

# Every Signal, Across Every Product.

Get complete visibility across products *and* signals to protect and grow revenue.

Revenue health isn't a single number. It's the sum of every product a customer uses, every risk that's emerging, and every opportunity that's ready to be unlocked, often across multiple teams working in parallel.

When signals are siloed or products are viewed in aggregate, the full picture disappears. CSMs chase the loudest alert while a quiet churn risk goes unnoticed. An upsell opportunity sits idle because no one realised it belonged to someone else's workflow. Hook gives every team member the visibility and the ability to act: on every signal, across every product, at the same time.

## Multi Product X Multi Signal

### Multi-Product Visibility

See how each customer engages with every product individually: what's thriving and what needs attention.

### Primary & Secondary Signals

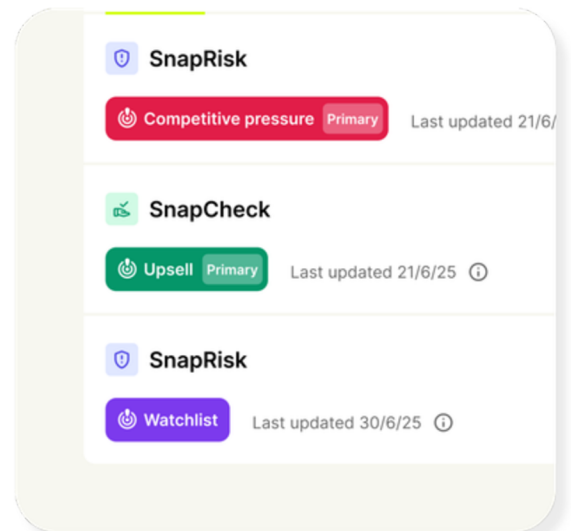
Prioritise your primary signal without losing sight of secondary ones. Renewal, upsell, expansion: all actionable.

### Parallel Team Workflows

CSMs can drive renewal while AMs work the upsell on the same account, without stepping on each other's toes.

### Smarter Forecasting

Product and signal breakdowns mean you see what's actually likely to close or churn before it's too late to act.



### Without full signal & product coverage, teams risk:

- ✗ Missing churn signals buried beneath a healthy-looking aggregate account score
- ✗ Upsell and expansion opportunities going unworked while teams wait for primary signals to be resolved
- ✗ Inaccurate revenue forecasts from over- or under-estimating risk at the product level
- ✗ Teams duplicating effort or letting opportunities fall between CSM and AM workflows

### Revenue growth requires visibility across:

- ✓ Every product  
Separate health, engagement, and renewal status per product, not just an account average.
- ✓ Every signal type  
Renewal risk, upsell, expansion, and churn: prioritised, owned, and tracked in parallel.
- ✓ Every team member  
CSMs, AMs, and leadership all working from one shared view: with clear ownership.