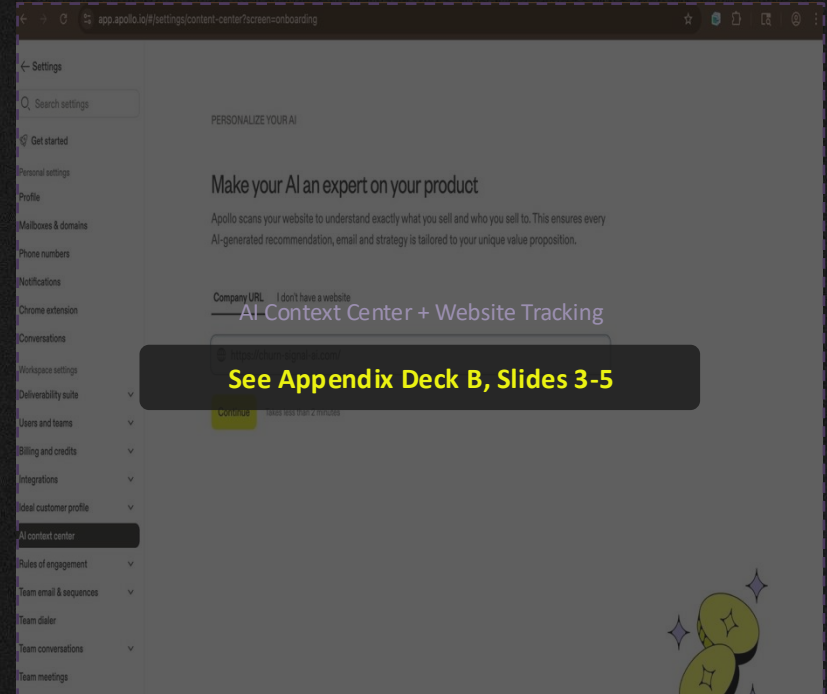


Post-Sale GTM Focus

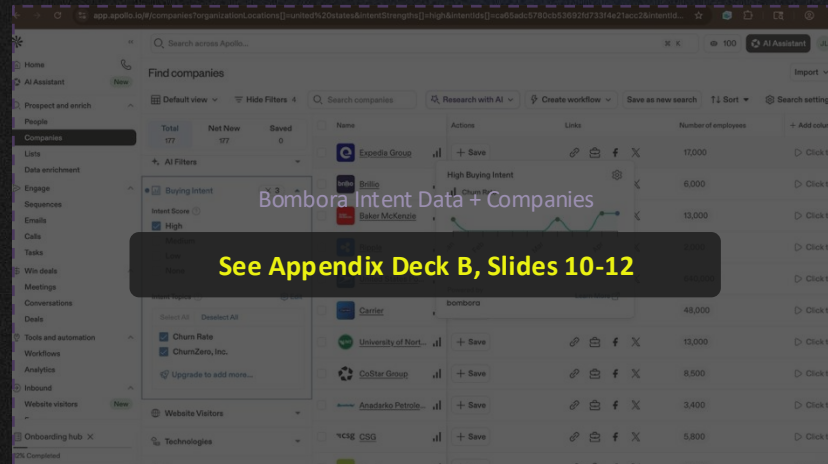
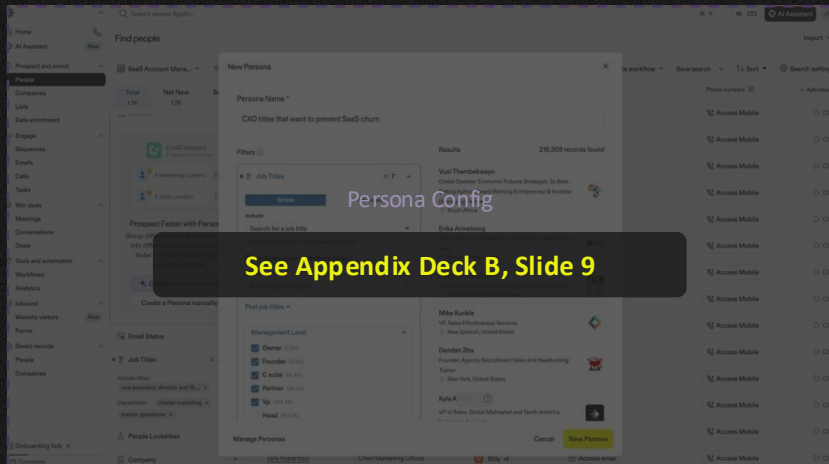
New GTM Engineer roles signal Apollo is investing heavily in customer activation

How I Configured Apollo

- 1 AI Context Center - taught Apollo what Churn Signal does, ICP, and messaging tone
- 2 Website Visitor Tracking - churn-signal-ai.com connected for intent signals
- 3 Company Profile - Churn Signal added as selling entity with full positioning
- 4 Buying Intent Topics - 'churn prevention', 'customer retention', 'CS platform'
- 5 Power-Ups Enabled - 4 custom enrichment engines configured



Targeting the Right People with the Right Signals

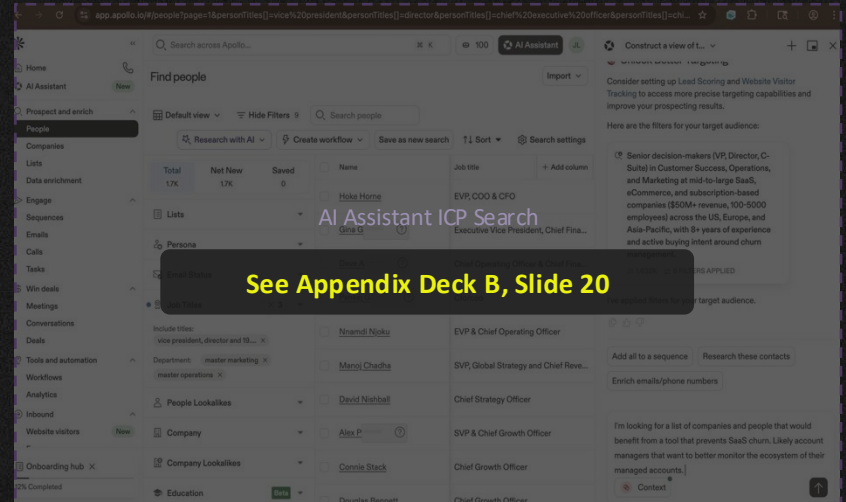
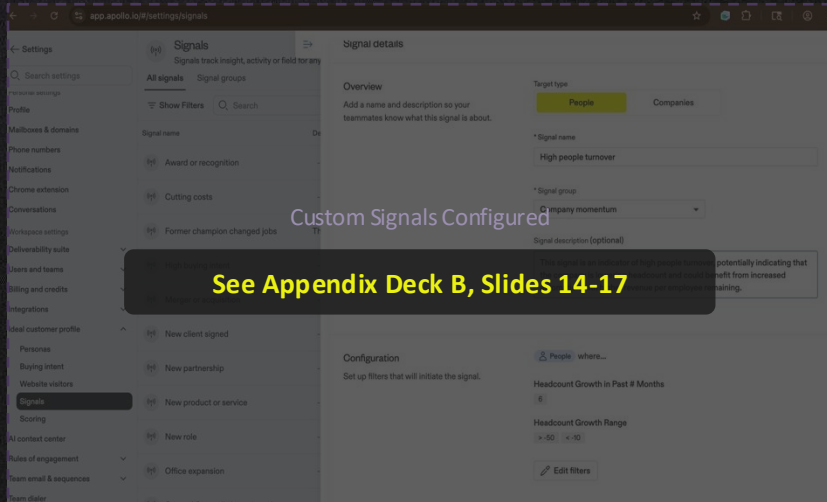


Persona: CXO titles targeting SaaS churn prevention

Bombara Intent: Churn Rate research patterns detected

Cross-referenced with persona filters for high-confidence targeting

Custom Signals + AI-Powered Search



Signals Designed: High People Turnover + Hiring GTM Engineers + Bombora Intent Layer | **Result:** 102 companies, 1,632 decision-makers matched

Prompt Engineering & Personalization

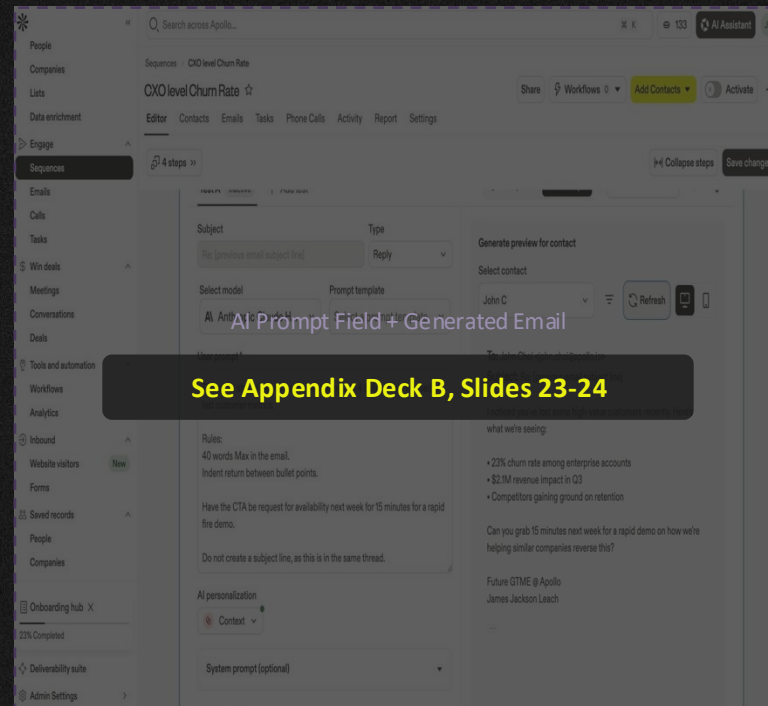
Cold Email Prompt (Apollo AI Field)

"You're a master cold email writer. I want you to write emails targeting each individual and focus on the pain point that they would be having at their tier or title within the company.

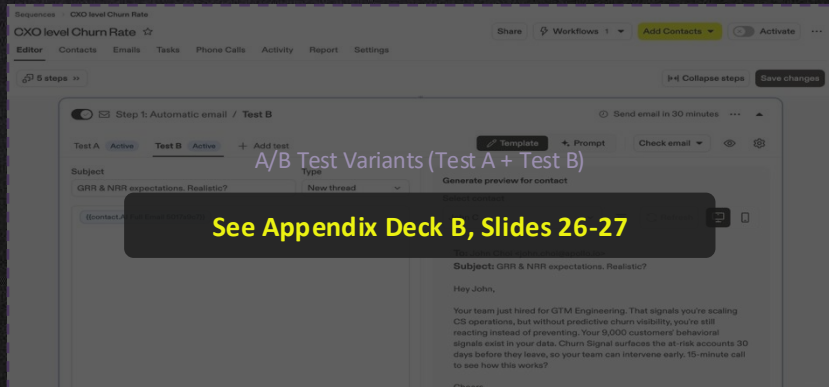
You are writing this email to `{{contact.first_name}}`, the `{{contact.title}}` at `{{account.name}}`."

Model: Anthropic Claude Haiku 4.5

- 1 Lead with their specific pain, not features
- 2 Role-specific angles (CRO ≠ CS Ops)
- 3 Power-Up data drives personalized lines
- 4 A/B test: churn angle vs. expansion angle
- 5 Under 50 words - respect their time



A/B Testing & Multi-Prompt Strategy



A/B Test Strategy

Test A: Direct churn pain angle

Test B: Expansion / metrics angle

Both variants use AI personalization with Power-Up data

Approach 1: Power-Up Field Prompt

AI instructions embedded directly in the Power-Up field - each enrichment engine has its own prompt guiding what data to research and how to format output.

Used for: CS Stack Scanner, Retention Risk Profiler

Approach 2: Sequence-Level Guidelines

"Provide guidelines" prompt at the sequence step level - controls tone, length, and messaging angle across all emails in the sequence.

Used for: CXO Sequence, Operational Builder Sequence

WORKFLOW DEPLOYED

BUILT IN APOLLO

CXO Intent Weekly Persona Workflow

The screenshot displays the Apollo CRM interface for configuring a workflow. The main area shows the workflow configuration for 'CXO intent weekly persona'. It includes a 'Build' section with a 'Rules' list containing: True / false branch, Multi-split branch, Traffic branch, Delay, and Exit. The 'Agents' section shows 'Research with AI'. The 'Actions' section includes 'Integrations', 'Manage Sequences', 'Manage lists', and 'Manage deals'. The 'SEQUENCE STEPS' section lists: Automatic email (Day 1), Automatic email (Day 1), LinkedIn - send connection request (Day 4), Phone call (Day 7), and Automatic email (Day 7). A central overlay text reads 'CXO Churn Rate Sequence (5 steps)' and 'See Appendix Deck B, Slide 30'.

Search across Apollo...

Workflow - CXO intent weekly persona - Edit workflow

CXO intent weekly persona

Share Launch workflow

Workflow Settings Enrollment

Save people matching these attributes...

Pre-qualified: 0
Actual enrollment depends on eligibility at each run

Personas: Email Status
CXO titles that want to pres...: Verified

Intent Topics: Intent Score
Churn Rate: High

Build
Click or Drag to add block

Rules

- True / false branch
- Multi-split branch
- Traffic branch
- Delay
- Exit

Agents

- Research with AI

Quality records

Actions

- Integrations
- Manage Sequences
- Manage lists
- Manage deals

SEQUENCE STEPS

- Automatic email (Day 1)
- Automatic email (Day 1)
- LinkedIn - send connection request (Day 4)
- Phone call (Day 7)
- Automatic email (Day 7)

CXO Churn Rate Sequence (5 steps)

See Appendix Deck B, Slide 30

Nurture Workflow for Unresponsive Contacts

Search across Apollo...

Workflows Future nurture workflow for unresponsive sequences Edit workflow

Future nurture workflow for unresponsive sequences # Draft

Share Launch workflow

Workflow Settings Enrollment

When the happens

Run when 1 of the 2 selected events occurs

Contact finished sequence

Contact saved or created

ENROLLMENT CRITERIA

Saved people matching these attributes from event...

Any saved contacts

Never responds to initial sequence

Split by condition

True

Add contacts to sequence

Sequence: # nurture sequence for un...

False

Update contact/account

Agents New

Research with AI

Quality records

Actions

Integrations

Manage Sequences

Manage lists

Manage deals

Enrich data

Assign manual tasks

25% Completed

See Appendix Deck B, Slides 31-32



Event-Triggered Logic

Trigger:

Contact finished sequence OR contact saved/created

Condition:

"Never responds to initial sequence"

TRUE → Add to nurture sequence

Stage: "Unresponsive"

FALSE → Contact engaged - route to buying group coordination

Analytics Create ▾

Overview Dashboards Reports Goals

Create dashboard

Create report

Create goal

Recent

Dashboards Reports Goals

Email Engagement Performance


Email Engagement Performance ▾ Add to starred Open dashboard

Email Stats

# Emails sent	0	# Emails opened (bo...	--	# Emails repli...	0	% Emails spa...	0%
	From Apr 6	Enable tracking to view data.		From Apr 6	From Apr 6	From Apr 6	

Email Funnel

No data available



Opens

Replies

Positive Replies

Spam Domain

Mailbox health



Thank You

Questions & Discussion

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