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play · p03

growth · acquisition · editorial rank 6 of 12

Acquire customers with useful downstream value

Cheap leads or attributed conversions conceal poor activation, margin, qualification or retained value.

decision

Which eligible demand and optimisation signal should receive the next feasible acquisition tranche?

readiness

Basic or Connected

01

Fit

✓ when to use this play

Cohorts differ materially in downstream quality, or valuable eligible demand is missed by the current acquisition setup.

⊗ when not to use it

Customer linkage or value definitions are unreliable, service capacity is constrained, or useful demand/proposition is absent.

why it should work

Better qualification, relevant intent and valid economic signals can align delivery with outcomes the business values.

basic version

Cohort reporting and a human-reviewed intent or qualification adjustment.

02

Prepare

◇ required maturity

Basic for cohort diagnosis; Connected for a reliable native value feed. Ready with source-to-outcome linkage. Not ready for individual prediction without validated history.

P01 Establish decision-specific customer economics — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

Check readiness for P03 (D02)

inputs

Acquisition source/intent, verified new-customer records, qualification, activation, contribution, refunds, service cost and outcome delay.

audience or customer

Prospective customers with relevant need and product/service eligibility; B2B uses accounts and sales outcomes.

human role

Performance or Sales owns delivery; Finance owns value definitions; measurement owns comparison; Product/Service confirms capacity.

systems required

Existing channel or CRM platform, verified outcome records and a tested native integration or manual cohort process.

guardrails

Cash, reach, new-segment exploration, fair treatment, service capacity and no misleading attribution uplift.

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

Change one intent/proposition route or a validated downstream signal in existing delivery; retain a comparator.

workflow

1. Reconcile cohort quality.

2. Diagnose mix and demand.

3. Select one signal or intent change.

4. Check native support and timing.

5. Approve the test.

6. Deliver within limits.

7. Compare mature cohort economics and revise.

ai role

Optional assist

Optional query or feedback classification. Prediction is separate statistical work with temporal validation, not an LLM estimate.

automation role

Outcome joins, feed validation, native bidding/routing, exclusions and delayed-value reconciliation.

agent role

None for bidding, audience rules or routine feed operation.

failure modes

⚠ Optimising organic propensity

⚠ overconfident distant LTV

⚠ excluding new segments

⚠ duplicating a stronger native optimiser.

04 Measure and decide

measurement

Follow eligible assigned populations and acquisition cohorts through agreed contribution and payback windows; preserve mix and lag effects.

primary commercial metric

Net incremental cohort contribution after acquisition and additional signal/system costs.

leading indicators

Verified lead/customer quality, activation, feed completeness, rejection rate and forecast-versus-realised error.

experiment

A valid platform or geographic comparison of signal/coverage where feasible; otherwise staged evidence with limits, supported by P04.

 **scale when**

Increase only a feasible tranche whose economics remain acceptable under uncertainty and whose quality signal is stable.

 **stop / reassess when**

Revert on invalid values, broken joins, unacceptable volume/quality collapse or negative incremental economics.

05 **Learn and progress**

learning	Record intent-to-value patterns, feed version, customer mix, effect scope and realised prediction error.
practical tool	T2 cohort and marginal tranche views; T4 feed/action contract. T2 Economics and benefits ledger · T3 Decision experiment and evidence record · T4 Action authority and operating contract · K01 CAC and tranche comparison · K02 Net intervention value
 next action compare the downstream contribution of two material acquisition cohorts. Open T2 Economics and benefits ledger	

curated next play

P12 Replicate useful work and retire operating debt — Mature evidence, support capacity and an old-work retirement plan exist.

alternative play

P02 Remove the dominant growth constraint — Repair product or service friction first. When: The supported binding constraint is friction rather than acquisition quality.

06 **Optional depth**

Advanced version

Prerequisites: see Required maturity (p. 1).

Validated contribution forecasts supplied to native optimisation; build proprietary decisioning only for an evidenced residual advantage.

evidence for this play

3 claim records qualify this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 4).

[C09](#) Observed, predicted and incremental customer value (p. 4)

[C10](#) Individual predicted cLTV for acquisition (p. 4)

[C18](#) Customer quality and native value signals (p. 4)

Claim ledger

3 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.

C09

Accepted

confidence: High

Observed, predicted and incremental customer value

confidence target	Observed, predicted and incremental customer value
qualification	Observed cohort value is the starting point; prediction does not establish treatment effect.
evidence level	Measurement distinction
source	STR §17; GRW §§4–5,17–18; RT §18
destination	CH02 · P07 · P03 (p. 1)

C10

Advanced

confidence: Medium

Individual predicted cLTV for acquisition

confidence target	Individual predicted cLTV for acquisition
qualification	Temporal validation, reliable contribution and improved prospective decisions required.
evidence level	Established method, local utility unknown
source	GRW §§5,7,17; SYS §8; RT §§18,24
destination	CH08 · P03 (p. 1)

C18

Accepted with conditions

confidence: High

Customer quality and native value signals

confidence target	Customer quality and native value signals
qualification	Native functionality is an option, not a proven local uplift; use verified cohort signals.
evidence level	Economic mechanism and documented capability
source	STR §§12,16; GRW §§7,10,17; RT §24
destination	P03 (p. 1)

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).