

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Run ABM Experiments With Few Independent Accounts

QUESTION

What can a small account-based experiment establish, and how should teams design it before seeing results?

GUIDE TAKEAWAY

ABM programs may generate many touches while containing few independently assigned accounts. Counting contacts or email sends as independent samples overstates information when treatment is allocated to an account or family.

START HERE

Choose one primary decision.

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. Choose one primary decision

Evidence or input

Output or decision

Owner and review point

2. Use independent account units

Evidence or input

Output or decision**Owner and review point**

3. Plan allocation and precision

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

4. Track delivery and spillover

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

5. Report counts and uncertainty

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

Randomized account test

Useful when: Assignment can be controlled

Limitation: May have wide uncertainty

Suggested action: Plan precision and exposure

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

Matched observational pilot

Useful when: Randomization is unavailable

Limitation: Selection differences remain

Suggested action: State limited inference

Why this fits our situation

Evidence needed before acting

Feasibility pilot

Useful when: Delivery process is unproven

Limitation: Does not establish effectiveness

Suggested action: Test execution and measurement

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/experimentation-with-small-samples/>

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