

ACCOUNT INTELLIGENCE SIGNAL-BASED PROSPECTING RESTAURANT TECHNOLOGY EXECUTIVE OUTREACH

Turning restaurant-market signals into relevant executive outreach

6

CAMPAIGN MOTIONS BUILT ON ONE
REUSABLE RESEARCH SYSTEM

Black Box Intelligence (BBI) helps restaurant brands understand performance across guest, financial and workforce data.

That creates an unusual outbound challenge. The companies BBI wants to reach generate enormous amounts of public information:

NEW OPENINGS	EXPANSION PLANS	LIMITED-TIME OFFERS
EARNINGS CALLS	TRAFFIC CHANGES	PRICING INITIATIVES
LABOR PRESSURES	DIGITAL INITIATIVES	
GUEST-EXPERIENCE PRIORITIES		

The challenge was not finding information. TCA helped build the research and campaign logic that turned restaurant-market signals into account-specific commercial context.

01 – THE BUSINESS PROBLEM

A restaurant brand can produce dozens of potentially interesting signals in a year.

It is tempting to treat any of them as personalization. That is not enough: the fact that something happened does not mean BBI can meaningfully help with it. The system had to answer a harder question first.

Is this signal commercially relevant to what BBI can actually do?

Only once that was answered should the information influence outreach.

02 – WHY GENERIC PERSONALIZATION FELL SHORT

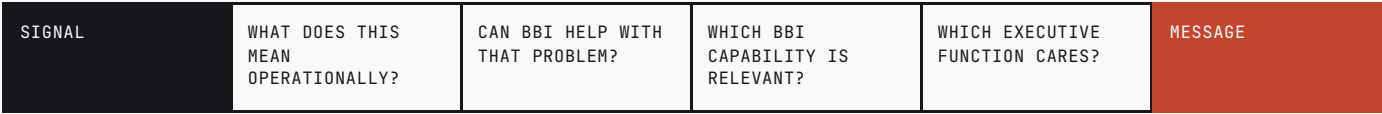
~~“I saw you’re expanding into new locations...” + “We help restaurant brands make better decisions with data.”~~

Each statement can be reasonable while the connection between them stays weak.

Some early generated challenge-and-solution statements leaned too heavily on the language model's general restaurant knowledge. They sounded plausible without being grounded in BBI's actual data and capabilities. A real initiative, a plausible challenge and an accurate pitch could still fail to form a convincing commercial argument. We needed another layer.

The missing layer was interpretation

The system had to move directly from signal to message less often. The useful sequence ran through several questions first.



That intermediate reasoning became the important part of the system.

What we built

TCA worked on a restaurant-market research and outbound system spanning several kinds of prospect intelligence. The architecture evolved as different campaign motions were explored and operated.

01

Company and ICP qualification

The first layer decided whether the account belonged in the market at all. BBI's focus was relevant U.S. restaurant organizations, so research stayed restaurant-specific and U.S.-specific rather than treating a global hospitality company's international activity as automatically relevant. HubSpot lookup workflows added internal CRM context, so the system did not rely solely on external research.



02

Restaurant initiative research

For relevant companies, the system researched business initiatives that could create a legitimate performance question. The aim was to choose an initiative connected to something BBI could credibly illuminate.



03

Matching the initiative to a problem BBI could help solve

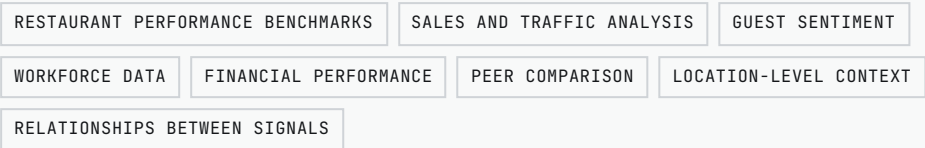
Take a restaurant company expanding into new locations. The event itself is not the pitch. The commercially useful questions might be:

- How should the brand evaluate different markets?
- Could local sales and traffic benchmarks reduce uncertainty?
- How might guest sentiment differ across markets?
- How does a proposed location compare with relevant peers?
- Could competitive or trade-area data improve the decision?

Now the initiative has become a genuine business problem, and BBI has a reason to be part of the conversation. The workflow had to understand which part of what the company is doing BBI can actually help with.

04 Using BBI's own capability as a relevance constraint

An important improvement was giving the research logic more information about what BBI could actually provide. Rather than asking a language model to invent a restaurant problem from its general training, prompts were grounded in BBI's capabilities:

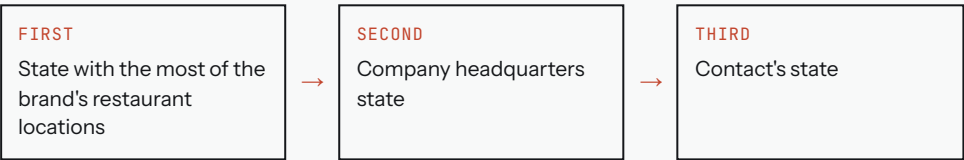


~~“What problem might this initiative have?”~~

“Given what BBI can actually measure, which part of this initiative could BBI credibly help the prospect understand?”

05 Geographic context

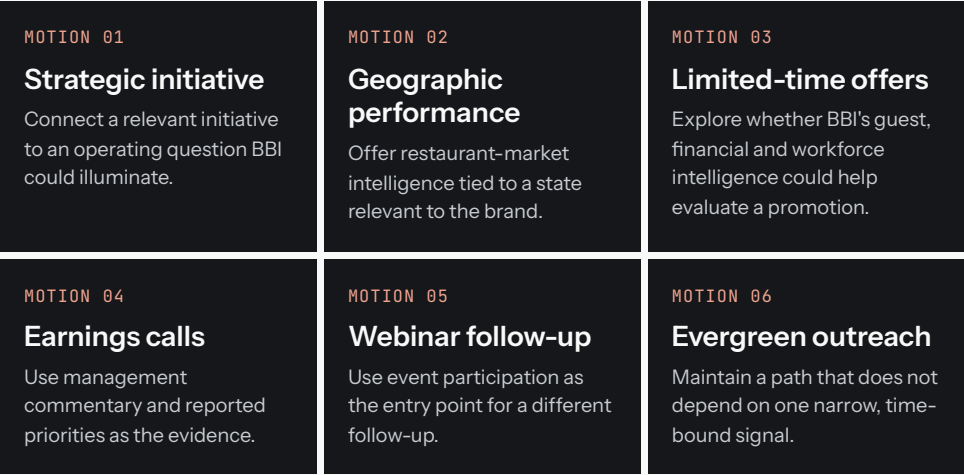
One campaign motion offered state-specific restaurant performance intelligence, so the workflow needed a consistent method for choosing the most relevant geography. It used a fixed hierarchy, feeding the matching state-specific campaign language and report offer.



EACH STEP APPLIES ONLY WHEN THE ONE BEFORE IS UNAVAILABLE. DETERMINISTIC ROUTING RATHER THAN AI GUESSING.

06 Signal-specific campaign logic

Not every prospect needed the same reason to hear from BBI. The system supported several reasons for prioritization rather than depending on one “buying signal.”



LTOs required another kind of research

A restaurant brand might launch a national promotion, a regional or state-specific offer, a new menu product, or several overlapping promotions. Detecting an LTO was only the start. The workflow had to consider:

- What exactly is the offer?
- Where is it running?
- Is it nationally relevant or location-specific?
- Which promotion should be selected if several exist?

What could BBI actually help the restaurant learn about the promotion?

BBI's connected performance data could provide context on the relationship between a promotion and:

- TRAFFIC
- CHECK SIZE
- GUEST SENTIMENT
- OPERATING PERFORMANCE

The signal had to become a measurable business question. The LTO motion went through testing and iteration.

Earnings calls created the richest research problem

Public restaurant companies' earnings materials cover strategy, sales, traffic, labor, pricing, digital initiatives, guest experience, expansion and management priorities. Extracting an earnings call is easy. Extracting the right part is harder. The workflow was refined to capture structured fields:

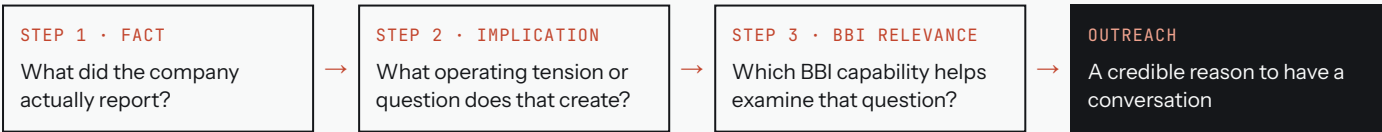
- REPORTING PERIOD
- EARNINGS DATE
- RELEVANT OBSERVATIONS
- STRATEGIC INITIATIVES
- STRATEGY-LINKED METRICS
- MANAGEMENT COMMENTARY
- BUSINESS SEGMENT OR FORMAT
- U.S.-SPECIFIC CONTEXT

Do not quote a number merely because the earnings call contains a number.

A metric appeared in outreach only when it materially supported a business issue BBI could help illuminate. That reduced the risk of superficial “I saw your revenue increased 8%” personalization.

From earnings data to executive interpretation

Senior restaurant executives already know what happened in their business, so repeating an earnings call back to them adds little. The workflow added analyst-style interpretation.



The AI's job shifted from writing a personalized email to executing a constrained analytical transformation.

The same account could mean different things to different executives

Suppose an earnings call discusses higher same-store sales, slightly weaker traffic, pricing pressure, labor costs and guest-experience initiatives. The underlying evidence stays the same. The commercially relevant interpretation changes by function.

FINANCE / OPERATIONS	PEOPLE	MARKETING / GUEST EXPERIENCE
Sales	Labor productivity	Traffic
Traffic	Staffing	Consumer engagement
Margin	Retention	Loyalty
Pricing	Workforce decisions and unit performance	Guest sentiment
Operational efficiency		Promotional effectiveness

The system adjusted the angle by recipient function instead of inserting a different job title into identical copy.

08 – THE OPERATING CHAIN

01 ACCOUNT
02 QUALIFICATION
03 SIGNALS
04 RELEVANCE TEST
05 BEST-FIT SIGNAL
06 BUSINESS IMPLICATION
07 BBI CAPABILITY MATCH
08 ROLE-SPECIFIC INTERPRETATION
09 CAMPAIGN
10 MESSAGE

The email was the final artifact. Most of the system existed before it.

Calling this AI personalization undersells the problem.

Each step in the chain made a decision that shaped the next. By the time a message was written, the account had been qualified, its signals tested for relevance, and the evidence interpreted for a specific executive.

09 – THE CAMPAIGN LAYER

Once relevant account context existed, it fed campaign preparation. Work included logic around:

Email messaging	Subject lines
Multi-email follow-up	LinkedIn message adaptations
Campaign selection	CRM lookups
Smartlead preparation	

Different campaign motions reused parts of the underlying research while applying their own activation logic. The objective was reusable intelligence underneath the campaigns, so testing a new campaign did not mean building a research process from scratch.

Production required judgment

This project is one of the clearest examples of why TCA does not automate every research decision immediately. Several issues appeared during testing and operation.

A real initiative could still be the wrong initiative

A company might genuinely be opening a headquarters. That did not make BBI's restaurant-performance data relevant. The system had to choose the initiative BBI could help with, not simply the newest one found.

One signal could have several interpretations

A restaurant performance trend could matter differently to HR, operations, marketing or finance. Recipient role shaped the reasoning.

Numbers needed restraint

Earnings calls contained many metrics. Only strategically relevant numbers survived into outreach.

Plausible AI output could still be weak

Generic challenge statements sometimes sounded reasonable while lacking restaurant or BBI context. Prompts were grounded more deeply in the actual data and product.

Geography needed rules

The correct state could not simply be guessed. Fallback logic made the decision deterministic.

Human review and iterative prompt design added value here.

A SIGNAL IS NOT A REASON

Detecting something is not the same as understanding why it matters.

A company hired a new executive. A restaurant launched an LTO. A brand opened locations. Traffic declined. Sales increased. An executive attended a webinar. All of those are signals, and none automatically means the company is ready to buy. The signal should change the research path or prioritization. Then the system must establish whether a credible commercial connection exists.

Right company, right reason, right people, right message

The BBI work maps closely onto TCA's operating model.

Right company

Does the restaurant organization fit the ICP and U.S. commercial motion?

Right reason

Is there an initiative, geography, LTO, earnings observation or other evidence that creates a problem BBI can genuinely illuminate?

Right people

Which executive function is relevant to that particular issue?

Right message

How should the evidence and BBI connection be expressed for that person?

Only the final step is copywriting. The harder work happens upstream.

12 – WHAT CHANGED

The capability created was a reusable way to turn different forms of restaurant-market evidence into prospecting decisions.

~~“What personalization can we find for this account?”~~

WHAT IS HAPPENING AT THIS COMPANY?	WHICH OF THOSE THINGS MATTERS TO BBI?	WHO SHOULD CARE?	WHAT SHOULD WE SAY?
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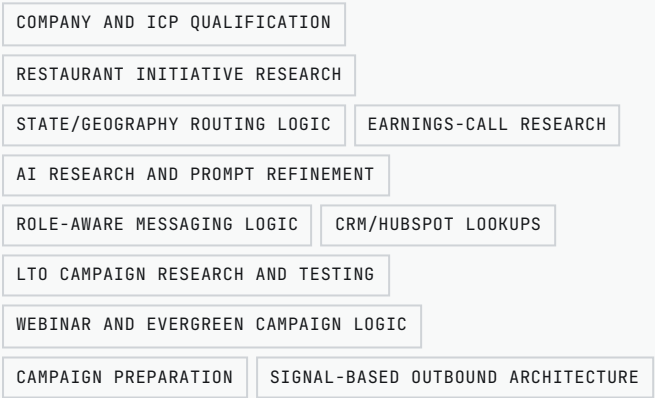
That is the difference between personalization and account intelligence.

13 – THE BROADER PRINCIPLE

Which evidence changes the commercial decision?

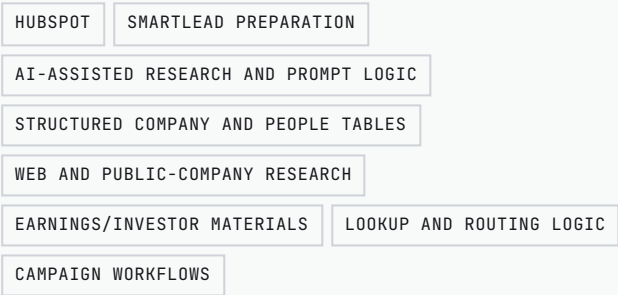
Modern outbound teams have access to thousands of signals. That does not give them thousands of reasons to contact someone. The valuable system is the one that can tell which evidence matters. For Black Box Intelligence, that meant connecting restaurant-market activity to the specific questions BBI's data could help an executive answer. The signal was only the beginning. **Research created the reason.**

14 – SCOPE OF WORK



A state-specific campaign ran, and the research system continued to evolve through additional campaign motions.

15 – TECHNOLOGY



The technology was not the interesting part. The research architecture was.

Building signal-driven prospecting?

TCA builds research and prospecting systems for established B2B companies whose markets require more than contact enrichment and templated personalization. We turn market signals into qualification, commercial context, relevant people and campaign-ready research, then build that capability into the operating system around your sales team.

SEE IF YOUR COMPANY IS A FIT →

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