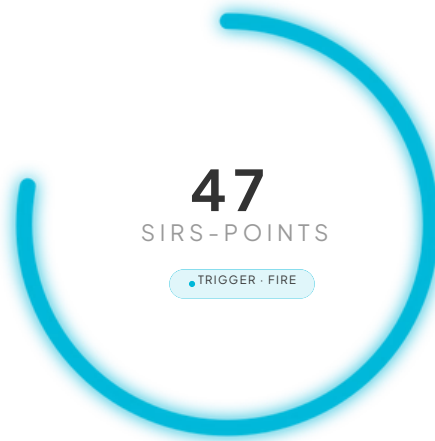




SIRS: SOCIAL INTERACTION READINESS SCORE

Knowing when a prospect
is ready to engage in a conversation.



SIRS tracks LinkedIn engagement signals, applies scientific weighting to them, and identifies the **precise moment for outreach.**

This happens before the prospect goes cold, and only once sufficient familiarity has been established.

CURRENT SCORE

47 Pts

TRIGGER AT

~32 Pts

STATUS

Firing

Your sales team is reaching out to prospects **at the wrong time.**

85% of B2B outreach messages are ignored—not because the offer lacks value, but because the timing is wrong.



Too early: the prospect doesn't know you

Cold outreach to prospects with no prior touchpoints. No context, no familiarity, no response.

→ Message is ignored



Too late: the window of opportunity has passed

The prospect engaged with your content three weeks ago. Liked, commented, then moved on.

→ Missed opportunity



Wrong signal: activity ≠ readiness to engage.

A job change, a like on an industry post—these are public signals. Every competitor sees them at the same time.

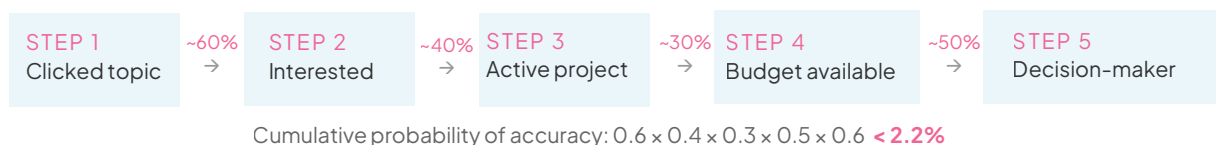
→ No differentiation

The issue with timing is not subjective. It is measurable. SIRS measures it.

Intent data claims to indicate buying readiness. That rests on a five-step chain of assumptions.

Intent data relies on a chain of inferences: someone clicks on a topic → therefore interest → therefore an active project → therefore budget → therefore a decision-maker → therefore “ready to buy”.

Every link in the chain is an assumption. None of it is proven.



47 messages after changing jobs.

Intent data is **based on public signals**—and public signals are visible to everyone.

At the same time. On the same day.

LinkedIn Inbox — Sarah Smith		47 new messages
SalesForce Inc.	Congratulations on your new role! We...	09:14
HubSpot DACH	New role? New priorities? We help...	09:31
Acme Solutions	Congrats! I noticed you've recently...	10:02
TechVendor GmbH	In your new role as COO, you're likely to be...	10:17
DataDriven AG	Hi Sarah! Exciting news...	10:45
... and 42 more		

The issue with timing:

A new COO doesn't approve budgets in their first week. The real decisions are typically made between **weeks 8 and 24**. Intent data delivers every supplier at the same time—and at the wrong moment.

There is a different approach. One that **measures and observes**, rather than assumes.

SIRS measures readiness to engage. Observable. In real time.

No chains of inference. No assumptions. Just real LinkedIn interactions, scientifically weighted.



Observe, don't guess.

SIRS tracks real LinkedIn interactions: likes, comments, replies, and new connections. No assumptions. No chains of inference.

→ 21 distinct signal types



Measure, don't speculate.

Each signal is assigned a scientifically grounded weighting. The resulting score shows precisely how far familiarity and reciprocity have progressed.

→ 4 psychological dimensions



Act on triggers, not hope.

Three independent conditions must be met simultaneously. Only then is outreach triggered—at the demonstrably right moment.

→ Three-part trigger system

Our process: engagement seeding

SIRS is not passive monitoring. We actively create visibility—and measure the response.

1

Identification

ICP match identified. A target contact with a high Ideal Customer Profile score.

2

Seeding

Comments within their network. Likes on their posts. Visibility in their feed.

3

Measurement

Every response is captured: profile visit, reciprocal like, reply, connection.

4

Trigger

Score ≥ 32 + Tier 2 signal + momentum: personalised outreach briefing generated.

SIRS does not engineer engagement.

SIRS creates visibility and measures the response. 85% of the score is driven by the prospect—not by us.

Three principles. One formula. 21 signal types.

The scientific foundation, signal weighting framework, and trigger system in detail.

Scientific foundation

Three psychological principles—all peer-reviewed, extensively replicated, and directly applicable to LinkedIn-based B2B communication.



Mere Exposure

Zajonc, 1968

The more often someone sees us, the more positive their perception becomes—subconsciously and without any opt-in.

→ Visibility creates familiarity



Reciprocity

Cialdini, 1984

Those who give attention first are more likely to receive it in return. By commenting on their post, we give first.

→ Giving creates reciprocity



Authority Bias

Milgram, 1974

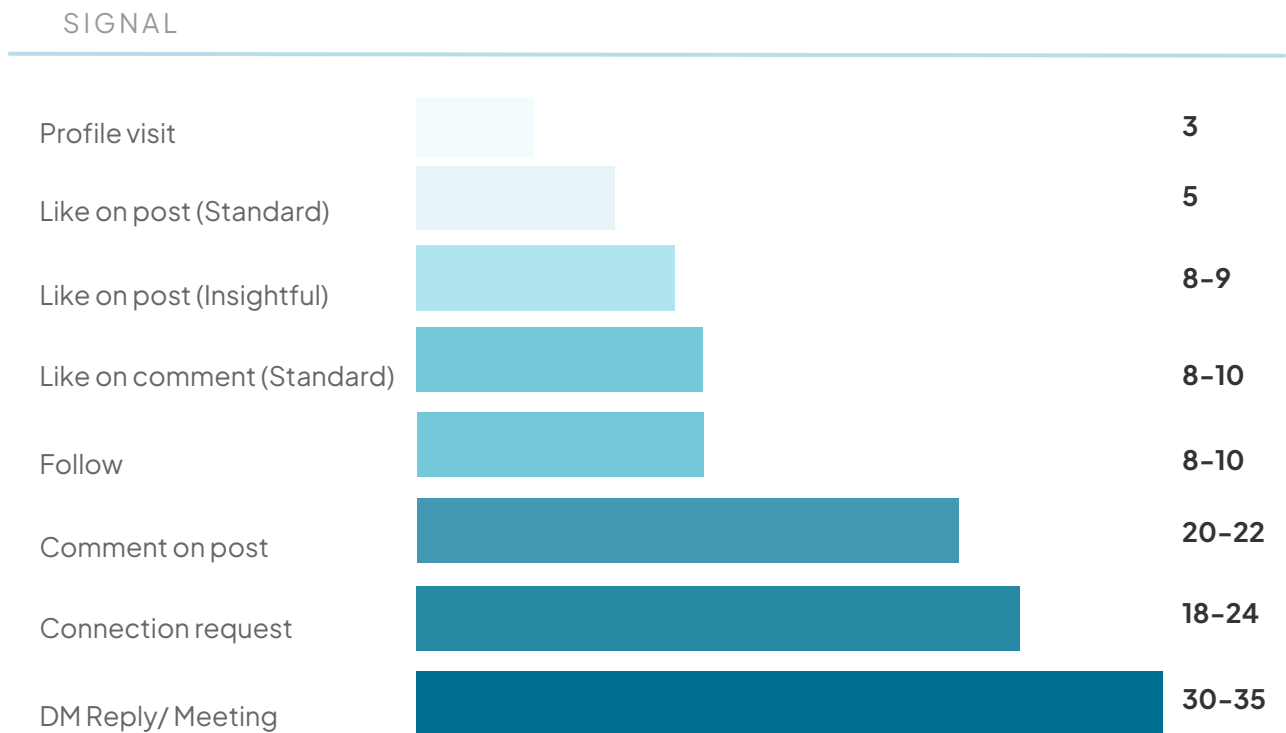
Insightful, value-adding comments position us as experts. Trust is built before the first conversation takes place.

→ Expertise builds trust

SIRS measures the cumulative impact of these three effects—in real time. Each signal provides a data point on how far familiarity, reciprocity, and trust have already progressed with a given prospect.

Signal weightings **at a glance**

The eight key signal categories—from initial curiosity to active commitment.



Signal weightings are based on four scientific dimensions: Central Executive (CE), Relational Aggression (RA), Personal Control (PC), and Social Dominance (SD). Full details can be found in the White Paper.

What we deliberately do not measure:

- ✗ **Website visits**—unverifiable context
- ✗ **Google search terms**— not directly observable
- ✗ **Budget availability**—pure speculation
- ✗ **Tech stack**— Does not indicate readiness to engage

THE SCORING FORMULA

$$\text{SIRS}(t) = \alpha \cdot R(t) \cdot M_{\text{akt}} + \beta \cdot E(t) + \text{Seqbonus}$$

$R(t)$ — Response Score
(Prospect → Us)

$E(t)$ — Exposure Score ≤ 6
(Us → Prospect)

M_{akt} — Activity-Multiplier
(0.85 – 1.2)

$\alpha = 0.85$ — Response Weight

$\beta = 0.15$ — Exposure Score

$\text{Seq}_{\text{bonus}} = +5$ — for passive → active → reactive in 14d

85% of the score is driven by how the prospect responds to you. No more than 15% is driven by your own activity. The Exposure Score is also capped at six points, making score manipulation through excessive activity impossible.

The Triple Trigger

Not one threshold, but three independent conditions—all of which must be met at the same time.

1

SCORE ≥ 32 POINTS

**Cumulative SIRS Score
above threshold**

Quantitative Criterion

2

MIN. 1 TIER-2 SIGNAL

**Deliberate, direct
engagement ($w \geq 18$)**

Qualitative Validation

3

POSITIVE MOMENTUM

**Recent signals within the
last 7 days**

Recency Check

Trajectory-flags

SIRS assigns each prospect a status based on how their score evolves over time.

▲ **FIRING** — All three trigger conditions met. Ready to engage.

▼ **COOLING** — Score peak > 21 days and current score < 60% of peak. Interest is fading.

— **DEAD** — No response signal for 90 days despite 50+ exposure events. Prospect unresponsive.

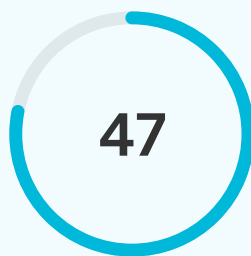
Sarah Smith. 21 Days. Score 47.

A real-world prospect's journey through the SIRS model—from first interaction to outreach trigger.

LEAD · HOFFMANN
MASCHINENBAU GMBH
ICP MATCH 94%

Sarah Smith

Chief Operating Officer

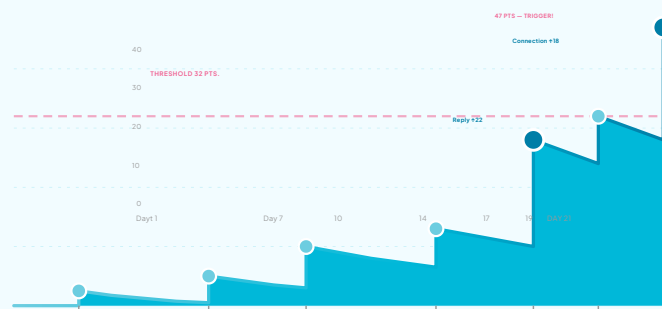


TRIGGER FIRE

32-point threshold
surpassed

21-DAYS SIGNAL TIMELINE

7 events · 21 d



Older signals lose value over time. **Profile visit** (Day 3, $w=3$) → effective value ≈ 0.0 by Day 21 ($\tau=2d$).

Connection (Day 21, $w=18$) → full value retained ($\tau=\infty$).

EVENTS

7 in 21d

NEXT ACTION

Personalised DM

NEXT STEP

Individual briefing

TRAJECTORY

▲ FIRING

A closer look at the seven signals

Each signal is timestamped, categorised, and weighted. The progression from passive to active to reactive engagement is critical.

Day 03	Profile visit — Sarah sees us for the first time. Curiosity, nothing more.	w = 3
Day 07	Likes a Post (Standard) — Sarah likes one of our posts. Passive, but noted.	w = 5
Day 10	Likes a Comment (Standard) — Sarah likes our comment on an industry post—she notices us.	w = 8
Day 14	Likes a Post (Insightful) — Not a routine like, but a deliberate response to a valuable insight. Active appreciation.	w = 8
Day 17	Replies to Our Comment — The turning point: Sarah responds directly. The first genuine one-to-one interaction. Tier 2.	w = 22
Day 19	Reacts to a Post (Emotional) — An emotional reaction (Celebrate/Love). The relationship deepens.	w = 9
Day 21	Accepts a Connection Request — A permanent signal. Sarah accepts our connection request. The trigger fires. Tier 2.	w = 18

Seven signals in 21 days. Sporadic in week one, accelerating in weeks two and three. The decisive shift comes from the Tier 2 signal (Reply) on day 17— **it accounts for 37% of the total score.**

SCORE CALCULATION · DAY 21

$$R(t) = 0 + 0.718 + 2.245 + 4.0 + 17.461 + 7.383 + 18.0 = \mathbf{49.807}$$

$$SIRS(21) = 0.85 \times 49.807 \times 1.0 + 0.15 \times 0 + 5.0$$

$$SIRS(21) = 42.336 + 0 + 5.0 = \mathbf{47.34\ Points}$$

Response Contribution: **42.34** (89.4%)

Exposure Contribution: **0.00** (0.0%)

Sequence Bonus: **+5.00** (10.6%)

Trigger-Check: Day 21

On day 21—with the accepted connection request—all three conditions are met simultaneously for the first time. The trigger fires exactly once.



SCORE $\geq$ 32 POINTS

Sarah: 47 Pts.

✓ conditions met



MIN. 1 TIER-2 SIGNAL

Reply (w=22) + Connection (w=18)

✓ conditions met



POSITIVE MOMENTUM

Day 17, 19, 21 = recent

✓ conditions met

ALL 3 CONDITIONS HAVE BEEN MET

▲ **FIRING — Outreach begins**

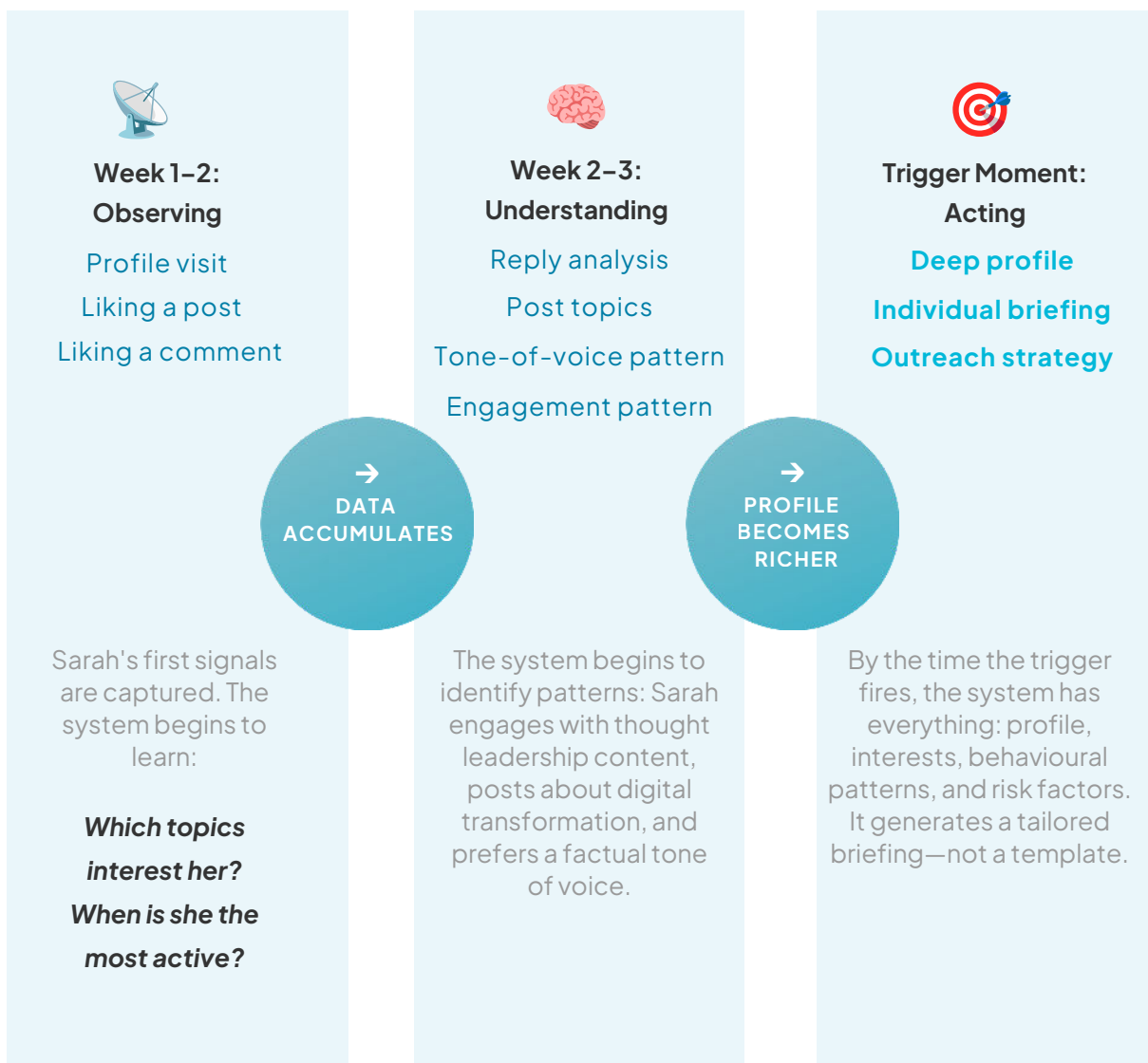
FIRING — Outreach begins. Sarah replied to our comment (Day 17). She accepted our connection request (Day 21). We are already connected and in conversation. The outreach builds on that foundation.

The trigger is firing. What's happening next?

Sarah replied to our comment (Day 17). She accepted our connection request (Day 21). We are already connected and in conversation. The outreach builds on that foundation.

The Midas Principle: Everything turns into data.

Every API call, every interaction, every observation—the system captures it all. Over weeks and months, it builds a deep understanding of each prospect that no human could ever develop manually.



What is stored? Post reactions, comments, feed activity, profile visits, engagement events—everything, complete with timestamps and raw data. Every interaction adds to the picture. The system forgets nothing (a 90-day window applies to score relevance, but the data is retained permanently).

Engagement Pattern Recognition

The system automatically classifies **how** a prospect engages—not just whether they engage:



ESCALATING

Signals intensify over time

Highest outreach
priority



CONSTANT

Consistent, sustained interest

A solid foundation
for engagement



BURST / SINGLE SIGNAL

Sudden activity, then silence

A more cautious
approach is required

Sarah Smith: Escalating pattern. From a profile visit (Day 3) to likes (Days 7–14), a reply (Day 17), and a connection request acceptance (Day 21)—a clear progression. The system recognises that this is genuine interest growing over time, not mere coincidence.

The personalised outreach briefing

When the trigger fires, the AI does not generate a template—it creates a tailored briefing based on **all available data**. Every prospect receives their own outreach strategy.

Outreach-Briefing: Sarah Smith

COO · Hoffmann Maschinenbau GmbH · Score 47 · Pattern: Escalating

AI-generated

✓

HOW TO APPROACH HER

OPENING MESSAGE

"Hi Sarah, your comment on predictive maintenance caught my attention—particularly your point about retrofit strategies. It's exactly the challenge we see most often among our industrial clients..."

CONNECTION HOOK

References her reply on Day 17 regarding process digitalisation in manufacturing.

TALKING POINTS

- Retrofit vs. greenfield approaches for existing machinery (her post from Week 12).
- ROI calculations for predictive maintenance (she marked the post as insightful).
- Change management in manufacturing (a theme running through her last three posts).

RECOMMENDED TONE-OF-VOICE

Professional, analytical, and peer-to-peer. Sarah communicates analytically rather than emotionally.

OPTIMAL TIMING

Tuesday to Thursday, 08:30–10:00 (her most active time on LinkedIn).

CHANNEL

LinkedIn DM (already connected, with a history of prior interactions).

✗

DO NOT DO THIS

RISK ASSESSMENT

In her Week 11 post, Sarah explicitly criticised the automation hype. Any pitch that sounds like "AI solves everything" is likely to be dismissed immediately.

AVOID

- Generic sales pitches or messages asking, "Do you have a minute?"
- Overstated claims about AI and automation.
- Buzzwords without substance (she is an engineer).
- Follow-ups at weekends (she never posts on Saturdays or Sundays).

AVOID ICEBREAKER

No reference to her company without clear context — she deliberately keeps her personal content and company communications separate in her posts.

Not a template—a strategy. Every briefing is unique because every person is unique. The AI analyses posts, engagement patterns, topic affinity, and communication style, distilling them into a clear, evidence-based recommendation for action. Every insight in the briefing can be traced back to observable data.

AI-supported intelligence

AI is more than a content generator — it acts as a strategic planner, using the full interaction history to create a personalised engagement strategy for each contact.



AI-generated comments

Insightful and contextually grounded, rather than generic. Directly tied to the content of the post. Positioned to reinforce thought leadership, not to sell.

Human-in-the-loop: Every comment is tailored to the prospect's ICP profile and individual characteristics, and undergoes a manual review before publication to ensure that only relevant, high-quality contributions are posted.



DM sentiment analysis

Meeting Intent

→ Meeting is booked (30 Pts.)

Positive

→ Sequence continues (8 Pts.)

Negative

→ Sequence stops immediately (0 Pts.)



AI as strategic partner

AI does not simply analyse individual messages — it evaluates **the entire interaction history** to develop a tailored engagement strategy for each contact:

Profile

In-depth analysis of role, industry and areas of interest.

Timing

Optimal timing based on engagement and activity data.

Voice

Analysis of the individual's communication style.

Risks

Identification of anti-patterns based on posts and engagement behaviour.



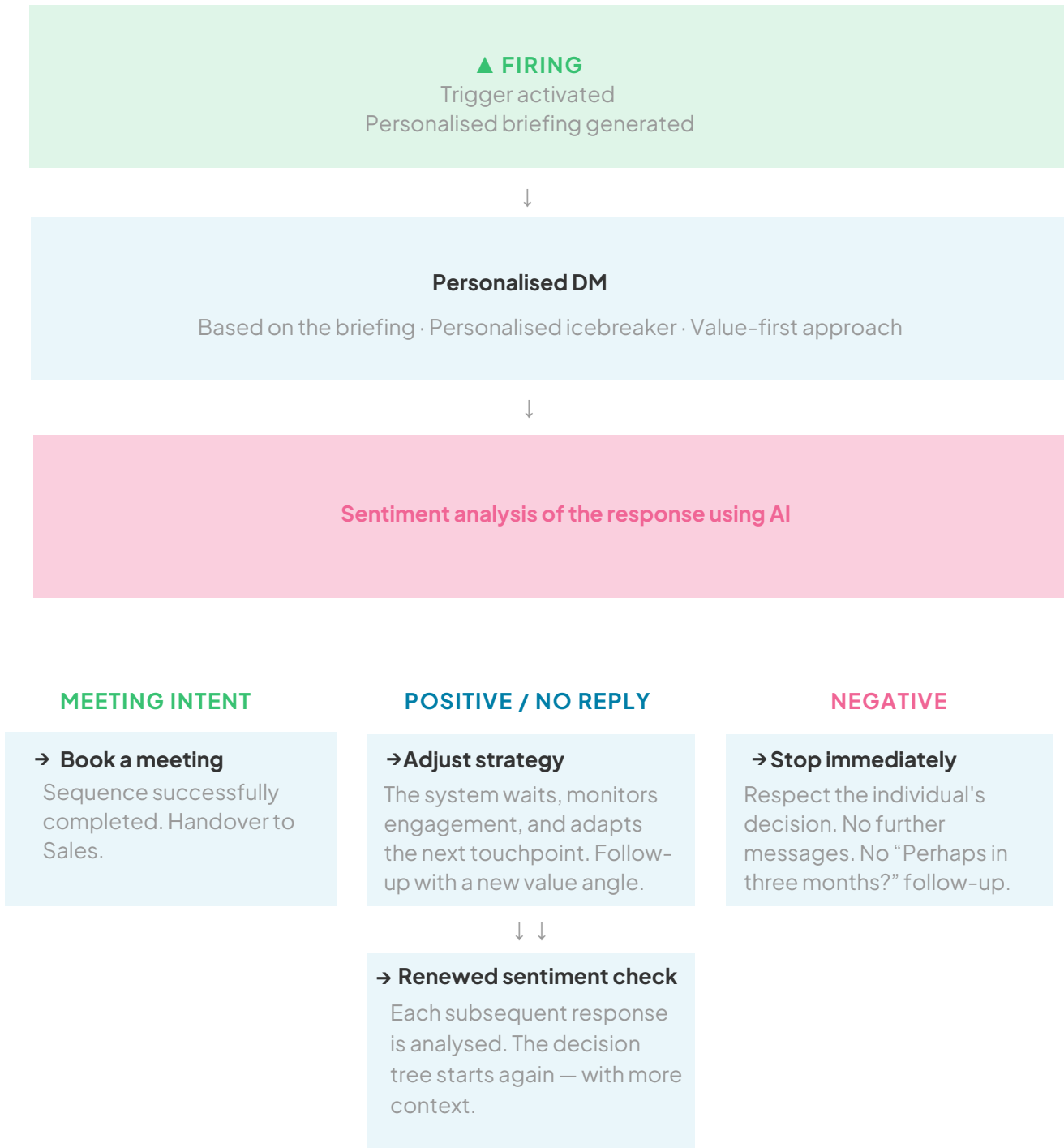
The learning loop

Every interaction feeds back into the system and sharpens the picture over time:

- 1 Outreach is initiated.
 - 2 Response is captured and analysed.
 - 3 Score is recalculated based on the full interaction history.
 - 4 Engagement strategy is dynamically adjusted.
-
- ↶ Back to step 1 — with greater insight.

Adaptive sequencing: No rigid process

Rather than following a linear sequence of steps, the system responds dynamically to every interaction. The sequence is not a script — it is a decision tree that adapts in real time.



Sarah Smith: This is what her outreach looks like. 21 days of data collection. Seven signals analysed. An escalating engagement pattern identified. Strong affinity for Digital Transformation and Predictive Maintenance detected. A factual communication style recommended. The risk topic “AI hype” is flagged. All of this is included in the briefing before the first DM is ever written. **No template could have delivered that.**

LinkedIn safety is not an afterthought. It is built into the architecture.

The personalised briefing and adaptive sequencing ensure relevance. The following limits ensure that this relevance is not undermined by excessive activity.

Every automation system needs boundaries. SIRS has embedded them into its architecture — not as a checkbox exercise, but as a core design principle.

50

MAX. REACTIONS / DAY

30

MAX. COMMENTS / DAY

25

MAX. CONNECTION
REQUESTS / DAY

30

MAX. DMs / DAY

- ✓ • **Auto-Pause on Replies** — The sequence pauses immediately when the prospect responds.
- ✓ • **Natural Pauses** — Each step is spaced 1–7 days apart.
- ✓ • **No Spam** — Every action is contextual and relevant.
- ✓ • **Dry-Run Mode** — Test sequences in advance without executing real actions.

