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## # \*\*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)

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## ## \*\*Prospect A — NorthRock Capital\*\*

### ### \*\*Prospect Identifiers\*\*

\* Company Name: NorthRock Capital

\* Domain: northrockcapital.com

\* Account ID: ZI-983421

\* Industry: Wealth Management

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### ### \*\*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"

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#### \*\*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

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#### \*\*Call & Direct Interaction\*\*

\* 2025-12-18 15:20 UTC

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

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#### \*\*Company Change Events\*\*

\* 2025-12-17 10:10 UTC

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

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## \*\*Prospect B — Altimus Advisory Group\*\*

### ### \*\*Prospect Identifiers\*\*

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

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### ### \*\*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

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#### #### \*\*Landing Page Activity\*\*

\* 2025-12-19 11:22 UTC

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

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#### #### \*\*Intent Data\*\*

\* 2025-12-19 09:40 UTC

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

\* Intensity: Low

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##### \*\*Organizational Events\*\*

\* 2025-12-11 10:00 UTC

\* Source: ZoomInfo New Hires

\* Event: VP of Operations Added

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##### \*\*Event Exposure\*\*

\* 2025-12-14 14:30 UTC

\* Source: Event Attendance List

\* Event: Regional FinTech Roundtable

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## \*\*Prospect C — BlueCrest Financial Services\*\*

### \*\*Prospect Identifiers\*\*

\* Company Name: BlueCrest Financial Services

\* Domain: bluecrestfs.com

\* Account ID: ZI-552904

\* Industry: Asset & Wealth Management

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### \*\*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

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#### \*\*Event Exposure\*\*

\* 2025-12-15 09:10 UTC

\* Source: Trade Show Attendee List

\* Event: National Wealth Management Expo

\* Location: Chicago

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#### \*\*Website Activity\*\*

\* No recorded website visits in last 14 days

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#### \*\*Intent Data\*\*

\* No ZoomInfo Intent events detected in last 30 days

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## \*\*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

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