

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Tech-first marketing decisions: lessons from ACKO, Blinkit and Zepto

QUESTION

How can a curated public-case library inform a better enterprise account decision?

GUIDE TAKEAWAY

Outsell's proprietary marketing research database is intended to bring company examples, marketing patterns and decision context into account planning. Its value comes from organising and interpreting evidence, rather than treating a famous brand as proof that a tactic will work everywhere.

START HERE

Capture the public observation.

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. Capture the public observation

Evidence or input

Output or decision

Owner and review point

2. Label the interpretation

Evidence or input

Output or decision**Owner and review point**

3. Match the account decision

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

4. Review the proposed action

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

5. Evaluate the buyer response

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

Public reference example

Useful when: A visible interaction offers a useful pattern

Limitation: Internal data and causal results are unknown

Suggested action: Record the observation and source

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

Account-specific hypothesis

Useful when: The pattern matches a confirmed buyer problem

Limitation: Transfer can fail across business models

Suggested action: Have a specialist review the analogy

Why this fits our situation

Evidence needed before acting

Evaluated account play

Useful when: An accepted action tests the hypothesis

Limitation: Small cohorts limit broad conclusions

Suggested action: Record the buyer outcome and revise

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/tech-first-marketing-database/>

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