

CUSTOMER STORY · INFRASTRUCTURE SOFTWARE

Antimetal's Automated Outbound created $2.57M in pipeline

OneGTM built the CRM, scoring, signals and routing behind Antimetal's outbound, working with the team in their New York office, then handed the system to them.

THE RESULTS

17 deals and $2.57M in pipeline from Automated Outbound

17

deals created by Automated Outbound, December 2025 to May 2026

$2.57M

pipeline created, measured in Antimetal's own Attio

6

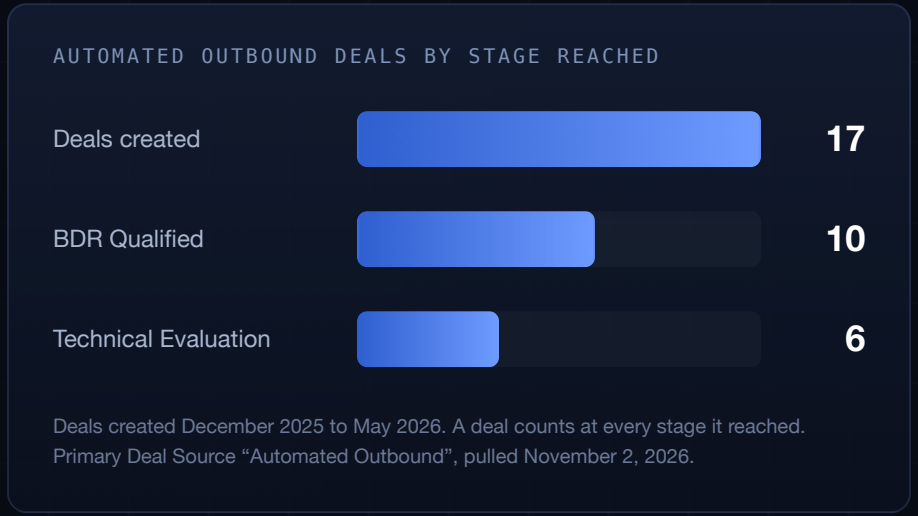
deals reached Technical Evaluation, and 10 reached BDR Qualified

"OneGTM rebuilt how we find and work accounts. Our reps now open Attio and see which accounts are scoring, which just had an outage, and who to reach out to, with the phone number already there."



Yohan Sudheer
Head of Growth, Antimetal

Deals came from every part of the system



The 17 deals came from website visitors, competitor likers, outages, promotions, new hires, cold outreach, and prospects re-engaged after not booking.

Each source is one of the signals or campaigns on the next pages.

From account score to booked meeting

Antimetal needed to spot the right accounts when something changed at them, and get those people to the right rep. A fit score ranks every account by size, engineering footprint and how much reliability matters to them.

01
Score
Rank every account by fit

02
Detect
Seven signal sources

03
Reach out
Email and LinkedIn campaigns by signal

04
Route
Meetings scheduled on Default

05
See
Attio dashboards and an intent app

↺ SIGNALS REFRESH WHO TO REACH AND WHY

Seven signals that put an account in play

Each signal feeds its own campaign and posts to the team as it happens.

- New hires
- Promotions
- SRE and DevOps job posts
- People who liked a competitor's post
- LinkedIn page followers
- Website visitors
- **Outages**: a custom Clay monitor watches target companies' public status pages and X, logging each incident with severity and date. It tracked about 357 outages.

> "All outages are relevant to us. Something happened that led to a system not working the way it's supposed to work."



Yohan Sudheer
Head of Growth, Antimetal

Everything for the call, on the Attio record

Antimetal's reps work out of Attio, so we rebuilt the records around the call. A rep opens a company, a contact or a deal and the context is already there.

01

Why this account, why now

Cards on the record show the account's score and the signal that put it in play.

02

A saved view for each rep

Each rep has views filtered by signal. That view is the list they work.

03

The full outreach history

Every record shows what already went out, so the next person picks up from there.

04

A phone number ready to call

A Clay waterfall runs each person through several phone providers until one returns a number.

Handed to Antimetal’s team in April 2026

We worked with the team in their New York office from January to April 2026, then ran handover sessions and left documentation and training behind. Antimetal’s team has kept building on it since.

Handover sessions

Sessions walking Antimetal’s team through the system.

Documentation

A handoff doc covering the score, the signals, the campaigns and the routing.

Training

Training for the team taking it over.



Yohan Sudheer
Head of Growth, Antimetal



Charlie O’Neil
Growth and GTM, Antimetal



Garrett Wolfe
Founder, OneGTM

TALK TO ONEGTM

Want a signal-based system built and handed to your team?

Tell me what you're trying to fix. The call is with me, and I'm the one who'd build it.

Book a call · getaob.com/book | team@getaob.com