MAGROFY

The Account Activation Playbook

From a list of target accounts to a first real conversation, in ninety days. Eight stages, the decisions inside each one, and the places programmes stall.

WRITTEN FOR DEMAND GENERATION, ABM AND REVENUE MARKETING LEADS

Magrofy Inc · September 2026

What this playbook is for

Most account programmes do not fail because the targeting was wrong. They fail in the joins: between the account list and the buying committee, between the asset and the stage, between the lead arriving and somebody working it. Each of those joins is somebody else's job, which is exactly why nobody owns them.

This document walks the whole route in eight stages. For each one it sets out what good looks like, the steps in order, where it goes wrong in practice, and what we do about that on the programmes we run. It is written to be useful whether or not you ever buy anything from us.

Three companion documents go deeper where this one summarises. **The Lead Specification Handbook** covers stage four field by field. **The Pipeline Conversion Playbook** covers stages six and seven, the first ten days after a lead lands. **The Buying Committee Coverage Playbook** covers how to reach three or four people in an account rather than one.

> THE THREE DECISIONS THAT DETERMINE EVERYTHING ELSE
>
> **What transaction are you proposing.** Not the product. The thing the reader is being asked to do next, in one sentence they would recognise.
>
> **Who signs, and who can stop it.** These are rarely the same person, and the second one is usually left out of the targeting entirely.
>
> **What qualified means, in your own words.** Written down before you buy anything, including what happens to a record that sits just below the line.
>
> If any of the three is unresolved, everything downstream inherits the ambiguity and it surfaces at reconciliation, when it is a commercial argument rather than a briefing note.

THE EIGHT STAGES

01	02	03	04	05	06	07	08
Committee	Account list	The asset	Specification	Launch	Route	Expand	Read out
Roles before names	Tier by treatment	Targeting instrument	This is the contract	Pace evenly	Speed plus context	Cover the committee	Change one thing

Stage four is the contract. Everything before it is preparation and everything after it is measured against it.

STAGE ONE

Define the buying committee

Start with roles, not names. A committee map is a description of who has to be convinced and what each of them is protecting. Names come later and change constantly; roles are stable and reusable across every account on the list.

The steps

1. **Write the decision in one sentence**
   What is being approved, by whom, out of whose budget. If you cannot write it, the programme is aimed at interest rather than at a decision.
2. **Name the five roles**
   Economic buyer, technical or functional evaluator, the operator who lives with it, the reviewer who can veto on process grounds such as legal, security or procurement, and the internal champion who has to sell it in your absence.
3. **Decide who you approach first, and why**
   Top down gets authority and no detail. Bottom up gets detail and no authority. Pick deliberately rather than by whoever is easiest to reach.
4. **Write the disqualifying roles**
   The roles that look right and are not: agency staff, resellers, consultants, individual contributors with no budget, students and jobseekers. This list becomes a specification field at stage four.

Where it goes wrong	How Magrofy handles it
The committee is described as a title list, so people who match the titles and have no part in the decision qualify all the way through to invoice.	We ask for roles and what each protects before we ask for titles, then translate that into specification fields and controlled lists. If a role cannot be evidenced from a form we say so at scoping rather than delivering our own reading of it.
Only the economic buyer is targeted, because that is who the deck is written for. Senior people download least, so volume comes in low and the programme reads as an audience problem.	Our base is Director and Manager heavy, which is where a shortlist is actually built. We will tell you when a seniority floor is going to starve the programme, and propose the operator or evaluator as the entry point instead.

THE FIVE ROLES IN EVERY B2B DECISION

Reach one of them and the work starts. Reach none of the last four and the deal stalls where you cannot see it.

Economic buyer	Evaluator	Operator	Reviewer	Champion
Owns the budget line	Writes the requirement	Lives with it daily	Legal, security, procurement	Sells it in your absence
Protects: the business case they signed	Protects: their own credibility on a recommendation	Protects: their week. Vetoes late and terminally	Protects: process and exposure	Protects: their internal standing

Three to four stakeholders per account is deliverable where the depth supports it. The number that governs it is contactable records per account, never total database size.

STAGE TWO

Build and tier the account list

Tier by the treatment each account will get, not by how much you would like to win it. A tier that does not change your behaviour is a label.

TIER BY THE TREATMENT, NOT BY HOW MUCH YOU WANT THE LOGO

A tier that does not change your behaviour is a label.

TIER ONE **50 to 100 accounts** Concierge	Named committee. Multi threaded. Hand written outreach. Coverage tracked per person. If you cannot service an account at this level, it does not belong in this tier.
TIER TWO **300 to 500 accounts** Structured plays	Segment level messaging. Committee coverage by role rather than by name. Programmatic sequencing, reviewed monthly.
TIER THREE **Everything else** Profile based	No named list. Worked on the ICP, with the specification doing the qualifying. Volume comes from the base, not from the list.

The steps

1. **Define the firmographic floor first**
   The single qualifier below which an account cannot buy, in the unit that governs your pricing: headcount, revenue, entity count, sites, vehicles, seats, employees. This is usually not the unit people reach for by habit.
2. **Remove what you cannot serve**
   Geographies you do not support, languages you cannot staff, regulated sectors you have no reference in. Removing them now is cheaper than disqualifying them at proposal.
3. **Suppress properly**
   Current customers, open opportunities, churned accounts inside their cooling period, competitors, your own partners and agencies. Send this as a file, not as a description.
4. **Check depth per account, not total records**
   The number that governs an account programme is contactable people per account. A list of 500 accounts with one reachable person each is not a 500 account programme.
5. **Agree the list with sales before it is bought against**
   In writing. A list sales did not agree to becomes a lead quality argument later, and the argument is unwinnable because it is not really about quality.

Where it goes wrong	How Magrofy handles it
The list is sized on total database coverage, so it looks deliverable and the depth per account is one person, which cannot support a committee.	We report depth against your named list before you sign anything, per account rather than in total, and we tell you where it is thin. Three to four stakeholders per account is deliverable where the depth supports it.
Suppression arrives as a description rather than a file, so customers and open opportunities are mailed and the programme loses credibility internally in week two.	Suppression is taken as a file at setup and applied at the deduplication stage on every record, alongside anything already delivered to you on the current programme.

STAGE THREE

Choose the asset for the stage, not for the brand

The asset is a targeting instrument. It decides which member of the committee raises a hand, and it does that more powerfully than any filter you can set. A brochure attracts people who are already sold; a benchmark attracts people who are building a case; a template attracts the person who will run it.

THE ASSET IS A TARGETING INSTRUMENT

It decides which member of the committee raises a hand, and it does that more powerfully than any filter you can set.

TO REACH
The operator
A template, model or calculator
Usable this week. Highest completion of any asset type, and it circulates internally.

TO REACH
Someone building a case
A benchmark with real figures
Peer comparison they cannot generate from inside their own company.

TO REACH
The technical reviewer
A reference architecture or control mapping
They disqualify on the first page if the detail is not there.

TO REACH
The economic buyer
Original research, or a model with assumptions shown
Senior readers download least, and most readily when it is defensible to their board.

The steps

1. **Pick the committee role the asset is for**
   One role. An asset aimed at everybody reaches the people who download most, which is rarely the role you were short of.
2. **Check the asset is not a brochure at page four**
   Readers who feel switched from a document to a pitch do not come back for the second asset, and the damage carries across the programme.
3. **Set the gate depth against the value**
   A long form on a thin asset produces abandonment; a short form on a strong asset wastes the qualification opportunity. Qualifying questions are where the value sits, so put them on the asset that earns them.
4. **Plan the second asset before the first one launches**
   The follow-up is where the conversation actually starts. Deciding it later means a gap at exactly the point the reader is warm.
5. **Localise where the subject is national**
   Compliance, employment, tax and safety obligations are jurisdictional. One asset for every market converts badly in most of them.

Where it goes wrong	How Magrofy handles it
The best asset the company owns is held back for later stage nurture, so the syndication programme runs on the weakest thing available and is judged on the result.	We review the asset against the readership before launch and will say if it is going to underperform. We would rather delay a week than run a flight that teaches you nothing.
The asset is written for the person who approves the purchase, so volume is thin and the conclusion drawn is that the audience is too junior.	We report per asset performance at close, so the next brief is written on evidence about which asset pulled rather than on which asset the business would prefer to be known for.

STAGE FOUR

Write the lead specification

The specification is the contract. It is the thing acceptance is measured against, and it is the only defence either side has when a record is disputed. Companion document two covers this field by field; what follows is the short version.

- **Write the qualified lead definition in your own words**, including the threshold and what happens to a record just below it. Do not write the acronym and assume it is shared.
- **Capture from controlled lists, never free text.** Free text job title is the single largest source of records that pass a form and fail a specification.
- **Write the disqualifiers explicitly.** Agencies, consultancies, resellers, competitors, your own customers, individual contributors where they do not count.
- **Set the floor in the unit that governs your pricing**, not in the unit that is easiest to capture.
- **Name the destination and the owner** before launch, not after the first records arrive.
- **Agree the rejection process**: who reviews, on what grounds, inside what turnaround, and in what format the reason comes back.

Where it goes wrong	How Magrofy handles it
The definition of a qualified lead is never written down, so it is reconstructed at invoice by whichever party has more to lose.	We hold the written specification and build the form to it. If a line in it cannot be filled we say so at scoping. Acceptance is then measured against your document rather than against our quality statistics.
Qualifying questions are added as free text because it is faster, and an unqualified person can complete the form.	We build controlled lists. On recent programmes that has meant employer selected from a list of 72 named companies and job title from a list of 212, with banded volume questions. Rejection then happens before delivery rather than after it.

STAGE FIVE

Launch, pace and instrument

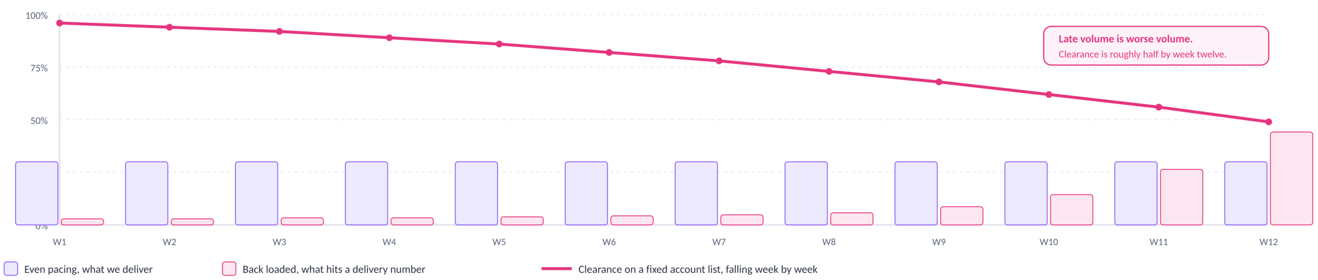
Two things are decided here and both are usually decided by default. How the volume is spread across the flight, and whether anyone can see what is happening while it runs.

Why pacing is a quality decision and not an administrative one

On a fixed account list, clearance falls as a flight ages. Other suppliers have already submitted the same people to the same advertiser, so the pool of records that will still be accepted shrinks week by week. Late volume is therefore worse volume, and a supplier who back loads is protecting their own delivery number at the cost of your acceptance rate.

WHY EVEN PACING IS A QUALITY DECISION

On a fixed account list the pool of records that will still be accepted shrinks week by week, because other suppliers have already submitted the same people.



The steps

1. **Test the destination end to end before the first record**

   Send a real test record through the full path: form, validation, delivery, routing, assignment, notification. Most first week problems are integration problems wearing a lead quality costume.

2. **Agree weekly pacing in writing**

   A number per week, not a total for the flight. It is the only way to notice a problem while there is still time to fix it.

3. **Set the review rhythm before you need it**

   A standing weekly read of run state, acceptance and rejection reasons. Fifteen minutes a week prevents the twelve week post mortem.

4. **Instrument the handoff, not just the delivery**

   Measure time from opt-in event to first human contact. This is the number that most often explains a disappointing programme and the one least often looked at.

Where it goes wrong	How Magrofy handles it
Volume is back loaded so the flight hits its number, and acceptance collapses in the final weeks because the same people have already been submitted elsewhere.	We pace evenly across the flight as a matter of policy and will decline a request to back load, with this reasoning. Weekly pacing is agreed up front and reported against.
Nobody looks at the programme until the end, so a fixable integration or routing fault runs for the whole flight.	Weekly run state during the flight and per record status on delivery. A fault in week one is a correction; the same fault in week ten is a credit note.

INCLUDING US

Four questions worth asking any supplier

We publish these because we can answer all four, and because a supplier who cannot is worth knowing about before the contract rather than after it.

> WHAT TO ASK ANY SUPPLIER, INCLUDING US
>
> **How is delivery paced across the flight.** If the answer is not evenly, ask what happens to clearance in the final fortnight.
>
> **How many contactable people do you hold per target account.** Not in total. Per account, against the list in front of you.
>
> **Can you show the consent sentence for one specific record.** One record, the wording as it was displayed, with a date on it. This question separates first party capture from everything else.
>
> **What happens if our criteria change mid flight.** A supplier without an answer here will treat your change as a commercial opportunity at reconciliation.

The pattern behind all four is the same. Each one asks a supplier to show a record rather than describe a policy, and a supplier who can only describe the policy is telling you something useful.

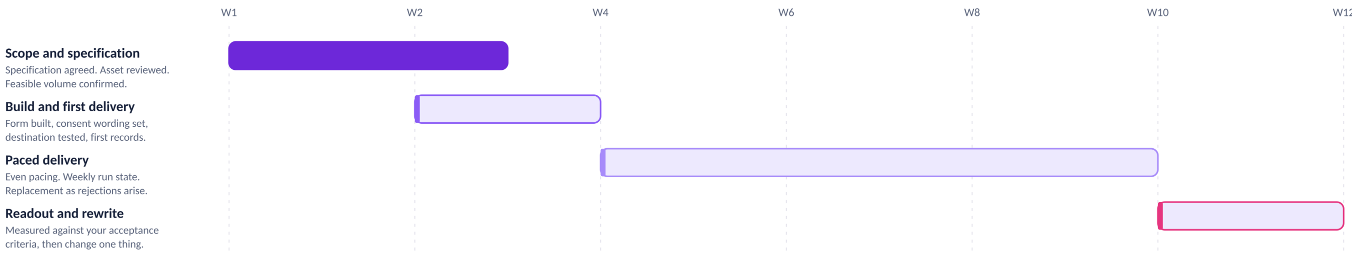
THE CALENDAR

The twelve week shape

One cycle, and it is not a minimum commitment or a subscription. What matters is that volume is spread evenly rather than loaded at the end.

A TWELVE WEEK ACTIVATION SHAPE

Not a minimum commitment and not a subscription. This is the shape of one cycle.



If criteria change mid flight we rebuild the remainder to them. A change found in week one is a briefing note. The same change found at invoice is a dispute.

What each phase needs from you

- **Weeks 1 to 2.** The profile or the account list, the geography, and the questions you want answered on every lead. Nothing starts without these three.
- **Weeks 2 to 4.** The asset, your consent wording if you require your own, and the destination with a named owner on your side.
- **Weeks 4 to 10.** Rejection reasons in writing at the time they arise, not collected and presented at the end when nothing can be corrected.
- **Weeks 10 to 12.** A decision on the next asset, and whether the specification changes.

STAGE SIX

Route and work the lead

This is where most pipeline is lost, and it is lost to delay and to missing context rather than to lead quality. Companion document three covers the first ten days in detail.

- **Route on arrival, not on a batch cycle.** A record that waits for a nightly job has already spent the most valuable hours it will ever have.
- **Assign to a person, never to a queue.** A queue is a place records go to age.
- **Open on what they read.** The asset, the subject, the question it answered. Not the product, and not the fact that they downloaded something.
- **Give the rep the provenance.** Publication, asset, date, and the questions the reader answered. A rep who knows what the person read has a different conversation.
- **Agree the follow-up commitment in writing.** Number of attempts, across which channels, inside what window, before the record is recycled rather than closed.

Where it goes wrong	How Magrofy handles it
Syndicated leads arrive with a name and an email and nothing else, so the rep opens with a product pitch to a person who asked a specific question, and the call fails.	Every lead carries the source publication, the exact asset, the date and time of the opt-in event, the consent sentence as displayed, and every custom question you specified. The opening line writes itself.
Sales decides syndicated leads do not convert, stops working them, and the resulting conversion rate proves the decision correct.	Per record provenance makes the handoff arguable on evidence rather than on impression, and we report acceptance against your criteria rather than ours. What the record is, and what was done with it, stay separable.

STAGE SEVEN

Expand across the committee

One contact per account is a coverage number, not a pipeline. The purchase needs the evaluator, the operator and the reviewer as well as the buyer, and reaching one of them is the start of the work rather than the end of it. Companion document four covers this in full.

1. **Treat the first respondent as an entry point**
   Their value is partly the conversation and partly what they tell you about how the account buys. Ask who else would need to be comfortable.
2. **Sequence the committee deliberately**
   Second contact chosen by what the first one lacked. If you reached the operator, go for the budget. If you reached the buyer, go for the detail.
3. **Vary the asset by role**
   The same asset sent to three roles in one account reads as a campaign. Three assets aimed at three concerns reads as a company that understands the problem.
4. **Track coverage per account, by role**
   Not a count of leads. A grid of roles reached against roles required, which is the only view that tells you whether an account is actually in play.
5. **Set a per company touch budget**
   So that adding contacts does not turn into pressure on one account. We work to six touches per company across all contacts.

Where it goes wrong	How Magrofy handles it
Coverage is reported as leads per account, so an account with four leads from one team looks better than an account with two leads from the buyer and the evaluator.	We report coverage against your named accounts as roles reached, not as a lead count, because the second account is the one in play.
Multi-threading becomes indistinguishable from pestering, and the account goes cold across every contact at once.	A per company touch budget across all contacts, and a rule that a decline closes that person rather than opening a hunt for a replacement at the same account.

STAGE EIGHT

Read out and rewrite the brief

A readout that reports a supplier's quality statistics is a sales document. A readout worth having is measured against the acceptance criteria you wrote, and it ends with one change to the next brief.

MEASURE AT FOUR POINTS, AND ONLY FOUR

A readout that reports a supplier's own quality statistics is a sales document.

WEEK 1

Integration, routing, time to first contact

Almost every disappointing flight has a fault visible here.

WEEKLY

Run state, acceptance, rejection reasons by category

A rising rejection category is correctable inside the flight.

DAY 30

Attempt completion, conversation rate, per asset

Low attempt completion means the programme was never tested.

DAY 90

Opportunity creation, committee coverage

Whether it is producing pipeline or producing records.

Then change one variable per cycle. Changing three at once produces a result nobody can attribute.

Then change one thing

One variable per cycle: the asset, the seniority floor, the qualifying questions or the account list. Changing three at once produces a result you cannot attribute, and the next cycle inherits the confusion.

Where it goes wrong	How Magrofy handles it
The readout reports delivered volume and supplier quality metrics, so it cannot answer whether the programme worked.	Our closing readout is measured against your acceptance criteria, with per asset performance attached so the next brief is written on evidence.
The programme is judged on pipeline at week twelve when the sales cycle in that category is nine months, so a working programme is cancelled.	We agree at scoping which measure is being judged at which point, so the twelve week number is the one that is actually knowable at twelve weeks.

The pre-launch checklist

Nothing here takes longer than a morning. Every item exists because a programme somewhere was lost for want of it.

- [ ] The decision this programme is aimed at, written in one sentence.
- [ ] A committee map: five roles, what each protects, who is approached first.
- [ ] The disqualifying roles written out as an explicit list.
- [ ] The firmographic floor, in the unit that governs your pricing.
- [ ] Suppression supplied as a file: customers, open opportunities, competitors, partners.
- [ ] Depth per account confirmed, not assumed.
- [ ] The account list agreed with sales in writing.
- [ ] The asset chosen for one named committee role, and the second asset already decided.
- [ ] The qualified lead definition written out in full, including the near miss case.
- [ ] Qualifying questions built as controlled lists.
- [ ] Destination, owner and routing tested end to end with a live record.
- [ ] Weekly pacing agreed as a number per week.
- [ ] The rejection process agreed: who, on what grounds, how fast, in what format.
- [ ] Time from opt-in to first human contact instrumented.
- [ ] The weekly fifteen minute review in both calendars.
- [ ] The measure that will be judged at week twelve, agreed now.

THE SERVICE, PLAINLY

What Magrofy actually does here

We run content syndication. Your content sits gated on our own publication sites. A reader requests the whitepaper, ebook or infographic, and we capture the consent at that point, in our wording, on our page. You receive MQLs and HQLs against the profile you set, priced per accepted lead.

Targeting comes in one of two forms and you choose: a **target account list** you provide, or a **buyer persona and ICP**. Either way the specification you write is the contract, we hold it, and we build the form to it.

We own and operate six B2B publications, which is the whole of the difference. The audience exists because people subscribe to those titles and come back to them, not because we bought a file. That is why every lead can carry the publication, the asset, the timestamp and the consent sentence as it was displayed.

The six titles and who reads them

Publication	Audience
Business Infomatics	IT and security. The specialist core, running since 2018.
Look At Business	Operations, logistics and transport, and the wider business.
Marketing Hub Media	Marketing and demand generation.
Sales Hub Media	Sales, revenue operations and enablement.
HR Hubs Media	HR, talent, rewards and people operations.
Financy Hub	The office of the CFO.

BEFORE YOU COMMIT

The terms, and what we do not do

The four terms, in the contract rather than in a deck

IN THE CONTRACT, NOT IN A DECK

90%
acceptance
against the specification your team wrote

1 : 1
replacement
at our cost, no cap, no claim window

6
months exclusivity
on every lead delivered to you

2%
maximum bounce
on delivered records, validated before hand-off

- **90% acceptance.** At least 90% of delivered leads match the specification your team wrote. The specification is the test, not our own quality statistics.
- **One for one replacement.** Anything rejected is replaced at our cost. No cap on the number and no claim window you have to hit.
- **Six months exclusivity.** A lead delivered to you is not delivered to another buyer for six months from the date of the opt-in event.
- **2% maximum bounce.** On delivered records. Every address is validated before hand-off, and a record that would fail is rejected by us rather than by you.

What we do not do

- **No purchased lists.** Nothing in the first-party file was bought, and we do not append third party data into it. Third party validation is used to reject records, never to source them.
- **No resellers and no outsourced delivery.** Fulfilment is direct.
- **No appointment setting.** We qualify and hand the conversation to your team.
- **No attendance guarantees on webinars.** We deliver registrations and expressed interest, because attendance is not something a supplier controls.
- **No claim to be strong everywhere.** If your programme sits somewhere we are thin we would rather say so before a contract than after one.

THE NEXT STEP

Send one specification: target accounts or a profile, geography, seniority, and the questions you want answered on every lead. If you would rather start with a coverage read, send the profile you buy against and we will come back inside two business days with what we can cover against it, and tell you if the coverage is thin.

Email **info@magrofy.com**. We come back inside 24 hours with feasible volume and a price, and we tell you if a line in your specification cannot be filled.