

SeeResponse Launches Signal-Based Outbound Service That Times B2B Outreach to Real Buying Triggers

Instead of static cold lists, the service watches for live signals such as hiring activity, team expansion, and leadership changes.



WASHINGTON, D.C., DC, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- [SeeResponse](https://www.seeresponse.com/), a B2B growth marketing agency, today announced a [signal-based outbound service](#) that triggers sales outreach off real buying signals rather than static prospect lists, so a message reaches a buyer at the moment a need is most likely to exist.

Most outbound still works the same way it has for a decade: build a large list, send the same sequence to everyone, and accept a low response rate.

“

Buyers can tell when a message shows you understand what they're dealing with. Timing creates that impression, and signals give you the timing.”

Sheena Rijwani

SeeResponse's approach starts from the opposite end. The service monitors public signals that indicate a company may be in market, including hiring for a relevant role, expanding a team, adopting or dropping a technology, and leadership changes, then routes a timely, personalized message to the specific decision-maker connected to that signal.

"A cold list treats a company that started hiring for a

growth role yesterday the same as one that has no reason to hear from you at all," said Mukesh Kumar, Co-founder of SeeResponse. "That's the waste we set out to remove. When you reach someone the week their need becomes real, you don't need to send a thousand messages to get a conversation."

The service pairs signal monitoring with role-to-buyer mapping, so outreach reaches the person one level above an open role or initiative rather than a generic inbox, and connects into a client's existing CRM and sequencing tools. SeeResponse said the model is designed for B2B teams that want higher-quality conversations from a smaller, better-timed volume of outreach.

"Buyers can tell the difference between a message that landed by luck and one that shows you

understand what they're dealing with this quarter," said Sheena Rijwani, Co-founder of SeeResponse. "Timing is most of what creates that impression, and timing is exactly what signals give you."

The signal-based outbound service is available now. [Details here](#).

About SeeResponse

SeeResponse is a B2B growth marketing agency that helps companies reach buyers, capture demand, and grow revenue. The team works with B2B companies across SEO, paid media, content, demand generation, account-based marketing, and go-to-market strategy. Learn more at <https://www.seeresponse.com>.

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