



321 new connections. 43 replies.

321 campaign connections accepted and 43 people replied. Named GTM and revenue-operations opportunities are surfaced from the tenant-scoped contact mirror with direct BAMF inbox links; aggregate ICP-fit totals remain unavailable until campaign identity mapping is complete.

CAMPAIGN REPLIES READY FOR FOLLOW-UP

43

Observed · Campaign performance

All-time campaign replies available for qualification and next-action review.

OUTREACH NEW CONNECTIONS

321

Observed · Campaign performance

All accepted campaign connections.

OUTREACH REPLIES

43

Observed · Campaign performance

People who replied across outreach campaigns.

LINKEDIN IMPRESSIONS

212,466

Observed · BAMF.ai LinkedIn analytics

All-time authoritative creator analytics total.



Highest-value next move

Turn the strongest verified engagement into the next conversation, meeting, or measurable outcome.

PRIORITY

Start with warm leads and active conversations that already show intent.

01

Open the highest-signal conversations in BAMF, prepare the next response with AI assistance, and route qualified interest into the AtlasGTM custom-build playbook.

02

Define the AtlasGTM ICP as an auditable GTM, RevOps, sales-ops, and marketing-ops filter.

03

Treat accepted ICP-fit campaign connections as new leads and ICP-fit replies as warm leads.

BEST OPPORTUNITIES

AtlasGTM-fit network opportunities

Open a lead in BAMF to review the conversation and draft the next follow-up with AI assistance.

 Michael Muhlfelder Founder - VP of Sales as a Service (CRO / Head Of Sales) Calm Ocean Sales ACTIVE ICP CONVERSATION · REPLIED 2026-07-15 ACCEPTED 2026-07-16 NEEDS RESPONSE NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 Simon Thibault AVP - Sales Canada HashiCorp ACTIVE ICP CONVERSATION · REPLIED 2026-08-14 NEEDS RESPONSE NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 Marcos Stu Co-Founder & CEO MateCaps ACTIVE ICP CONVERSATION · REPLIED 2026-08-13 NEEDS RESPONSE NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 Shubhangi Gupta Startups Go To Market Strategies AI Company unavailable ACTIVE ICP CONVERSATION · REPLIED 2026-08-13 NEEDS RESPONSE NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →
 BAMF x AtlasGTM Demo Prospect VP, Revenue Operations (Demo) Northstar Revenue Systems (Demo) ACTIVE ICP CONVERSATION · REPLIED 2026-08-12 NEEDS RESPONSE NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 Sanjay Mehta Senior Vice President - Global Partner Office TrendAI ACTIVE ICP CONVERSATION · REPLIED 2026-08-08 NEEDS RESPONSE NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 Alejandro Obregon AI GTM Operator CloudTask ICP CONNECTION · ACCEPTED 2026-08-14 NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 Felkisty Soriano Sr Revenue Operations (Partners) Wiz ICP CONNECTION · ACCEPTED 2026-08-01 NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →
 Pinaki Saha Chief Executive Officer, Founder, Investor cancerGO ICP CONNECTION · ACCEPTED 2026-07-29 NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 David Fox Founder & CEO Revenue Architect AscendRevenue ICP CONNECTION · ACCEPTED 2026-07-24 NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 Richard Petley Chief Revenue Officer Teradata ICP CONNECTION · ACCEPTED 2026-07-23 NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →	 Matt Ratchford Growth Marketing Lead Mutiny ICP CONNECTION · ACCEPTED 2026-07-22 NETWORK SOURCED Founder, CEO, owner, president, or managing-partner signal found in normalized title or headline fields. BAMF INBOX Open conversation →



TOP POSTS · 1/2

Top LinkedIn posts

Post creative and observed post-level metrics show what earned attention.



Justin Murphy

LinkedIn · 2026-08-14

Very few things trigger me anymore.

One still does.

And I never want it to stop.

...



Posted on LinkedIn

4,401 impressions

274 engagements



Justin Murphy

LinkedIn · 2026-07-17

At 14, I watched my dad lose everything after 27 years of loyalty.

What people did next changed how I treat everyone.

He was Director of Biomedical Engineering for a hospital...

The way you treat
people during their
hardest moments says
more about your
character than theirs

2,698 impressions

274 engagements



Justin Murphy

LinkedIn · 2026-07-27

I've watched hundreds of enterprise deals die from the same silent mistake.

It's not bad products.

It's not bad people....



Posted on LinkedIn

2,352 impressions

356 engagements



TOP POSTS · 2/2

More top LinkedIn posts

Post creative and observed post-level metrics show what earned attention.



Justin Murphy

LinkedIn · 2026-08-19

A revenue leader with 300 sellers walked me through his stack:

- Salesforce
- Salesloft
- Highspot
- Sales Navigator...



Posted on LinkedIn

2,189 impressions

217 engagements



Justin Murphy

LinkedIn · 2026-08-04

Uber caps employee AI spend at \$1,500/month.

Meta's CTO coined a word for what happens without caps:

"tokenmaxxing."

...



Posted on LinkedIn

2,083 impressions

370 engagements



CONTENT ANALYTICS

LinkedIn content performance

The same connected metrics, growth view, and definitions used on the client portal home page.

Impressions

212.5K

Followers

8.7K

Post Count

885

Engagement

13.6%



No data



HIGHLIGHTS

Total reach

Live creator analytics plus explicit 30-day post window impressions

212.5K

Top post

Very few things trigger me anymore. One still does. And I never want it to...

4.4K

Audience

Followers

8.7K

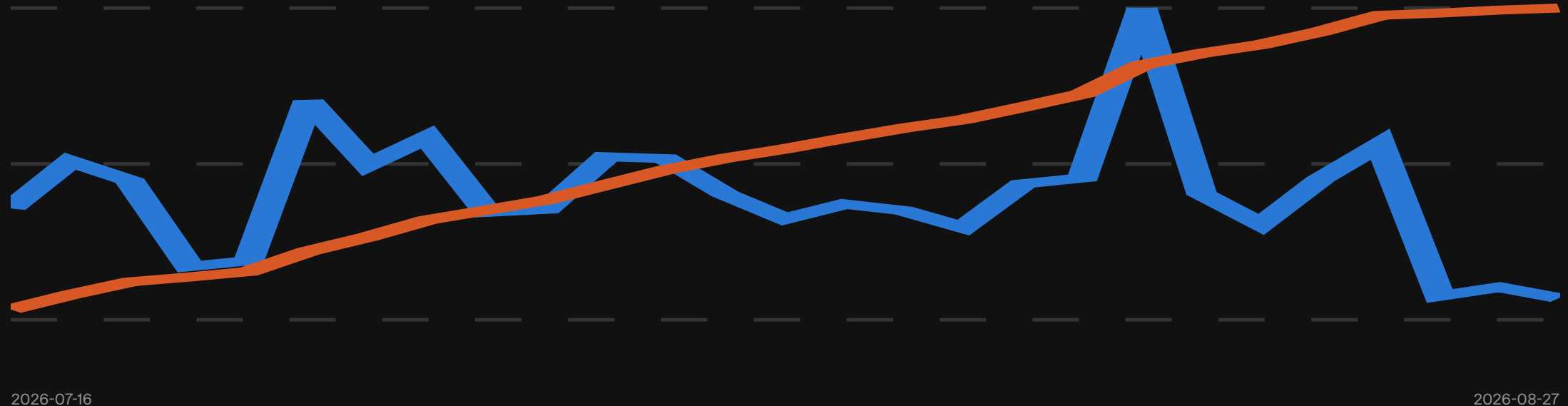
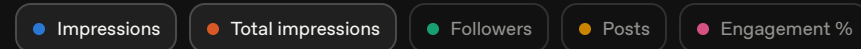


Content growth overview

The full-size portal growth chart, preserving the same series, range, and visual language.

Growth Overview

Live creator analytics plus explicit 30-day post window





OUTREACH ANALYTICS

Campaign outreach funnel

The same campaign contacts, contacted, accepted, replies, and rates used on the client portal home page.

Contacts	Contacted	Accepted	Reply rate	Remaining
7.8K	788	321	13.4%	7.0K
No data	No data	No data	No data	No data

HIGHLIGHTS

Contacts	7.8K	Campaigns	5	Contacted	788	Accepted	321	Reply rate	13.4%
Campaign-linked		Tracked campaign lanes		7.0K remaining		40.7% acceptance rate		43 campaign replies	

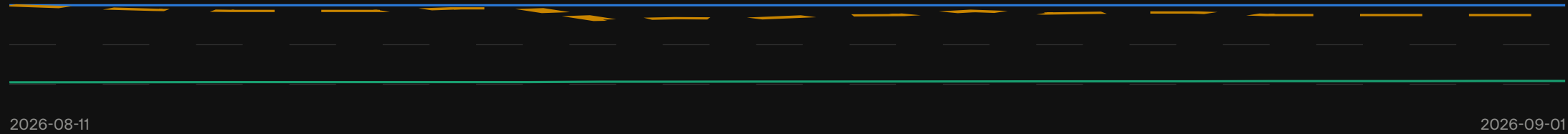


Outreach performance trend

The full-size portal outreach chart using the same connected campaign series and time range.

Outreach trend

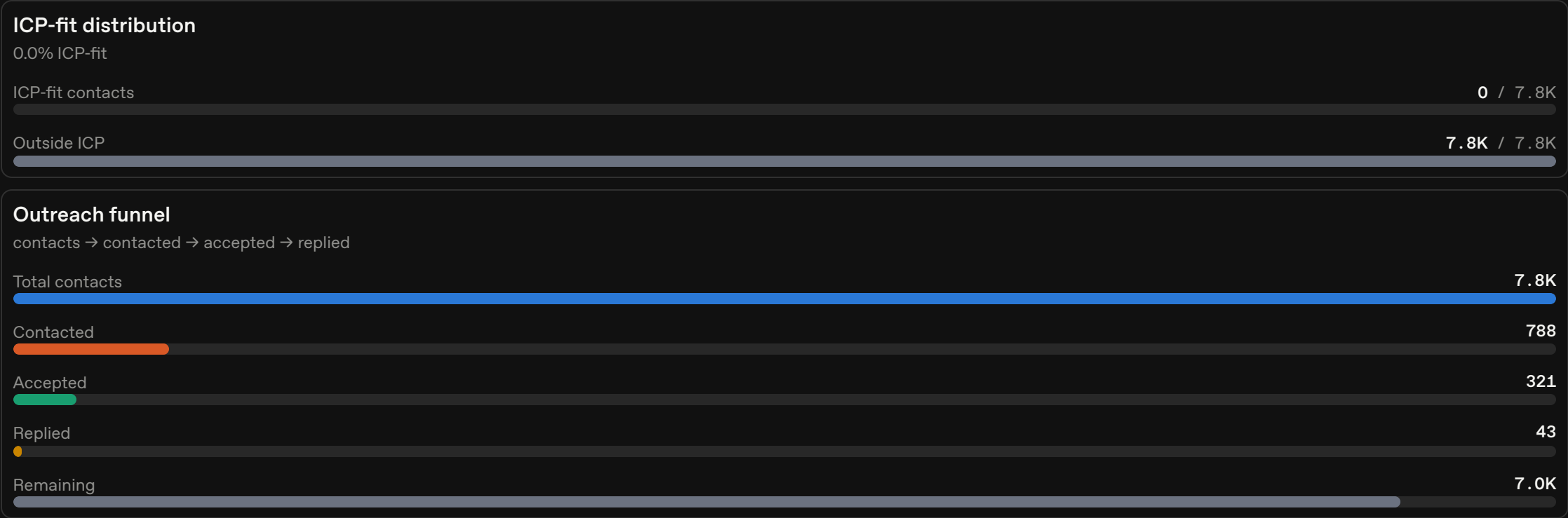
Contacts, accepted contacts, and reply-rate movement.





ICP fit and outreach funnel

The same ICP distribution and outreach funnel used in the client portal.





Campaign performance · 1/2

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

Campaign performance					
5 tracked campaigns					
BAMF AtlastGTM Angel Investors, VCs, Top USA Metros - All - posted last 30 (5.5k+) 2.5K contacts · Last activity 2026-09-01	Active	CONTACTED	ACCEPTED	Acceptance rate	36.7%
		270	99		
		REPLIED	REMAINING		Reply rate
		12	2.2K		12.1%
BAMF AtlasGTM B2B ICP USA 500+ headcount Account Execs, Titles 3+ yrs experience Posted la 2.3K contacts · Last activity 2026-09-01	Active	CONTACTED	ACCEPTED	Acceptance rate	43.9%
		285	125		
		REPLIED	REMAINING		Reply rate
		19	2.0K		15.2%
Post Engagement (Nooks - Dan Lee - CEO) 1.5K contacts · Last activity 2026-09-01	Active	CONTACTED	ACCEPTED	Acceptance rate	53.7%
		54	29		
		REPLIED	REMAINING		Reply rate
		2	1.4K		6.9%



Campaign performance · 2/2

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

Campaign performance					
5 tracked campaigns					
Post Engagement (Default - Nico F - CEO) 926 contacts · Last activity 2026-09-01	Active	CONTACTED	ACCEPTED	Acceptance rate	38.5%
		39	15		
		REPLIED	REMAINING	Reply rate	0.0%
		0	887		
BAMF AtlasGTM Top Founders, CEOs USA Tech, GTM, AI, SaaS Posted last 30 Shared Experiences 636 contacts · Last activity 2026-09-01	Active	CONTACTED	ACCEPTED	Acceptance rate	37.9%
		140	53		
		REPLIED	REMAINING	Reply rate	18.9%
		10	496		



Turn active GTM conversations into demos and custom builds.

Campaign, content, and North Star evidence are organized once here; unavailable inputs remain unavailable rather than becoming zero.

OUTREACH NEW CONNECTIONS

321

● Observed · Campaign performance

All accepted campaign connections.

OUTREACH REPLIES

43

● Observed · Campaign performance

People who replied across outreach campaigns.

LINKEDIN IMPRESSIONS

212,466

● Observed · BAMF.ai LinkedIn analytics

All-time authoritative creator analytics total.

CAMPAIGN CONTACTS

7,791

● Observed · Campaign performance

All contacts loaded into outreach campaigns.

01 321 accepted connections and 43 replies form the all-time outreach base. The report surfaces named GTM opportunities for direct follow-up without claiming an unsupported aggregate ICP-fit total.



FOCUS

What needs focus

Which active GTM and revenue-operations conversations should Justin advance now, and which content themes should create the next qualified wave?

NORTH STAR MEASUREMENT

Campaign performance · observed: All-time campaign replies available for qualification and next-action review.

01

Advance active GTM and revenue-operations conversations with a clear meeting or custom-build next step.

02

Use reply themes and objections to sharpen the AtlasGTM funnel, content, and next outreach cohort.



30 / 60 / 90 days

Each horizon retains any supplied evidence state and source; missing horizons use the legacy operating plan as an explicit fallback.

TEMPLATE

North Star Sprint

01

30 days · Open the highest-signal AtlasGTM-fit conversations, confirm the ICP policy with Justin, and assign a concrete next action to every warm lead.

02

60 days · Launch the governed AtlasGTM funnel and compare GTM, RevOps, sales-ops, and marketing-ops segments using accepted connections, replies, and booked calls.

03

90 days · Codify the winning outreach, content, funnel, and custom-build follow-up loop as a recurring BAMF agent playbook.



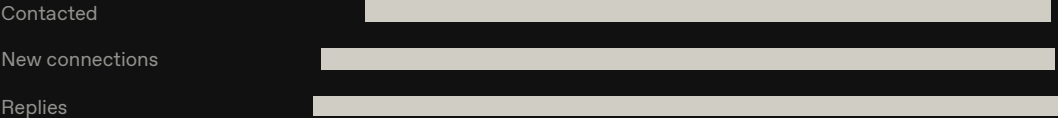
AtlasGTM outreach funnel

Exact source values are shown on a labeled log scale so large inventory and small conversion stages remain legible without changing the underlying counts.

AtlasGTM outreach funnel

Funnel stages · exact values · BAMF Connect campaign snapshots

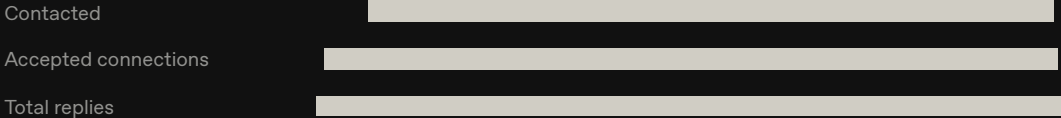
Campaign contacts



Official campaign outreach funnel

Funnel stages · exact values · BAMF Connect campaign snapshots

Campaign leads / contacts



- 01

AtlasGTM outreach funnel: 4 chart-ready points (derived · BAMF Connect campaign snapshots). Campaign contacts progress to contacted prospects, accepted connections, and replies. ICP qualification is handled in the named opportunity gallery until identity mapping is complete.
- 02

Official campaign outreach funnel: 4 chart-ready points (observed · BAMF Connect campaign snapshots). Latest official campaign leads/contacts, contacted, accepted connections, and total replies; this is a funnel snapshot, not a period trend.

Sources

Source coverage, freshness, and applicable window for this report.



SOURCES

What this report is based on.

LinkedIn network connections

OBSERVED

Current connected LinkedIn network size. This is reported separately from campaign contacts and outreach-derived leads.

Observed · 2026-09-01

Next: Use this only as the broad network baseline; do not compare ICP-fit outreach results against total network size.

BAMF Connect campaign snapshots

OBSERVED

Latest official campaign counters from the governed provider refresh.

Observed · 2026-09-01

Next: Capture a comparable baseline before claiming a period delta.

LinkedIn aggregate demographics

OBSERVED

Aggregate demographic categories only; no identities or profile-level records are projected.

Observed · 2026-08-31

Next: Refresh the current aggregate observation before interpreting audience shape.

AtlasGTM ICP classification

OBSERVED

Campaign contacts whose normalized company, title, or headline explicitly references GTM, revenue operations, sales or marketing operations, demand generation, growth marketing, sales enablement, or senior revenue and marketing leadership.

Observed · 2026-08-20

Next: Approve narrower role, company, and intent rules before treating this transparent classifier as final ICP policy.

BAMF Connect CRM inventory

OBSERVED

Client-scoped contact inventory and 30-day lifecycle timestamps.

Observed · 2026-08-20

Next: Repair the CRM mirror when freshness is stale.

BAMF.ai LinkedIn analytics

OBSERVED

Creator-scoped authoritative LinkedIn summary and post metrics.

Observed · 2026-09-01

Next: Refresh the creator analytics source when stale.

BAMF Connect reconciliation

OBSERVED

Current checkpoint status: dead_letter.

Observed · 2026-08-20

Next: Clear stale or dead-letter checkpoints before treating the CRM mirror as complete.