

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

ACKO marketing case analysis: design journeys around a customer event

QUESTION

How can an account programme use timely customer context without turning every event into a sales message?

GUIDE TAKEAWAY

An event is useful when it changes what the customer needs. Coordinate the message, service context, timing, and ownership before automating the journey.

START HERE

Validate the customer event.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Validate the customer event

Evidence or input

Output or decision

Owner and review point

2. Resolve service and sales ownership

Evidence or input

Output or decision

Owner and review point

3. Choose a useful message

Evidence or input**Output or decision****Owner and review point**

4. Apply completion and stop rules

Evidence or input**Output or decision****Owner and review point**

5. Review relationship outcomes

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Customer milestone

Useful when: A known date or action creates a decision

Limitation: Timing alone does not establish need

Suggested action: Verify the event and current account context

Why this fits our situation**Evidence needed before acting**

Journey coordination

Useful when: Several teams communicate with one account

Limitation: Duplicate messages can weaken trust

Suggested action: Assign an owner and suppression rules

Why this fits our situation**Evidence needed before acting**

Renewal evaluation

Useful when: The relationship reaches a defined review point

Limitation: Campaign activity is not a causal renewal result

Suggested action: Baseline the cohort and disclose other changes

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outsell.com/blogs/acko-retention-marketing-case-analysis/>

Publisher and evidence policy: <https://outsell.com/editorial-policy/>