DELIVERABLE 1 OF 3

“Propose one micro-campaign idea.”

The Renewal Window

Anaplan enterprise contracts run in three-year cycles. Near renewal, standing still gets expensive.

WORKING HYPOTHESIS I found no public source for the contract length. I date each window from the first dated Anaplan job posting, plus three years. Your AEs know the real number.

01 Find
2 sources
Anaplan's customers page, LinkedIn Jobs

→

02 Prove
185 companies
Each with a dated, sourced proof

→

03 Gate
Binary
US, retail, enterprise. In or out

→

04 Verify
25 checked
HQ, industry, headcount, live. 25 is my trial API cap, not a sample

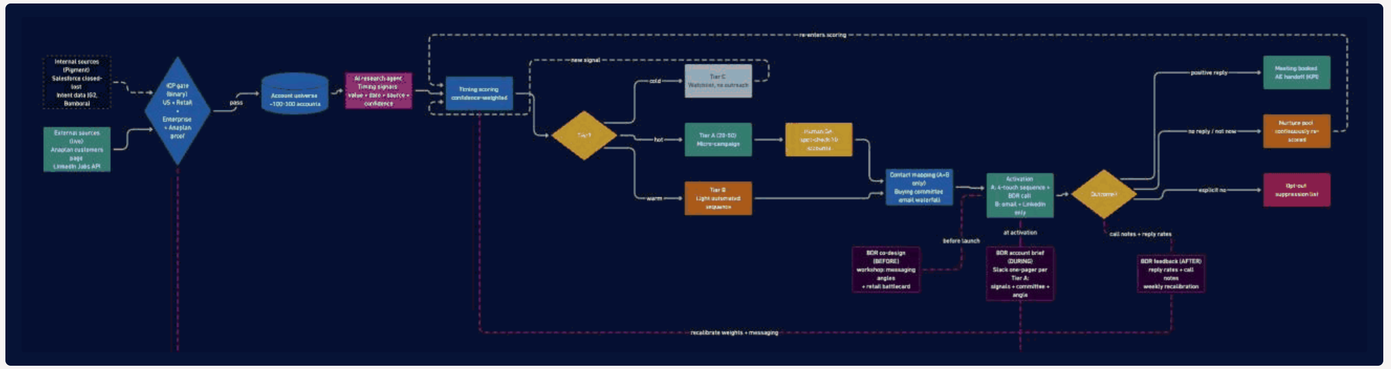
→

05 Score timing
2–4 Tier A
Fit was settled by the gate. Weights specified, not built

→

06 Activate
4 touches
With the BDR at the centre

THE ENGINE, AS DESIGNED · STAGES 01 TO 04 RUN IN N8N TODAY



LIVE RUN, 25 JUL **Camping World pass** found by job posting, never on my list **Carter's pass** **Red Robin pass** **Circle K out** HQ in Canada **Rawlings out** 790 employees

The live data overruled my own reference list. That is the point of discovering before filtering.

THE WORKFLOW

“From the moment a prospect engages, to the point where an SDR takes action.”

One signal in, one decision out

01
Capture
5 sources
Email replies, LinkedIn, events, content and pricing, partner-flagged

→

02
Ownership gate
3 exits
Excluded, existing customer, owned by an AE. 48 h to claim

→

03
Classify
6 outcomes
A model reads free text. That is all it is asked to do

→

04
Score
fit × intent
Two scores, both computed in code, both explainable

→

05
Route
4 lanes
Inside a hard capacity cap. Overflow waits, it is not dropped

→

06
Brief
under 60 s
Next best action, who to call first, and the drafts

→

07
Disposition
feeds back
Every outcome returns into the score. Nothing is thrown away

STAGE 03 · SIX OUTCOMES, AND ONE OF THEM IS “I DON'T KNOW”

Positive interest

Request for more information

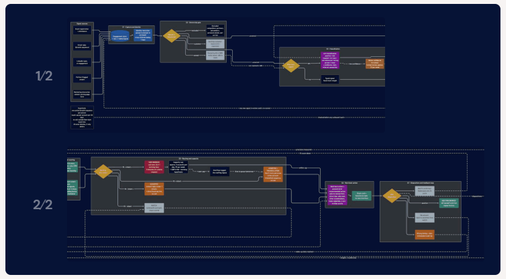
Not now · the date is extracted and scheduled

Not interested · the competitor is logged

Wrong person · the referral is captured

Below 0.6 confidence · human review, never a guess

THE BOARD EXISTS · IT IS HERE AS PROOF OF WORK, NOT AS READING MATERIAL



WHAT IS REAL HERE, AND WHAT SWAPS IN PRODUCTION

RUNS TODAY, UNCHANGED IN PRODUCTION

Classification and extraction

Both scores, decay and rank

Routing, lanes and capacity cap

The brief and the drafts

SWAPS, AND ONLY THESE

Form trigger becomes webhooks

Sheet becomes Salesforce

Sheet becomes a Slack card

Nothing else moves

HOW IT DECIDES

"How account priority is determined, and how the SDR decides what to do next."

Two scores, four lanes, one cap

ROUTING ON FIT × INTENT

	INTENT HIGH	INTENT LOW
FIT HIGH	CALL NOW **SDR worked** One working hour. Five minutes if they asked for a demo.	CONNECT ON LINKEDIN **Triangulate** Find two more personas in the account. Drafted sequence, no call yet.
FIT LOW	SEND FOLLOW-UP EMAIL **Auto-reply** Under a minute, with a booking link. No call.	ADD TO NURTURE **Watch** No outreach, stays scored. Nothing is ever deleted.

The fifth case, outside the matrix. Owned, or already qualified: flag for AE review, 48 hours to claim, and the model is never called.

The cap. Five accounts a day, 25 a week, which is exactly the capacity on the previous slide. Above it, a signal goes to the front of tomorrow's queue. It never goes in the bin.

WHAT THE TWO SCORES ARE ACTUALLY MADE OF

FIT · ON THE ACCOUNT	INTENT · ON THE SIGNAL
Vertical and company size	Signal type and its weight
Persona seniority	Recency, decaying over 14 days
CRM history and closed-lost	Multithreading bonus
Anaplan or competitor trigger	Confidence multiplier

WHERE THE RULES STOP AND THE MODEL STARTS

CODE DECIDES	THE MODEL DECIDES
Ownership and exclusions	What a free-text reply means
Both scores and the rank	Dates, referrals, competitors
The capacity cap	The brief and the drafts
Which lane, and the SLA	Nothing else

Guardrails run before every touch, and every decision is stored with the rule and the score that produced it.

SAME LANES AS PART 1 SDR worked is Tier A. Triangulate and auto-reply are Tier B. Watch is Tier C. One engine, two doors in: nobody is ever thrown away on either side.

GROWTH	SALES	MARKETING	PARTNERS	REVOPS
Owns the agent, the messaging and the weekly recalibration.	The ownership gate runs first. AE handoff carries the full signal history.	Event and content signals in, reply mix back out.	Partner-flagged prospects go through the same gates.	Owns the rules, the exclusion list and the writeback.

CREATIVE PLAY

“Propose a high-impact internal GTM product the Growth Team could own.”

Boomerang

Your warmest pipeline already left the building.

30 % of contacts move company every year

12 % vs 2 %

A former champion turns activity into opportunity six times more often than cold outbound.

The CRM stores accounts, not relationships

+114 %

Win rate on deals sourced from a former champion. Cycles run 12 % shorter.

Nobody owns the alumni

90 days

The window in which a new joiner is four to five times more likely to buy.

THE SYSTEM, FIVE STEPS · NOTHING HERE IS BOUGHT BEFORE IT IS PROVEN

01
CRM snapshot
One row per human who ever touched Pigment. It already exists.

→ 02
Four clocks
Champions weekly, the tail quarterly. Enrichment costs money.

→ 03
Diff, then AI
Code finds the change. The model reads posts and kills false positives.

→ 04
Same gates
The ICP gate from Part 1 and the ownership gate from Part 2, reused as they are.

→ 05
Ranked queue
With a brief: what they built in Pigment before. Nobody else has that.

HOW IT GETS MEASURED

DECIDES THE PROJECT LIVES

Pipeline, win rate and cycle length, always against cold outbound

STEERED WEEKLY

Detection latency under 14 days, precision at or above 70 %

KILL RULE Under 3 meetings booked on the first 30 alerts, we build nothing. The risk is adoption, not technology.

HOW IT SHIPS

V0 · two weeks

30 alerts, 2 AEs, by hand. Buy the signal, do not build it.

V1 · month two

Automated. Four refresh rates, plus the two free signals: email bounce and seat deactivation.

V2 · months three and four

Scoring on product usage depth, and a second trigger on the same engine.

Sources. UserGems, 230,000 tracked former champions. These are vendor benchmarks from a company that sells this exact category, not measurements made at Pigment. Which is precisely why V0 is a two-week test and not a build.