

Edition 1 · Published by Kraft Digital Limited

The AI-Augmented GTM Playbook · A02 Complete Play Library · P04 · item 1.0.0 · CONTENT-RC1 1.0.2 · Edition 1

Current version: <https://gtm.kraftdigital.co.nz/plays/p04-acquisition-incrementality> · content 21397969704c · design 1791546166-3d6f · build 6d338637b37a

play · p04

measurement · acquisition and investment · editorial rank 3 of 12

Validate incremental acquisition

Material media or partner spending receives credit for outcomes that may have happened without it.

decision

Keep, reduce, increase or redesign a defined acquisition tranche?

readiness

Method and sample ready

01

Fit

✓ when to use this play

A budget decision could change and a feasible holdout or other defensible comparison can detect a useful effect.

⊗ when not to use it

No budget choice is available, spillover invalidates the design, or the learning cost exceeds its decision value.

why it should work

An appropriate counterfactual separates credited activity from changed customer outcomes.

basic version

One material question and one qualified, affordable comparison; use honest limited inference when no useful test is feasible.

02

Prepare

◇ required maturity

Basic commercial records plus qualified method support. Ready with usable units, variance and outcome horizon. Not ready when sample or identification cannot inform the choice.

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

Check readiness for P04 (D02)

inputs

Business question, eligible units, historical variance, assignment/exposure records, all-channel outcomes, contribution, spend and concurrent changes.

audience or customer

A legitimate, separable user, account or geographic population; evaluate all assigned eligible units.

human role

Measurement owns method; budget owner authorises exposure and subsequent allocation; Finance reconciles the economic outcome.

systems required

Existing channel/CRM experiment capability or an appropriate specialist design, first-party outcome data and T3 register.

guardrails

Customer treatment, strategic floors, essential coverage, cash, test collisions and protected commitments.

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	A predeclared holdout, suppression or spend-level contrast on the selected activity.	
workflow	1. Specify the investment decision. 2. Assess power/identification and interference. 3. Register protocol, limits and readout. 4. Verify assignment. 5. Run without uncontrolled changes. 6. Mature outcomes. 7. Review effect, cost and uncertainty. 8. Decide and retain the record.	
ai role	Optional assist Optional protocol completeness or signed-readout drafting; cannot choose significance or calculate authoritative effects.	
automation role	Assignment, integrity checks, cost joins and validated statistical analysis.	
agent role	None for methodological authority or budget execution.	
failure modes	Repeated peeking, only analysing converters, platform outcomes replacing business outcomes, and extrapolating one lift factor everywhere.	

04 Measure and decide

measurement	Use a scoped estimand, intention-to-treat where appropriate, effect interval and total net contribution on the declared horizon.
primary commercial metric	Estimated incremental contribution net of media, testing and additional operating costs.
leading indicators	Assignment integrity, enrolment, contamination, delivery contrast and outcome completeness; not interim success claims.
experiment	This Play is the experiment. Select randomised individual/account/geo design where valid; document assumptions for quasi-experimental alternatives.

📈 scale when

Apply results only to comparable tranches/populations; expand within uncertainty and revalidate after material changes.

⛔ stop / reassess when

Stop or suspend for harm, invalid assignment or irreparable contamination. At the planned readout, declare inconclusive rather than inventing precision.

05 Learn and progress

learning	Store full protocol, nulls, deviations, effect interval, cost, applicability and the actual budget decision.
----------	--

practical tool

T3 experiment and measurement plan; T2 tranche decision.
T3 Decision experiment and evidence record · T2 Economics and benefits ledger · K01 CAC and tranche comparison

→| next action

ask the method owner whether the smallest useful effect is detectable in time.

Open T3 Decision experiment and evidence record

improves

P03 Acquire customers with useful downstream value — Check acquisition incrementality before a material scaling claim.
When: The decision concerns acquisition and causal effect remains uncertain.

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).

Reusable holdout infrastructure, portfolio test coordination or calibrated aggregate models when volume and decisions justify them.

evidence for this play

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

C13 Attribution estimates causality (p. 4)

C14 Experiments inform material choices (p. 4)

Claim ledger

2 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.

C13	Rejected	confidence: High
~~Attribution estimates causality~~ — excluded		
confidence target	Editorial rejected of the historical claim. Supported boundary: Attribution assigns credit; causal claims need a defensible design and assumptions.	
qualification	Attribution assigns credit; causal claims need a defensible design and assumptions.	
evidence level	Contradicted by identification limits	
source	RES §§2,5; GRW §§42–45; RT §20	
destination	P04 (p. 1) · CH07	

C14	Accepted with conditions	confidence: High
Experiments inform material choices		
confidence target	Experiments inform material choices	
qualification	Check power, interference, delay and value of information before exposure.	
evidence level	Established method; feasibility conditional	
source	STR §22; GRW §§37–43; RT §§21–22	
destination	T3 · P04 (p. 1) · CH07	

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).