



SAAS / \$63 MILLION [SERIES B]

83% faster lead triage.

How Granola turns product signals into revenue at scale

Read case study →

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A CONVERSATION WITH:



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Head of Business



granola

About

Granola is the AI notepad for people in back-to-back meetings.

Industry

SaaS

Company size

25-50

Headquarters

London, UK

Founded

2023

Funding raised

\$63 million (Series B)

Key features

- Workflows
- Integrations
- Custom objects

Challenge

Granola's inbox is inundated with inbound leads weekly but there's no systematic way to prioritize them. High-potential prospects sat in the inbox, product usage data lived in BI tools, and manual triage consumed hours with no path to scale.

Solution

Granola's inbox is inundated with inbound leads weekly but there's no systematic way to prioritize them. High-potential prospects sat in the inbox, product usage data lived in BI tools, and manual triage consumed hours with no path to scale.

Results

- Lead triage 83% faster.
- 10X faster access to customer context.
- 5 hours per week saved with automated deal updates.

Granola is the AI notepad for people in back-to-back meetings. Following rapid growth—\$63 million raised and a team scaled to over 40 people in under a year—they needed infrastructure to match their velocity. With Attio, they built a platform to connect inbound sales leads, product usage, enrichment, and conversations in one place, transforming their team into a scalable revenue engine.

Product-led growth needs a modern tech stack

Fast-growing, inbound-driven startups face a recurring challenge: how do you turn usage signals into revenue without slowing down?

Granola was drowning in inbound lead but the sales team had no way to prioritize them. High-potential prospects sat in the inbox, product usage data lived in separate tools, and manual triage consumed hours with no clear path to scale.

They needed a system that could capture every lead automatically, connect product usage to customer records, and surface the highest-value opportunities without manual work. Attio gave them that system.

"The moment we started setting Attio up, everything became clear. For the first time, we could actually see all of our deals in one place."

With Attio, Granola has built the complete GTM platform: inbound leads flowing in automatically, product signals synced to every customer record, and workflows routing prospects straight to AEs.

Triaging inbound at scale with automated workflows

At Granola, every prospect comes through a Tally form on their website. The team uses a custom 'Inbound Leads' object to capture every response automatically in separate records. A Zapier integration then pipes that data straight into Attio, where each lead lands in a structured view.

"Now, we have this one place where we can see existing deals and new companies that are interested in chatting to us. It felt like when you can see for the first time."

The GTM team reviews new entries daily, tiering them 1-3 by potential, and uses workflows to promote high-value leads directly into the Deals object pipeline.

"The Deals object is especially top of mind for our account executives, and having the workflow automatically qualifying and surfacing leads is a huge unlock for our sales team. It saves so much time."

The impact on Granola is tangible:

- Zero missed leads and 10X faster access to customer context
- Lead review down from 2 hours to 20 minutes daily with tiered workflows
- 100% GTM team adoption with daily usage

Connecting product signals to sales conversations

For Granola, understanding how customers use the product is critical. With Attio, they use the Polytoxic app to tap directly into their product usage data. Combined with Clay for enrichment, this setup transformed how their team operates.

"Connecting our whole stack was a real lightbulb moment. Suddenly, we could see the right people, the right context, at the right time. That's when Attio felt magical."

Now, when anyone on the team views a company in Attio, they instantly see:

- Zero missed leads and 10X faster access to customer context
- Lead review down from 2 hours to 20 minutes daily with tiered workflows
- 100% GTM team adoption with daily usage

"The first time I saw usage data sync in Attio, I was like, damn. I felt like I had everything I needed to be able to understand what users I should be reaching out to."

Consolidating customer intelligence in one platform

With total team adoption, automated lead workflows, and product usage data connected to every deal, Granola is ready to triple their GTM team while maintaining visibility across the entire pipeline.

"When I think of revenue, I think of Attio. It's become an indispensable platform for understanding our users as we scale."