

Winnow.

SAMPLE

# Twenty buyers, six markets, the last three weeks.

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In-market B2B buyers, pulled from real Reddit threads and confirmed against their live URLs. Every one names a tool, a budget, or the thing that finally made them shop.

## What this is

Twenty people across six markets, all from the last three weeks, each one working through a buying decision in public. They name the tool they are on, what it costs them, and what finally pushed them to look for something else.

This is the sampler. A Sector Cut goes one market deep, thirty to forty buyers, same scoring and same live attestation. Breadth here, depth when you buy.

Every lead is reachable. You answer in the thread, in the buyer's own context, using only what they already made public. No scraped inboxes, no bought lists. That is the difference, and it is the point.

## Buyers this month

#	MARKET	SUB	ROLE	DATE	INT.
01	Customer support	r/SaaS	B2B SaaS company, 2-agent support team	2026-05-11	97
02	Customer support	r/CustomerSuccess	Runs a 6-rep SDR team, current Apollo customer	2026-05-25	93
03	CRM / sales tooling	r/smallbusiness	Founder of a B2B services company (2 salespeople)	2026-04-27	92
04	Billing / accounting	r/SaaS	Founder of a fast-growing SaaS	2026-05-18	87
05	CRM / sales tooling	r/smallbusiness	Founder starting a business coaching firm	2026-05-24	87
06	Project mgmt / internal tools	r/nocode	Building internal tools for a support/ops team (~25 users)	2026-05-16	86
07	Analytics / BI	r/analytics	Agency analyst / data pipeline owner	2026-05-18	84
08	Hiring / HR / ATS	r/smallbusiness	Owner/exec at a ~\$1M-revenue US SMB	2026-05-20	84
09	Analytics / BI	r/analytics	Works at a firm evaluating BI tools	2026-05-14	83
10	Customer support	r/CustomerSuccess	Member of a growing CS team	2026-05-19	83
11	Analytics / BI	r/analytics	Agency doing client reporting	2026-05-24	80
12	Billing / accounting	r/smallbusiness	Small business owner working with an accountant	2026-05-23	80
13	CRM / sales tooling	r/smallbusiness	Solo owner of a music studio	2026-05-21	80
14	Hiring / HR / ATS	r/recruiting	Works for a legal recruiter, 30-recruiter team	2026-05-01	80

#	MARKET	SUB	ROLE	DATE	INT.
15	Project mgmt / internal tools	r/projectmanagement	Team that outgrew Airtable	2026-05-21	80
16	Billing / accounting	r/smallbusiness	Small business owner, ex-Xero customer	2026-05-22	77
17	Hiring / HR / ATS	r/humanresources	HR at a ~50-person French startup	2026-05-11	77
18	Project mgmt / internal tools	r/projectmanagement	Agency/freelancer serving artist clients	2026-05-17	77
19	Billing / accounting	r/smallbusiness	Project manager at a landscape company	2026-05-05	74
20	Customer support	r/SaaS	Shopify store owner, non-technical	2026-05-19	67

## Analytics / BI

3 BUYERS . MEAN INTENT 82

S01 r/analytics . 2026-05-14 . Works at a firm evaluating BI tools intent 83

can you recommend a BI tool that does good dashboards. My firm is looking to buy/pay for something like that but they want it on prem not cloud as the data is sensitive. Currently we are looking at Tableau and GUUT.

Contact: thread . /r/analytics/comments/1td037m/bi\_tool\_for\_dashboards/

S02 r/analytics . 2026-05-24 . Agency doing client reporting intent 80

we're still doing a lot of client reporting manually through google sheets and it's becoming a pain [...] looking for something that can pull live data from ads/social/analytics tools while also letting us track custom goals like CPL, ROAS targets [...] we tried looker studio for a bit and it works okay, but calculated metrics and client-specific KPI tracking still feel kinda clunky.

Contact: thread . /r/analytics/comments/1tmk81j/what\_dashboardreporting\_tools\_are\_agencies/

S03 r/analytics . 2026-05-18 . Agency analyst / data pipeline owner intent 84

Our agency gets weekly performance reports from 15 ad platforms as PDF attachments [...] It is 6 hours of copy paste and we still get typos that break dashboards. [...] We tried a few OCR tools but they fail on charts [...] I need extraction with a human review step for low confidence fields, then a clean load to BigQuery.

Contact: thread . /r/analytics/comments/1tfue84/data\_extraction\_automation\_from\_client\_pdfs\_to/

## Billing / accounting

4 BUYERS . MEAN INTENT 80

S04 r/smallbusiness . 2026-05-23 . Small business owner working with an accountant intent 80

as we all know Quickbooks pricing has gone through the roof, and it's getting really hard to manage. So I'm looking for an alternative that can make my life and my accountant's life easier. [...] Any alternative to QuickBooks? How is it better than QuickBooks?

Contact: thread + public profile bio (web-dev services) . /r/smallbusiness/comments/1t1gkf4/need\_your\_help\_how\_can\_bookkeeping\_and\_finances\_be/

S05 r/smallbusiness . 2026-05-05 . Project manager at a landscape company intent 74

I am a project manager for a Landscape company and we are looking for an alternative to QuickBooks. Does anybody have experience with anything other than QuickBooks for construction and landscaping type of business?

Contact: thread . /r/smallbusiness/comments/1t4tb95/quickbook\_alternative/

S06 r/SaaS . 2026-05-18 . Founder of a fast-growing SaaS intent 87

right now billing is this messy combination of Stripe, spreadsheets, and a lot of prayer. We have different pricing tiers, some usage-based customers, and a handful of enterprise contracts that are completely custom. I know we need to fix this but I keep pushing it off.

Contact: thread . [/r/SaaS/comments/1tgqfcu/at\\_what\\_point\\_did\\_you\\_stop\\_managing\\_subscription/](/r/SaaS/comments/1tgqfcu/at_what_point_did_you_stop_managing_subscription/)

S07 r/smallbusiness . 2026-05-22 . Small business owner, ex-Xero customer intent 77

After escalating the issue, their billing team ultimately told me: they do not monitor account activity, they do not send reminders before promotional pricing expires [...] Just giving a heads up for anyone who is considering Xero as their accounting software.

Contact: thread . [/r/smallbusiness/comments/1tk48vi/why\\_i\\_wont\\_use\\_xero\\_accounting\\_again\\_after\\_this/](/r/smallbusiness/comments/1tk48vi/why_i_wont_use_xero_accounting_again_after_this/)

## CRM / sales tooling

3 BUYERS . MEAN INTENT 86

S08 r/smallbusiness . 2026-04-27 . Founder of a B2B services company (2 salespeople) intent 92

the real stack became hubspot plus apollo for contacts plus instantly for cold email plus a dialer plus a linkedin tool. five freaking tools, four integrations, \$350/mo for two people and half the time contacts wouldn't sync properly between apollo and hubspot [...] I need one system that does all of it.

Contact: thread . [/r/smallbusiness/comments/1sxhs5z/ive\\_used\\_5\\_crms\\_in\\_3\\_years\\_and\\_i\\_think\\_most\\_small/](/r/smallbusiness/comments/1sxhs5z/ive_used_5_crms_in_3_years_and_i_think_most_small/)

S09 r/smallbusiness . 2026-05-24 . Founder starting a business coaching firm intent 87

I'm looking for a scalable CRM that doesn't cost a fortune. Want to manage contacts, send group emails, have automations [...] In my other job I used a higher end version of KEAP. Yet they seem to be lagging behind other options. [...] I've heard great things about Go Highlevel but somewhat pricey [...] Hubspot and Zoho seem to get good reviews.

Contact: thread . [/r/smallbusiness/comments/1tlyq7g/crm\\_recommendations/](/r/smallbusiness/comments/1tlyq7g/crm_recommendations/)

S10 r/smallbusiness . 2026-05-21 . Solo owner of a music studio intent 80

The admin and marketing/sales needs are not being met because I'm so busy [...] I've looked at YouTube videos, hubspot, Monday, Pipedrive, etc, and now my head just hurts. [...] willing to spend for something that ups my marketing and sales.

Contact: thread . [/r/smallbusiness/comments/1tjv7ii/best\\_crmmarketing\\_appsoftware\\_for\\_a\\_oneperson/](/r/smallbusiness/comments/1tjv7ii/best_crmmarketing_appsoftware_for_a_oneperson/)

## Customer support

4 BUYERS . MEAN INTENT 85

S11 r/SaaS . 2026-05-11 . B2B SaaS company, 2-agent support team intent 97

We're a B2B SaaS company currently running Zendesk for tickets and Intercom for live chat + knowledge base [...] we're looking to consolidate and bring costs down. The main driver for the move is AI deflection. We handle ~1,900 tickets/month [...] Freshdesk is our current front-runner [...] We're also looking at Pylon and Plain.

Contact: thread . [/r/SaaS/comments/1tadxgf/migrating\\_from\\_zendesk\\_intercom\\_anyone\\_using\\_ai/](/r/SaaS/comments/1tadxgf/migrating_from_zendesk_intercom_anyone_using_ai/)

S12 r/CustomerSuccess . 2026-05-25 . Runs a 6-rep SDR team, current Apollo customer intent 93

We've been on Apollo for our SDR team (6 reps) for about a year now [...] the apollo data quality has been rough lately [...] we're seeing like 15-20% bounce rates [...] My manager is starting to ask questions about our sales prospecting spend [...] Been looking at Prospeo too [...] Open to any suggestions on settings or b2b data alternatives.

Contact: thread . [/r/CustomerSuccess/comments/1tn4in5/apolloio\\_review\\_after\\_1\\_year\\_of\\_heavy\\_use\\_honest/](/r/CustomerSuccess/comments/1tn4in5/apolloio_review_after_1_year_of_heavy_use_honest/)

S13 [r/CustomerSuccess](#) . 2026-05-19 . Member of a growing CS team intent 83

we are looking for a new tool to help us manage customers, find churn signals, etc. I've explored all the traditional CSPs in the past (Gainsight, ChurnZero, etc) but I want to know what's new [...] Ideally I'd like to get some info from people who have actually bought/used these tools.

Contact: [thread](#) . [/r/CustomerSuccess/comments/1thh271/recommendations\\_for\\_more\\_modern\\_customer\\_success/](#)

S14 [r/SaaS](#) . 2026-05-19 . Shopify store owner, non-technical intent 67

Looking for a customer support tool for my Shopify store and honestly surprised by how expensive or complex most of them are. [...] Anyone found something that fits a smaller store without the enterprise price tag?

Contact: [thread](#) . [/r/SaaS/comments/1ti13d1/shopify\\_help\\_desk\\_for\\_a\\_small\\_store\\_why\\_is/](#)

## Hiring / HR / ATS

3 BUYERS . MEAN INTENT 80

S15 [r/recruiting](#) . 2026-05-01 . Works for a legal recruiter, 30-recruiter team intent 80

I work for a legal recruiter currently using Encore/Cluen as their primary CRM and applicant tracking system. They've asked me to see what else is out there that's faster, more modern, and integrates AI. We are a team of about 30 recruiters.

Contact: [thread + public profile bio \(patent attorney / legal recruiter\)](#) . [/r/recruiting/comments/1t124mw/suggestions\\_for\\_modern\\_crmats\\_software\\_to\\_demo/](#)

S16 [r/humanresources](#) . 2026-05-11 . HR at a ~50-person French startup intent 77

I'm HR at a French startup (~50 people) and our current setup does not make sense anymore. We're using different tools for absences, time tracking and expenses. I'm just getting tired. I'd like to find something all-in-one that I can implement quickly without spending hours gluing tools together.

Contact: [thread](#) . [/r/humanresources/comments/1t9zyvt/looking\\_for\\_a\\_allinone\\_hr\\_software\\_for\\_a\\_startup/](#)

S17 [r/smallbusiness](#) . 2026-05-20 . Owner/exec at a ~\$1M-revenue US SMB intent 84

I am looking for the most white-glove set of software tools and maybe a fractional consultant to handle all things HR for me. Seems like a PEO platform is a good idea, but I'd also like to have a 'point person' I can call same day

Contact: [thread](#) . [/r/smallbusiness/comments/1timkzq/white\\_glove\\_hr\\_softwareservices\\_for\\_usbased\\_smb/](#)

## Project mgmt / internal tools

3 BUYERS . MEAN INTENT 81

S18 [r/nocode](#) . 2026-05-16 . Building internal tools for a support/ops team (~25 users) intent 86

i need to build a few internal tools for our support/ops team [...] a bunch of CRUD panels on top of postgres [...] retool was my first thought [...] but the pricing gives me pause. we have around 25 ops/support people [...] paying per seat for everyone feels a bit painful. i've also seen UI Bakery mentioned as an alternative

Contact: [thread](#) . [/r/nocode/comments/1tf0q0q/retool\\_vs\\_ui\\_bakery\\_for\\_internal\\_crud\\_tools/](#)

S19 [r/projectmanagement](#) . 2026-05-21 . Team that outgrew Airtable intent 80

We hit the row limits and started actually testing alternatives. [...] I'm curious whether anyone has replaced Airtable with a single tool, or just swapped out one component of the whole stack? It's hard to move away from something you're used to.

Contact: [thread](#) . [/r/projectmanagement/comments/1tjnfet/how\\_do\\_you\\_adapt\\_project\\_management\\_when\\_you/](#)

S20 [r/projectmanagement](#) . 2026-05-17 . Agency/freelancer serving artist clients intent 77

Does anyone have a suggestion for a non-AI project management software? I used to use and love Monday and Wrike, but I'm increasingly working with clients who are artists and rightfully boycott AI. [...] I'm looking for something that can help us track projects like Monday and Wrike did before they added their AI software.

Contact: [thread](#) . [/r/projectmanagement/comments/1tfseqi/nonai\\_pm\\_software/](#)

## How the score works

Six axes, each scored 1 to 5, weighted into a 0 to 100 composite: urgency (.22), role fit (.20), vendor specificity (.16), budget (.14), recency (.14), tool-stack disclosure (.14). Recency is weighted for a reason. A buyer from this week beats the same words from last quarter, because intent goes stale fast.

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## What a Sector Cut adds

Pick your market. We take it thirty to forty buyers deep, score and attest every one, cluster the pains, and draft the outbound in their own language. You get a PDF and a companion CSV, refreshed before the intent goes cold.

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