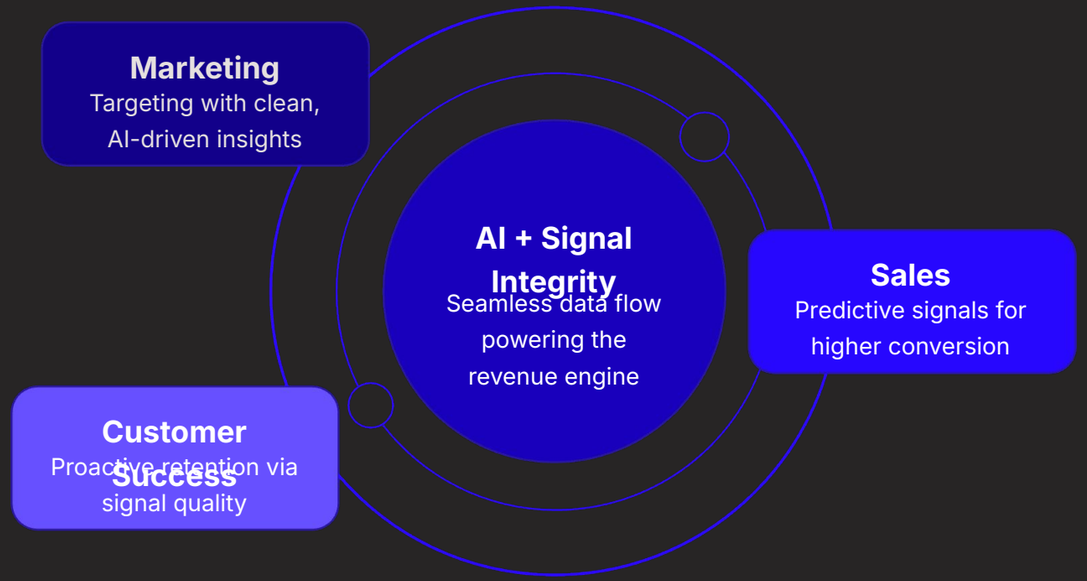


AI & Signal Integrity Across the Revenue Engine

Lara Shackelford SVP Growth Marketing, and RevTech, iCapital | Founder and Chairman, Fidere.ai | Keynote Speaker

Postgraduate Diploma in AI Strategy - University of Oxford lshackelford@gmail.com

http://linkedin.com/in/larashackelford

The Stakes

92% of companies

plan to increase AI investment (McKinsey 2025)

75% of executives

rank AI a top-3 priority, yet only ~25% see value (BCG 2025)

60% of marketing orgs

are piloting AI; 68% lack training (State of Marketing AI 2025)

Sellers who partner with AI

are **3.7× more likely** to hit quota (Gartner 2024)

B2B buyers using AI

Nearly half (47%) of B2B buyers use AI for market research and discovery, and 38% use it for vetting and shortlisting vendors (eMarketer, October 2025)

The Executive Reality

THE INNOVATION REALITY

- CMOs & RevOps lead AI adoption, often ahead of IT.
- Marketing pilots focus on content gen, lead scoring, & conversation AI.
- RevOps connects systems IT doesn't yet govern.
- HR lags in change management & AI literacy.
- CISO/IT policy often lags tool deployment.

THE INTEGRATION CHALLENGE

- CFOs seek efficiency but underfund integration & governance.
- CROs have dashboards but lack orchestration.
- Tool sprawl (e.g., ChatGPT, Copilot) creates siloed AI.
- 62% lack prompt engineering training.
- Platform AI and standalone tools lack integration.
- Buying committees now span 4+ departments.
- Signals must reach buyers and their AI agents.

Agent Sprawl

Small wins, big collisions

- Agents built in silos
- No shared schema or policy
- Conflicting actions and silent loops
- No memory, no audit trail

Cost of Broken Signals

Operations slow; automation amplifies errors

Meaning diverges across systems

Time context drops at handoffs

Actions lack lineage and trust

The Integrity Gap

Autonomy doesn't start with intelligence. It starts with integrity.

- Agents act faster than systems can align them
- Local optimizations create global fragility
- Micro-wins compound debt when connective integrity is missing

What Signal Integrity Means

Beyond data quality.

Data quality asks:

Is it accurate?

Signal integrity asks:

Is it meaningful in context?

Preserves meaning, lineage, and context as information flows

Ensures every decision is traceable and explainable

Signals are Human, Not Just Behavioral

Old Signal Thinking

- Webinar attendance
- Email opens
- Page visits

Signal Integrity Thinking

- Career transition + webinar attendance
- New parent + pricing page visit
- Caregiver stress + delayed response time

Three Capabilites Every AI-Forward Revenue System Needs

01

Provenance tracking

trace origin, transformations, confidence

02

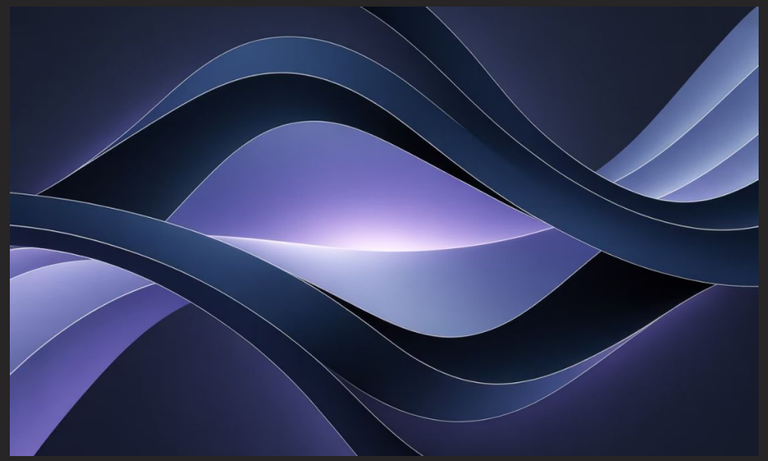
Semantic consistency

shared language across systems

03

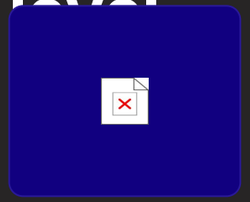
Degradation detection

detect when signals decay or contradict



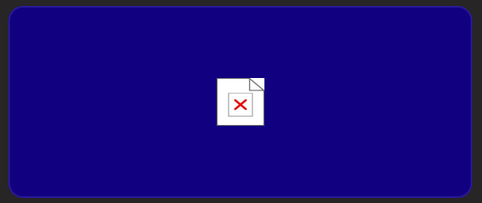
Signal Integrity Maturity Model

Assess your organization's level



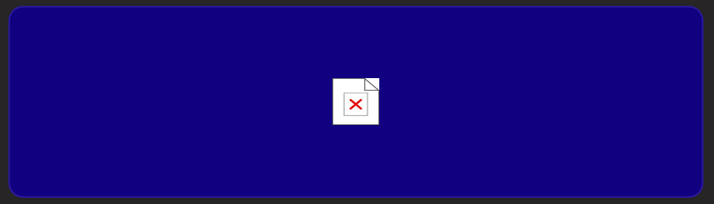
Data Lineage

Track data movement



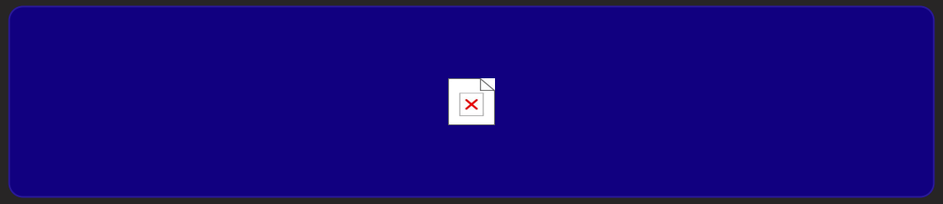
Signal Provenance

Track interpretation and confidence



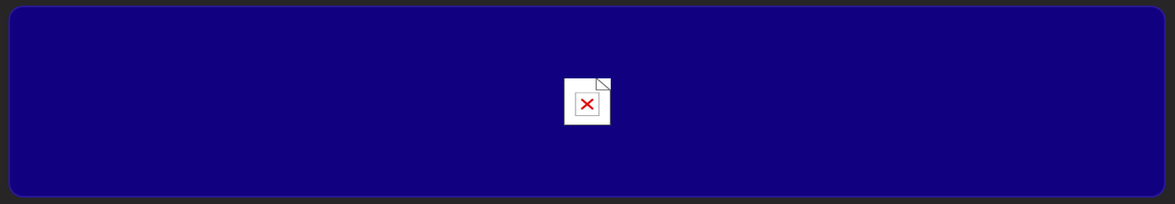
Semantic Governance

Common ontology, no drift



Degradation Monitoring

Detect stale or conflicting signals



Autonomous Correction

Agents quarantine bad inputs and escalate review

The Orchestration Minimum

Prevent spaghetti

1

Shared semantic model

(single canon)

2

Event backbone

(near real-time)

3

Policy as code

(roles, limits, escalation)

4

Execution router

(priorities, conflicts, retries)

5

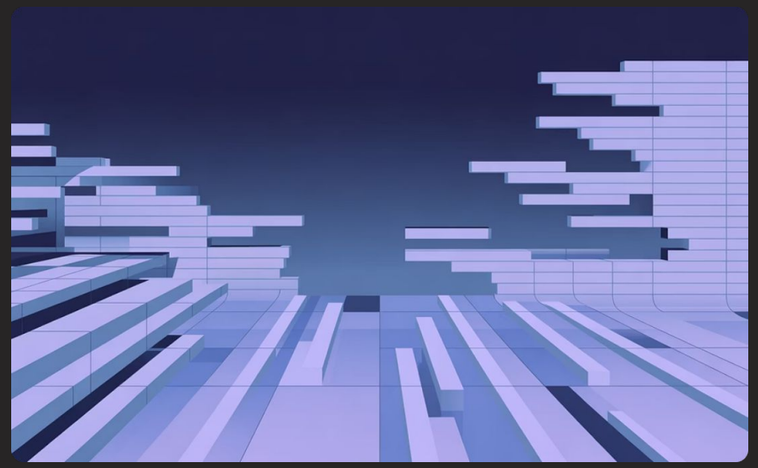
Full lineage logging

Interaction - Who Owns AI Today?

Quick pulse – who owns AI today?

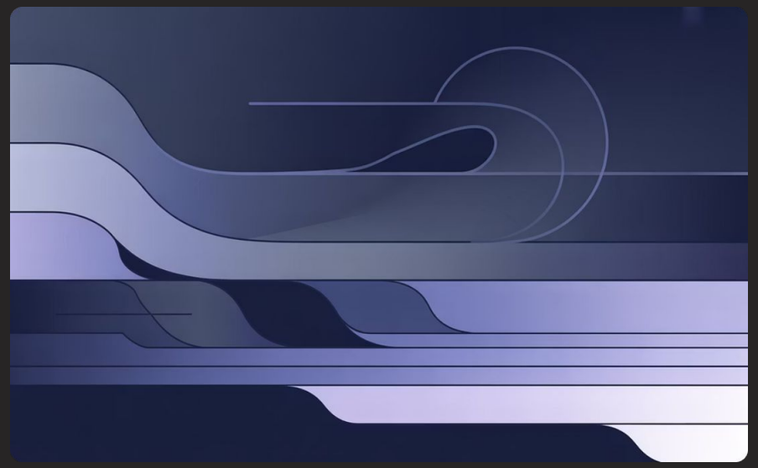
- IT/CISO
- Data
- Marketing
- Sales
- HR
- No clear owner

What Breaks First in Most Stacks



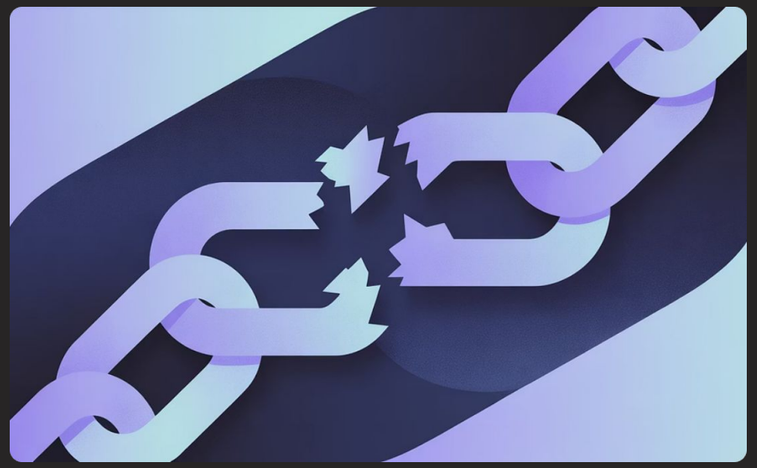
Schema Drift: Inconsistent lead and stage data

Misaligned data structures lead to confusion regarding "lead" and "stage" definitions.



Time Delays: Event to action lag

Significant 48–72 hour delays between critical events and subsequent actions.



Missing Traceability: No "why" behind actions

Absence of clear audit trails means the rationale behind actions is untraceable.

Signal Integrity in Action: The AE, the CISO, and the Sick Dog

The best automation doesn’t replace empathy. It equips humans with context so they can act with care and intelligence. Signal Integrity = Empathy + Intelligence.

Signal Detected

Personal signal (dog illness via social media) detected. Context sent to HubSpot; contact tagged for review. Automation paused.

Intelligent Context

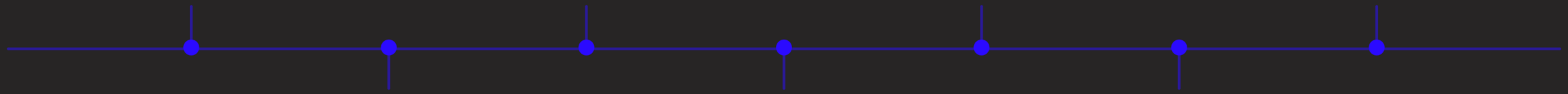
Agentforce generates "Meeting Brief" (cyberattack, strong earnings). Insight: CISO has new budget. AE aligns empathy with business.

Reconnection

HubSpot reactivates outreach; AI Copilot drafts personalized message. CISO replies and schedules a follow-up.

Continuous Learning

AI correlates deal velocity with "empathy signal" tags. Report shows a +25% increase in close rates, updating playbooks.



CRM Updates

HubSpot updates record, pauses outreach, and alerts AE. AE acknowledges and plans action.

Empathetic Action

AE delivers a care package with a handwritten note. A genuine, off-system human touch.

Strategic Alignment

Agentforce updates brief: "Cyber remediation project; funding approved." AE uses this for a consultative discussion.

Create Your Signal Inventory

Signal Type	Clay	Factor.ai	Meltwater / Brandwatch	6sense / Bombora/HubSpot	Source of Signal	Notes
Job changes	✅	✅	✅	✅	LinkedIn updates, company press releases, HR changes in news feeds	Cross-verified via LinkedIn + press
Company sold	✅	✅	✅	✅	Crunchbase, PitchBook, financial news, company blog	Financial + press monitoring
Spouse / family / baby	⚠️ Public posts only	❌	⚠️ Public mentions only	❌	Instagram, Facebook, or X (if public), lifestyle media	Must be publicly shared; ethically sensitive
New car	⚠️ Public post inference	❌	✅ via image/keyword detection	❌	Public social media posts, image recognition (e.g., logo or brand tag), luxury press	Use for persona, not outreach
Alma mater events	✅ (via LinkedIn)	✅	✅	❌	LinkedIn Education pages, alumni networks, event listings, press coverage	Great for relationship-building triggers
Graduation / awards	✅ (LinkedIn)	✅	✅ (press or social)	❌	LinkedIn activity feed, PR newswires, local media, event photos	Press and social proof strongest

Signal Integrity in Action - Workshop

CAPTURE | CONNECT | ACTIVATE Six core signal sources — and where meaning falls apart:

Enrichment Platforms — Clay, ZoomInfo, Clearbit, Apollo

Intent Data — 6sense, Bombora, DemandBase, TechTarget

Native Platform AI — HubSpot Breeze, Salesforce Agentforce, Marketo Engage AI

Engagement & Conversation Intelligence — Outreach, Salesloft, Gong, Chorus, Clari, Appcues

Product Usage — Pendo, Heap, Mixpanel

Personal Context — Clay, Meltwater, Public Signals (LinkedIn, press, social)

> **The problem isn’t how many platforms you have—it’s how much meaning you lose between them.**

Debrief - Patterns from the Room

What we consistently see:

1

The Enrichment Death Valley

Rich signals captured in Clay/ZoomInfo die at the CRM sync

2

The Intent Data Black Hole

Intent scores purchased but never actioned by Sales or Marketing

3

The Product Signal Blind Spot

Usage data lives in product analytics, never reaches GTM teams

WHAT Good Looks Like

OPERATIONAL SIGNAL HEALTH

Key indicators of system performance and data flow:

- Lead rejection rate Δ
- Signal-to-decision latency (minutes)
- % actions with full lineage

BUSINESS IMPACT METRICS

Measuring the tangible outcomes and effectiveness:

- Forecast error Δ
- Time-to-route Δ
- Pilot score = Value × Ability × Exposure

The 30–90 Rule — Progress with Proof

Move fast. Prove value. Scale what works.

30 Days → Activate one fix. 90 Days → Measure impact. Decide: scale or stop.

Keep governance light — but real.

Integrity doesn’t come from big launches. It comes from small wins you can prove.

Governance - The AI Revenue Council

Why governance isn't bureaucracy—it's the steering wheel.

Revenue AI Council - meets monthly The

Revenue AI Council (meets monthly):

Aligns shared definitions *(“lead” means the same thing everywhere)*

Embeds policy-as-code *(guardrails without meetings)*

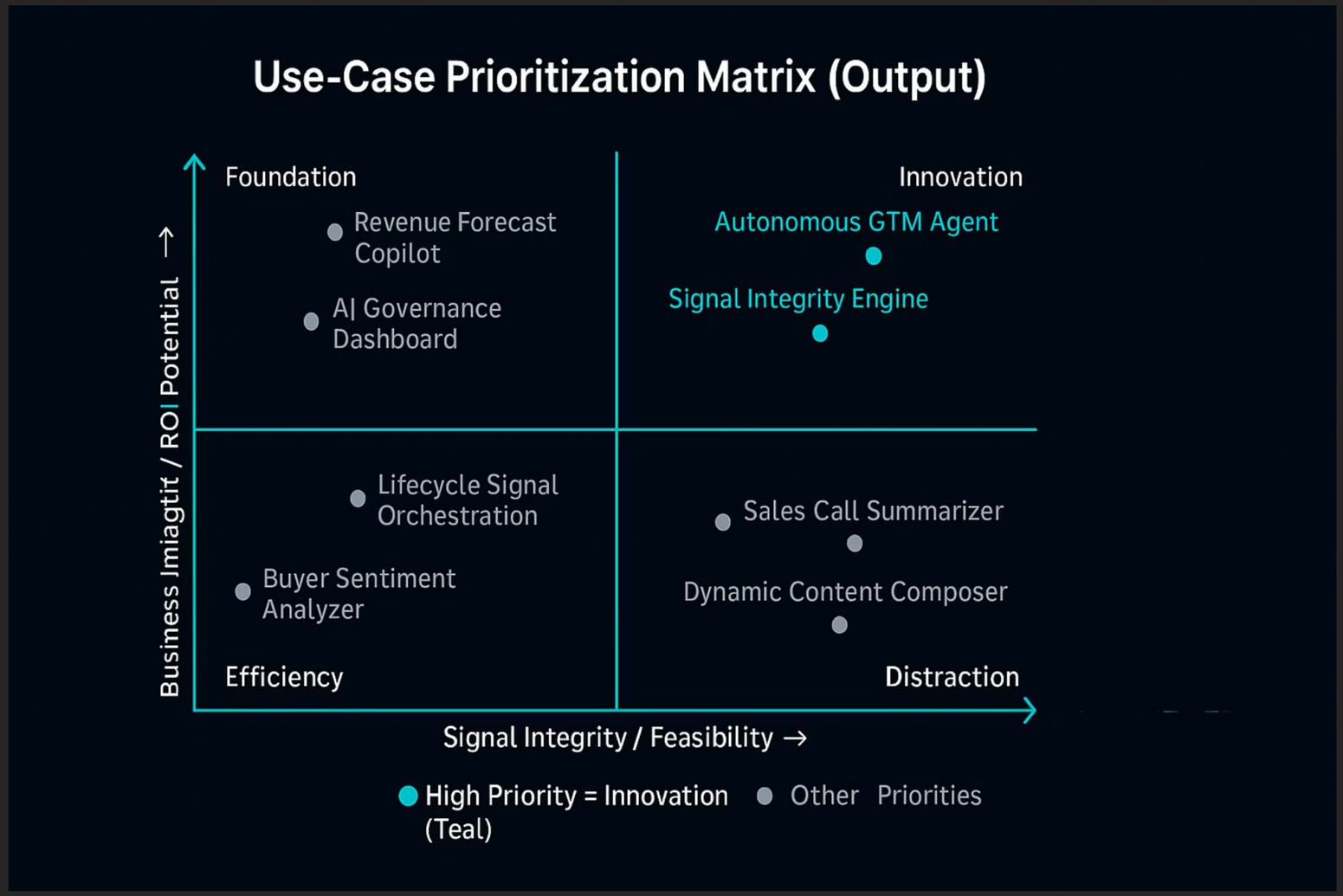
Reviews lineage and signal health reports *(catch issues early)*

- Prioritizes pilots using the Value × Ability × Exposure model

> **Light structure. Real traction. Shared truth.**

Use Case Prioritzation Matrix

Choose where to place bets



Closing - Your Next Move

Run a Signal Integrity Audit > Sprint

- Create a risk map of your current signal stack
- Choose one high-impact fix to implement in 30 days
- Follow 90-day roadmap with business case

Let's Connect

Lara Shackelford

SVP Growth Marketing, and RevTech, iCapital | Founder and Chairman, Fidere.ai | Keynote Speaker | Postgraduate Diploma in AI Strategy - University of Oxford

Email: lshackelford@gmail.com**LinkedIn**: linkedin.com/in/larashackelford

Want the Use-Case Prioritization Template?

Email me. I'll also follow up through SINC/Marketverse with all attendees.

Ready to fix your signal strategy? Reach out.