

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Understanding the limits of anonymous account identification

QUESTION

What can an inferred company visit justify, and what remains unknown?

GUIDE TAKEAWAY

Anonymous identification returns an account hypothesis, not a named buying committee or a verified project. Problems arise when teams treat a company match as proof that a specific person visited, then personalize outreach around an unobserved action.

START HERE

Inspect matching method.

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. Inspect matching method

Evidence or input

Output or decision

Owner and review point

2. Preserve confidence

Evidence or input

Output or decision**Owner and review point**

3. Check entity ambiguity

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

4. Seek corroboration

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

5. Choose bounded action

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

Network-based company match

Useful when: Prioritizing account research

Limitation: Shared or masked networks create ambiguity

Suggested action: Check entity and context

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

Authenticated organization event

Useful when: Reviewing known product activity

Limitation: User activity may lack buying authority

Suggested action: Confirm commercial role

Why this fits our situation

Evidence needed before acting

Identified form interaction

Useful when: Following an explicit request

Limitation: Association may still be outdated

Suggested action: Verify company and purpose

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

Unmatched traffic

Useful when: Assessing observation coverage

Limitation: No reliable account action is available

Suggested action: Improve instrumentation cautiously

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/anonymous-account-identification-limits/>

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