

Edition 1 · Published by Kraft Digital Limited

The AI-Augmented GTM Playbook · A04 Implementation Workshop Pack · T3 · item 1.0.1 · CONTENT-RC1 1.0.2 · Edition 1

Current version: <https://gtm.kraftdigital.co.nz/tools/t3-evidence-record> · content 21397969704c · design 1791546166-3d6f · build 6d338637b37a

tool · t3

Decision experiment and evidence record

Connect a question to valid evidence and an actual decision.

Views: [Measurement plan and experiment brief](#) (p. 2) · [Signed readout and performance review](#) (p. 3) · [Reusable learning object](#) (p. 4)

Interpretation: An inconclusive result is not proof of no effect; a statistically detectable effect is not automatically worth buying.

before you fill Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

when to use	Before an uncertain intervention, at its readout and when reusing a result.	inputs	Business question, outcome, population, design, economics and source evidence.
method	Predeclare the decision contract, validate execution, analyse through tested methods and sign the interpretation.	output	Continue, validate, revise or stop plus a scoped reusable record.
limitations	Weak sample, contamination and untestable assumptions may prevent a causal conclusion. [GRW §§37–47; SYS §9; RT §§20–23,28]		

→| next action

Execute the approved decision and update its linked Play.

used by

P01 Establish decision-specific customer economics
P02 Remove the dominant growth constraint
P03 Acquire customers with useful downstream value
P04 Validate incremental acquisition
P05 Learn which proposition and creative concept works
P06 Improve the first value experience
P07 Prevent profitable addressable churn
P08 Grow relevant customer and account value
P09 Turn customer and market evidence into a decision
P10 Redesign and test one AI-assisted workflow
P11 Run an accountable investment and decision review
P12 Replicate useful work and retire operating debt

Measurement plan and experiment brief

T3 · measurement-plan-and-experiment-brief

Decision ID / experiment ID / version / owner / method reviewer:

BUSINESS QUESTION and decision the result will change:

PRIMARY OUTCOME and economic horizon:

BASELINE: value, definition, date and uncertainty:

HYPOTHESIS and commercial mechanism:

TREATMENT: exact version, population, eligibility and delivery:

COMPARATOR: status quo, repaired process or explicit no-treatment condition:

ASSIGNMENT UNIT and method:

ESTIMAND: whose effect over what horizon, usually all assigned eligible units:

LEADING INDICATORS and why they are informative:

ECONOMIC METRIC and Finance cost convention:

ATTRIBUTION LIMITATION: what platform/journey credit cannot establish:

INCREMENTALITY METHOD and identifying assumptions:

FEASIBILITY: useful effect, variance, sample/power or identification limits:

DURATION: enrolment, outcome maturation and planned readout:

INTEGRITY: spillover, missingness, sample ratio, concurrent changes, compliance:

GUARDRAILS and immediate safety stops:

ANALYSIS: tested method/code, multiplicity and interim-review rule:

DECISION RULE: local scale/validate/revise/stop thresholds fixed before exposure:

COST AND CAPACITY: learning cap, analyst/reviewer and delivery time:

guidance · not part of the record

Choose randomised individual/account assignment if valid; geographic or other designs if exposure and spillover require them; qualified observational analysis when experimental identification is infeasible. Explain limitations. Do not delay necessary safeguards or obvious repairs to manufacture a control.

Signed readout and performance review

T3 · signed-readout-and-performance-review

What was delivered versus planned, with assignment and outcome completeness:

Primary outcome, effect estimate and interval/range:

Economic result, full costs, cash consequence and guardrails:

Estimate basis: observed / attributed / modelled / forecast (record the applicable basis):

Identification: descriptive association / causal estimate / unresolved; method and assumptions:

Deviations, contamination, alternative explanations and limitations:

Contradictory platform, cohort, experiment, aggregate and Finance evidence:

Reconciliation: entity, metric, denominator, period, spend and assumptions:

Decision: continue / validate / revise / stop; owner and exact action:

Why this beats the available alternative or why the conclusion is unresolved:

Next readout and what evidence would reverse the decision:

Method sign-off / Finance sign-off / accountable decision owner:

Reusable learning object

T3 · reusable-learning-object

Evidence ID / linked decision and Play version:

Type: fact / finding / hypothesis / decision / learning

Claim and exact population, product, treatment, geography and horizon:

Source, source date and reproducible result:

Method, sample, effect, uncertainty and limitations:

Confidence: High / Medium / Low; in which proposition?

Applicability / exclusions / conflicting findings:

Reviewer, review date and effective date:

Expiry or retest trigger; supersedes/contradicts references:

Next decision that used this evidence and resulting change:

guidance · not part of the record

30-minute readout: The method owner explains what can be concluded; Finance reconciles costs; the decision owner chooses an action. If evidence is immature, record the next review within the learning cap. Preserve negative and invalid results. An AI draft is never self-promoted to authoritative evidence.

evidence for this tool

3 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 6).

C14 Experiments inform material choices (p. 6)

C17 Measurement triangulation (p. 6)

C42 Minimal decision and evidence memory (p. 6)

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 7)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 7)

SYS — AI-Augmented-GTM-Systems-Architecture.md (p. 7)

T3 · item 1.0.1 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md §T3 Decision experiment and evidence record · Review 6-monthly · Edition 1

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.

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	<u>T3</u> (p. 1) · P04 · CH07

C17

Accepted

confidence: High

Measurement triangulation

confidence target	Measurement triangulation
qualification	Reconcile estimands, periods and assumptions; do not average lenses into truth.
evidence level	Complementary measurement methods
source	GRW §§42–47; SYS §16; RT §§20–23
destination	<u>T3</u> (p. 1) · CH07

C42

Accepted with conditions

confidence: High

Minimal decision and evidence memory

confidence target	Minimal decision and evidence memory
qualification	One record with scope, contradiction and expiry; measure useful reuse before expansion.
evidence level	Useful recordkeeping, unpriced reuse
source	STR §23; SYS §9; OPS §38; RT §28
destination	<u>T3</u> (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).