
RAW Prospect Signal Report — Mocked Data

Report Date: 2025-12-21

Data Nature: Unprocessed, event-level prospect signals

Purpose: Input for Prospect State Computation (Downstream Agent)

Prospect A — NorthRock Capital

Prospect Identifiers

- * Company Name: NorthRock Capital
- * Domain: northrockcapital.com
- * Account ID: ZI-983421
- * Industry: Wealth Management

Observed Signals (Chronological)

Website & Digital Behavior

* 2025-12-21 09:42 UTC

- * Source: ZoomInfo Website Traffic
- * Event: Page Visit
- * Page: `/pricing`
- * Duration: 3m 12s

* 2025-12-21 09:38 UTC

- * Source: ZoomInfo Website Traffic
- * Event: Page Visit
- * Page: `/solutions/ai-automation`
- * Duration: 4m 01s

* 2025-12-20 16:05 UTC

- * Source: Landing Page Analytics
- * Event: Asset Download
- * Asset: "AI Automation for Advisory Firms.pdf"

Intent Data

* 2025-12-21 08:55 UTC

- * Source: ZoomInfo Intent
- * Topic: "AI automation for wealth management"
- * Intensity: High
- * Lookback Window: 7 days

* 2025-12-19 11:40 UTC

- * Source: ZoomInfo Intent
- * Topic: "Client reporting automation"
- * Intensity: Medium

Call & Direct Interaction

* 2025-12-18 15:20 UTC

- * Source: Call Recording System
- * Event: Outbound Intro Call
- * Duration: 22m
- * Participants: 2 (Prospect-side)

Company Change Events

* 2025-12-17 10:10 UTC

- * Source: ZoomInfo Funding Alert
- * Event: Series B Funding
- * Amount: \$28M

Prospect B — Altimus Advisory Group

Prospect Identifiers

- * Company Name: Altimus Advisory Group
- * Domain: altimusadvisory.com
- * Account ID: ZI-774512
- * Industry: Financial Advisory

Observed Signals (Chronological)

Email Engagement

* 2025-12-20 18:10 UTC

- * Source: Email Tracking
- * Event: Email Open
- * Campaign: "Operational Efficiency Playbook"

* 2025-12-18 17:55 UTC

- * Source: Email Tracking
- * Event: Email Open

Landing Page Activity

* 2025-12-19 11:22 UTC

- * Source: Landing Page Analytics
- * Event: Page Click
- * Page: `/operations-efficiency`
- * Session Duration: 2m 05s

Intent Data

* 2025-12-19 09:40 UTC

- * Source: ZoomInfo Intent
- * Topic: "Workflow optimization"

* Intensity: Low

Organizational Events

* 2025-12-11 10:00 UTC

* Source: ZoomInfo New Hires

* Event: VP of Operations Added

Event Exposure

* 2025-12-14 14:30 UTC

* Source: Event Attendance List

* Event: Regional FinTech Roundtable

Prospect C — BlueCrest Financial Services

Prospect Identifiers

* Company Name: BlueCrest Financial Services

* Domain: bluecrestfs.com

* Account ID: ZI-552904

* Industry: Asset & Wealth Management

Observed Signals (Chronological)

Social Media Interaction

* 2025-12-19 14:55 UTC

* Source: LinkedIn Analytics

* Event: Link Click

* Post Topic: "AI in Advisory Operations"

* 2025-12-17 09:12 UTC

- * Source: LinkedIn Analytics
- * Event: Post Impression

Event Exposure

* 2025-12-15 09:10 UTC

- * Source: Trade Show Attendee List
- * Event: National Wealth Management Expo
- * Location: Chicago

Website Activity

* No recorded website visits in last 14 days

Intent Data

* No ZoomInfo Intent events detected in last 30 days

RAW Signal Summary Counters (Non-Derived)

Per Prospect

* NorthRock Capital

- * Total Raw Signals: 12
- * Signal Sources Present: Website, Intent, Call, Funding

* Altimus Advisory Group

- * Total Raw Signals: 7
- * Signal Sources Present: Email, Landing Page, Intent, Hiring, Events

* BlueCrest Financial Services

* Total Raw Signals: 5

* Signal Sources Present: Social, Events
