MAGROFY

The Buying Committee Coverage Playbook

How to reach three or four people inside an account instead of one, in what order, with what, and how to tell whether an account is actually in play.

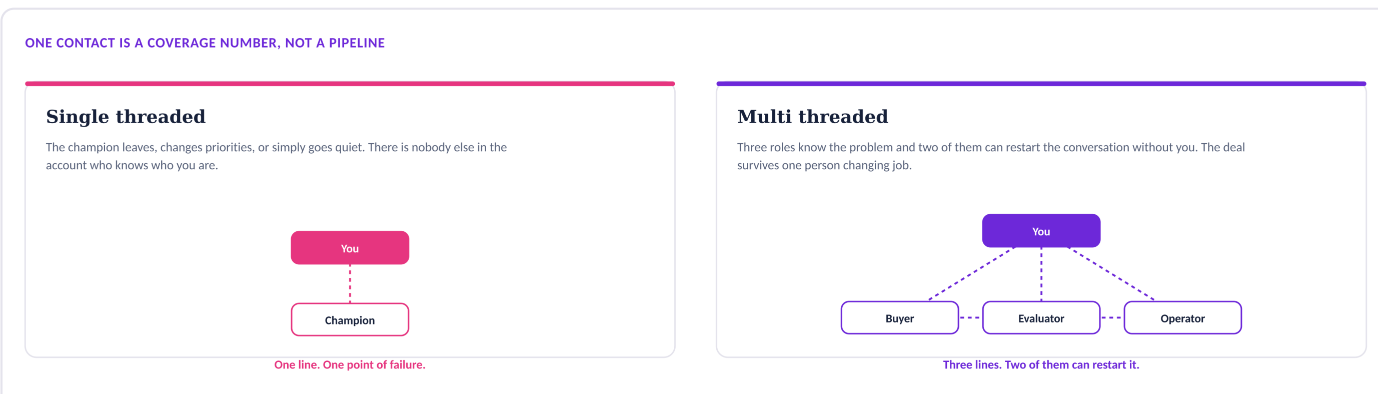
WRITTEN FOR ABM AND ACCOUNT PROGRAMME OWNERS

Magrofy Inc · September 2026

Why single threaded accounts stall

A programme with one contact per account produces a coverage number that looks like progress and behaves like nothing. The contact changes job, changes priority, or simply goes quiet, and there is nobody else inside the account who knows who you are.

That is the obvious failure. The expensive one is quieter: a single contact can rarely buy on their own, so the deal reaches a review nobody warned you about and dies in a room you were never in.



One line into an account is one point of failure. Three lines means two people who can restart the conversation without you.

STEP ONE

Map the committee before you map the account

Roles before names. Names change constantly; roles are stable and reusable across every account on the list.

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.

The two questions that make the map useful

- **What does each role lose if this goes badly?** Not what they want. An evaluator protects their credibility on a recommendation. An operator protects their week. A reviewer protects the organisation from an exposure they will be blamed for.
- **Which role can stop this without anyone telling you?** This is almost always the operator or the reviewer, and it is almost always the role left out of the targeting.

Where it goes wrong	How Magrofy handles it
The committee is drawn as an organisation chart, so the map shows who reports to whom rather than who can stop the purchase.	We ask for roles and what each protects before titles, then turn that into specification fields and controlled lists. A role that cannot be evidenced from a form is flagged at scoping rather than filled with our own interpretation.
Only the economic buyer is targeted, because that is who the deck was written for. Senior people download least, so volume comes in low and it is read as an audience problem.	Our base is Director and Manager heavy, which is where a shortlist is actually built. We will say when a seniority floor is going to starve a programme and propose the evaluator or operator as the entry point instead.

STEP TWO

Check depth before you plan coverage

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, and finding that out in week six is expensive.

Ask this	Not this	Why it matters
How many contactable records do you hold inside **these named accounts**	How large is your database	Total size tells you nothing about whether a committee can be covered.
What is the **distribution**, not the average	What is the average depth per account	An average of three hides half the list sitting at one.
Which **roles** are reachable in each account	How many contacts per account	Four contacts in one team is worse than two contacts in two roles.
Where is the list **thin**, by name	Can you cover the list	The accounts you cannot cover need a different motion, not more budget on this one.

WHAT WE DO WITH THIS

We report depth against your named list before you sign anything, per account rather than in total, and we name the accounts where it is thin. Three to four stakeholders per account is deliverable where the depth supports it, and where it does not we would rather quote a lower number than fill it from somewhere we cannot vouch for.

STEP THREE

Sequence the committee deliberately

Who you approach second should be decided by what the first contact lacked, not by who answered fastest.

WHO YOU APPROACH SECOND IS DECIDED BY WHAT THE FIRST ONE LACKED

Not by who answered fastest.

The operator →	The economic buyer	You have the detail. What is missing is budget authority.
The evaluator →	The operator, then the buyer	An evaluator can recommend and cannot deploy.
The economic buyer →	The evaluator	Authority without detail does not survive a technical review.
A reviewer →	The functional owner	A process without a sponsor is the least recoverable position.

Vary the asset by role, not just the message

The same asset sent to three people in one account reads as a campaign. Three assets aimed at three different concerns reads as a company that understands the problem. This is the single most visible difference between an account programme and a list send, and it costs nothing but planning.

Where it goes wrong	How Magrofy handles it
The second contact is chosen by whoever is easiest to reach, so the programme accumulates people from the same team and coverage never widens.	Coverage is reported by role rather than by count, which makes a second contact in the same role visible as what it is.
Every contact at the account receives the same asset within days of each other, and the account recognises a campaign.	We plan assets per role into the flight at scoping and pace them, rather than running one asset at everybody until it stops working.

STEP FOUR

Report coverage as roles reached

A lead count per account is the wrong unit. The question an account programme has to answer is whether the people who can approve, evaluate, operate and review this have all heard of you.

COVERAGE IS ROLES REACHED, NOT LEADS COUNTED

Account D has four leads from one team. Account F has three leads across three roles. Only one of them is in play.

	Economic buyer	Evaluator	Operator	Reviewer	Verdict
Account A	✓	✓	✓	✓	In play
Account B	✓	✓	✗	✗	Progressing
Account C	✗	✓	✓	✗	Progressing
Account D	✓	✗	✗	✗	Single threaded
Account E	✗	✓	✗	✗	Single threaded
Account F	✓	✓	✓	✗	In play

Account D has four leads from one team. Account F has three leads across three roles. Only one of them is in play.

What a coverage readout should contain

- **Roles reached against roles required**, per account, as a grid rather than as a total.
- **Accounts at single thread**, named, because that is the work list for next month.
- **Accounts with no coverage at all**, named separately, because those may need a different motion entirely rather than more of this one.
- **Touch budget spent per company**, so widening coverage does not quietly turn into pressure on one account.

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 healthier than an account with two leads in two decisive roles.	We report coverage against your named accounts as roles reached, because the second account is the one in play.
Coverage is assumed from an organisation chart rather than from records that exist, so the committee plan requires people who cannot be reached.	Depth per account is confirmed before you sign, so the plan is built on reachable records rather than on a structure diagram.

THE DISCIPLINE

Do not turn multi-threading into pressure

There is a point at which covering an account becomes pestering it, and past that point the account goes cold across every contact at once. Three rules keep the programme on the right side of it.

1. **Run a touch budget per company, across all contacts**

   We work to six touches per company across every contact. Adding a second person spends against that budget rather than resetting it.

2. **A decline closes the person, and at smaller companies it closes the account**

   At 51 to 500 employees the functional lead is the decision, so a decline there is the company's answer. Above 1,000 employees one regional manager's no is not, and a different role may be approached inside the same budget.

3. **Never tell anyone they did not reply, and never frame a touch as a retry**

   It reframes your follow-up as their failure. It is the fastest way to lose an account that was merely busy.

> A DECLINE IS NOT AN OPT-OUT, AND THE DIFFERENCE MATTERS
>
> A bare no is a **decline**. That person receives nothing further, and the account may remain live depending on its size.
>
> An explicit removal request is an **opt-out**. It is a consent instruction, it is recorded as one, and it is honoured across every programme.
>
> Keeping the two apart is what makes a suppression list mean something if a network or a regulator ever asks how consent is handled.

The coverage checklist

- [ ] Committee mapped as roles, with what each role protects.
- [ ] The role that can stop this quietly, named.
- [ ] Depth per account confirmed against the named list, with the thin accounts identified.
- [ ] Distribution of depth checked, not just the average.
- [ ] Entry role chosen deliberately rather than by who answers fastest.
- [ ] Second contact decided by what the first one lacked.
- [ ] An asset planned per role, not one asset for the account.
- [ ] Coverage reported as roles reached against roles required.
- [ ] Single threaded accounts named as next month's work list.
- [ ] Touch budget per company agreed across all contacts.
- [ ] Decline and opt-out handled as different things, in writing.

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 the account list and the roles you need to reach. We come back with depth per account against it, naming the accounts where we are thin, before anything is contracted.

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.