

Lusha Signals

Your accounts are making moves. Now you'll know when.

Lusha tracks 28 signals across hiring, headcount, intent, company news, job changes, and more. Signals sit on top of verified contact data — so when something changes at a target account, you already have the person to call. Available across Workspace, API, and integrations.

HEADCOUNT

LinkedIn employee count ▀ Monthly

Headcount change	Company	Employee count tracked across 1, 3, 6, and 12-month windows. Spots growth spikes, sustained scaling, and contraction. A company that added 300 employees in 3 months is building fast.
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HIRING

Public job posting data ▀ Weekly

Surge in hiring	Company	Company-wide spike in postings. Compares last 4 weeks against a 5-month trailing average. A company posting 47 roles when their average is 17 shows up here.
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Hiring by department	Company	Same posting data, filtered by team. Engineering scaling 200%? They need tools. Sales hiring 30 reps? They need data.
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Hiring by location	Company	Postings filtered by country and state. A US company posting 20+ roles in Germany is expanding into DACH.
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New job post Coming soon	Company	Individual roles with title, department, seniority, location. Deduplicated — reopened roles in the same month don't create duplicates.
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New location Coming soon	Company	Two sources: news coverage of new offices and facility expansions, plus job postings in locations the company hasn't hired in for 3+ months.
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DIGITAL PRESENCE

Estimated website analytics ▀ Monthly

Website traffic change	Company	Website traffic increase · Monthly website visits are climbing. More traffic usually means a product launch, marketing push, or growing brand — and a company that's investing.
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Website traffic decrease · Monthly website visits are dropping. Could mean budget cuts, a stalled go-to-market, or losing ground to competitors. For current customers, it's an early churn flag.

TECHNOLOGY

Estimated IT budget data (USD) ▀ Monthly

IT spend change	Company	Estimated annual IT budget vs. 12-month baseline. Rising spend means new procurement cycles. Declining spend flags tightening or vendor consolidation.
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INTENT

Bombora B2B intent cooperative + Lusha tracking pixel ▀ Weekly / Daily

Intent detected Coming soon	Company	Powered by Bombora. Detects when companies research your product category above their normal baseline. Returns topic and intensity.
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Intent by geography Coming soon	Company	Bombora intent with geographic origin. Shows which region the research is coming from. Useful for territory-based selling.
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Website visitor tracking	Company	Lusha's own pixel on your website. Identifies visiting companies, pages viewed, frequency, and recommends contacts. Company-level, not individual.
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Social activity intent Coming soon	Contact	Contacts posting about problems your product solves. You'll know who's thinking about it before they start evaluating.
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JOB CHANGE

LinkedIn profile monitoring cross-referenced with Lusha's contact database ▀ Weekly

Job change	Contact	Fires when a contact moves to a new company. Returns new company, new title, domain, previous role, start date, seniority, and department.
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Promotion	Contact	Fires when a contact's title changes within the same company. Director to VP, Manager to Director. Returns old title, new title, and date.
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NEWS

Automated news monitoring and aggregation ▀ Weekly

Financial events	Company	Funding rounds, investments, IPOs.
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Commercial activity	Company	New partnerships, customer wins, vendor announcements.
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Corporate strategy	Company	M&A, facility changes, major structural moves.
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Product activity	Company	Product launches, integrations, milestones.
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People news	Company	Executive hires, departures, org changes.
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Market intelligence	Company	Event participation, recognition, competitive moves.
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Risk news	Company	Lawsuits, security incidents, regulatory actions.
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Business social posts	Contact	LinkedIn post activity on business topics from employees at target accounts.
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RECOMMENDATIONS

Lusha's matching algorithm ▀ On demand

Lookalike contacts	Contact	Input your best contacts. Get back similar profiles — same role, seniority, industry, company characteristics.
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Lookalike companies	Company	Input your best customers. Get back companies with matching firmographic profiles — size, industry, growth stage.
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How Lusha Signals compare

VS. ZOOMINFO	What they offer: ZoomInfo tracks similar signals — hiring, intent, news, job changes, org chart changes, website visits — inside a full GTM platform with Copilot AI. They process 1B+ buying signals monthly from a cooperative of 5,000 B2B sites. Signals are embedded in the platform, not a separate add-on. Where Lusha wins: - Price and simplicity. ZoomInfo is \$30K+ annually and built for large enterprise teams willing to manage a complex platform. Lusha gives you the same timing layer without the overhead. - Independent data. ZoomInfo's contributory network means your competitors may be feeding and pulling from the same data pool. Lusha's contact data is sourced independently. - Faster time to value. Signals in Workspace are ready to use immediately. No workflow setup required.
VS. CLAY	What they offer: Clay aggregates 150+ data providers through a waterfall enrichment model. Signals include job changes, promotions, hiring, funding, tech installs, and LinkedIn mentions. Flexible and powerful — but it's an orchestration layer, not a data owner. You build workflows, manage credit costs per enrichment step, and stitch providers together. Where Lusha wins: - No assembly required. Clay gives you the parts. Lusha gives you the finished product. Signal + verified contact + action — all in one place. - Predictable cost. Clay's credit-based model means costs vary by workflow complexity. A single lead can burn 5–15 credits across multiple enrichment steps. Lusha's pricing is straightforward. - No technical lift. Clay requires workflow building, formula logic, and provider configuration. Lusha works out of the box for reps in Workspace, and out of the API for RevOps.

Get started

Signals are live in Workspace. Enterprise teams can pull signals via API or connect through Zapier, Workato, and Make. Talk to your Lusha rep about enabling signals for your team, or generate an API key in the platform.