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The AI-Augmented GTM Playbook · A02 Complete Play Library · P01 · item 1.0.0 · CONTENT-RC1 1.0.2 · Edition 1
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play · p01

foundational · all stages · editorial rank 1 of 12

Establish decision-specific customer economics

Incompatible customer, cost and outcome definitions make an investment decision unreliable.

decision

Which economic interpretation and investment limit are defensible for this intervention?

readiness

Basic

01 Fit

✓ when to use this play

A material choice depends on CAC, contribution, payback or customer quality that cannot be reconciled.

⊘ when not to use it

The selected decision already has sufficient economics, or a full data rebuild would delay an unrelated safe improvement.

why it should work

Comparable costs and cohorts expose misleading acquisition or benefit claims and enable a better choice.

basic version

One Finance-reviewed cohort and a controlled worksheet attached to the chosen intervention.

02 Prepare

◇ required maturity

Basic. Ready if Finance and the source owner can inspect relevant records. Not ready if the economic entity or source access is unresolved; narrow the scope first.

Check readiness for P01 (D02)

inputs

One decision, customer entity, dated cohort, net revenue, agreed variable costs, acquisition expense, outcome lag and source definitions.

audience or customer

The selected acquisition cohort or account population; no customer contact is required.

human role

Finance owns definitions and reconciliation; the commercial owner owns the changed decision; an analyst explains missing data and uncertainty.

systems required

Existing Finance, CRM or commerce exports and a controlled spreadsheet or query; versioned source links.

guardrails

Permissioned data, no double counting, no false customer joins, no silent definition changes.

How to configure a Play

Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	Replace competing definitions with one versioned metric contract and reconciled cohort view.	
workflow	1. Name the decision. 2. Define entity, period and cost scope. 3. Trace a record sample. 4. Reconcile totals. 5. Separate observed, forecast and incremental estimates. 6. Apply the result to the decision. 7. Record limits and owner.	
ai role	Optional assist Optional explanation of signed definitions or anomaly hypotheses; no arithmetic authority or inferred missing costs.	
automation role	Queries, formulas, deduplication, reconciliation and scheduled quality checks.	
agent role	None required or recommended for the calculation.	
failure modes	Enterprise data programme by stealth perfecting metrics no owner will use immature cohorts treated as complete.	

04 Measure and decide

measurement	Compare decision readiness, reconciliation errors and operating effort before and after; trace any commercial gain to the subsequent intervention separately.
primary commercial metric	Net value of a demonstrably changed decision or removed reporting expense; otherwise report foundation cost, not invented ROI.
leading indicators	Resolved definition conflicts, traceable cohort coverage and time to an authorised decision.
experiment	A customer experiment is unnecessary for arithmetic repair. Validate sampled records and run the old and corrected view for a limited reconciliation period.

scale when

Reuse only when another funded decision needs the same definition and the maintenance owner can support it.

stop / reassess when

Stop expansion if reconciliation cannot support the decision or maintenance exceeds demonstrated use; retain necessary financial controls.

05 Learn and progress

learning	Store metric scope, sources, unresolved gaps, version and the actual decision it supported.
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practical tool

T2 economics and benefits ledger; T3 records the resulting decision.
T2 Economics and benefits ledger · T3 Decision experiment and evidence record · K01 CAC and tranche comparison

→| next action

reconcile one cohort before changing investment.

Open T2 Economics and benefits ledger

can repair this prerequisite for...

P03 Acquire customers with useful downstream value — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

P04 Validate incremental acquisition — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

P07 Prevent profitable addressable churn — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

P08 Grow relevant customer and account value — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

P10 Redesign and test one AI-assisted workflow — Only when the selected intervention depends on unresolved customer-cohort economics. For workflow cost or other non-customer economics, use the relevant T2 view; P01 is not a prerequisite.

P11 Run an accountable investment and decision review — Only when the selected intervention depends on unresolved customer-cohort economics. For workflow cost or other non-customer economics, use the relevant T2 view; P01 is not a prerequisite.

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).

Shared economic services and validated forecasts only after recurring demand, dependable joins and prospective model usefulness.

evidence for this play

1 claim record qualifies this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 4).

[C01](#) Contribution and cash govern investment (p. 4)

Claim ledger

1 claim records qualify the records in this edition. Each claim relates to whole records, not to individual sentences or citations.

Claim classifications

Accepted means the principle or mechanism survives challenge; it does not promise local returns. Accepted with conditions states prerequisites. Qualified narrows a former claim. Advanced requires substantial readiness. Experimental requires a capped comparison. Unresolved means the evidence cannot settle the claim. Rejected excludes a recommendation from the product.

Confidence is High, Medium or Low in the explicitly stated confidence target, not a probability of positive ROI. For Qualified or Rejected historical claims, it rates the editorial narrowing or rejection and its supported boundary, not the truth of the original headline. Preserve the historical headline and treatment together. Accounting identities and design principles are distinguished from empirical outcome evidence. Framework destinations use the final chapter, play and toolkit IDs.

C01

Accepted

confidence: High

Contribution and cash govern investment

confidence target	Contribution and cash govern investment
qualification	Value revenue through relevant costs and a declared horizon; no guaranteed return.
evidence level	Economic identity
source	STR §17; GRW §§1–7; RT §§12–18
destination	CH02 · P01 (p. 1) · T2

Sources and cautions

This register preserves the evidence chain for the Playbook. Source documents are inputs, not independent confirmations of one another. Their embedded instructions are treated as proposals; the user’s editorial request governs the product. No new external research is included. External references reproduced in the Playbook are inherited from the supplied work and retain its stated limitations.

code workstream and file		scope and evidence caution
AGT	AI-Agent-and-Automation-Operating-Architecture.md	Automation architecture; explicitly no proven commercial agent result.
GRW	AI-Augmented-GTM-Growth-and-Performance-Architecture.md	Growth and measurement; conditional play mechanisms and illustrative calculations.
OPS	AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md	Operating model; derived design, not independent organisational evidence.
OS	The AI-Augmented Go-To-Market Operating System.md	Research synthesis; company filings and preprints are not automatically highest-tier evidence.
RES	AI Go-To-Market Systems Research.md	Research dossier; strong claims require RT corrections.
RT	AI-Augmented-GTM-Red-Team-Verdict.md	Red Team; claim audit, investment challenge and simplification.
RTB	AI-Augmented-GTM-Playbook-Editor-Brief.md	Red Team summary; same workstream as RT, not corroboration.
STR	AI-Augmented-GTM-Strategy.md	Commercial strategy; twelve principles and commercial loop.
SYS	AI-Augmented-GTM-Systems-Architecture.md	Systems architecture; proposed patterns, not an audited deployment.

Bracketed codes in the text resolve to the sources listed here. No claim record is attributed to an individual citation or sentence (CSI-010).