

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Zepto marketing case analysis: connect audience, message, and destination

QUESTION

What can enterprise account teams learn from Zepto's segmentation and conversational campaigns?

GUIDE TAKEAWAY

Relevance needs a connected journey: an explainable audience, a useful message, the right destination, and a measure that answers the campaign objective.

START HERE

Define the account state.

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. Define the account state

Evidence or input

Output or decision

Owner and review point

2. Choose one buyer question

Evidence or input

Output or decision

Owner and review point

3. Match the destination to the promise

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

4. Route the sales action

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

5. Evaluate the account cohort

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

Audience logic

Useful when: Accounts need different next actions

Limitation: Behaviour does not prove buying readiness

Suggested action: Document the segment rule and exclusions

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

Message and destination

Useful when: A buyer responds to a specific question

Limitation: A click does not establish usefulness

Suggested action: Inspect the asset and next step together

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

Measurement

Useful when: A pilot needs a scale decision

Limitation: Vendor outcomes do not transfer automatically

Suggested action: Agree your baseline and account response definition

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://outselll.com/blogs/zepto-marketing-case-analysis/>

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