Date-a-Vendor

Modelling Playbook #3

Pairing Data With Targeted Marketing Campaigns

Your data's looking good on paper, now it's time to see if it works in the real world.

Multi-channel precision starts here.

Why campaign modelling matters

- Higher conversion rates
- Better paid ad efficiency
- Smarter event ROI
- Targeted nurture, not spam
- True alignment between Sales and Marketing

Green flags for data-driven marketing activation

Metric	What Good Looks Like
ICP definition	Includes firmographic, technographic, and intent fields
Segmentation	By persona, funnel stage, buying signal
Enrichment	Mobile, email, behavioural + event insight
Prioritisation	Lead scoring by fit + intent
Channel syncing	Email, ads, events, and outreach aligned
Unified KPIs	Clear pipeline attribution across all channels

1. Model for Match: Know Who's Worth Your Time

You're not just targeting anyone with a budget, you're targeting the right ones.

Attribute Type	Why It Matters	Example
Firmographics	Industry, size, region	SaaS, 200+ employees, EMEA
Technographics	Tool stack, platforms used	HubSpot, Salesforce
Intent signals	Behaviour that indicates buying stage	Pricing page views, comparisons

> **We correlate the signals to all accounts to prioritise spend for ICP fit accounts, while we continue to provide air cover for the remaining accounts until we have further insights.**
>
> – Liam Collins, VP of Paid Acquisition at Cognism

How to strengthen it:

- Layer engagement onto firmographics
- Use recent signals to prioritise campaigns
- Avoid targeting ghosters, score intent first

2. Activate Paid Ads: Precision Over Spray & Pray

Use your data model to focus spend and earn attention from real buyers.

Ad Tactic	Why it Matters
Lookalikes	Seed from high-fit wins, not just high-revenue accounts
Technographic targeting	Show relevance based on tools they use
Intent-based journeys	Ads mapped to funnel stage and behaviour

> **We know that when an account sees an ad between nine and fourteen times, they generally convert to an MQL, so we model our frequency targets around that window.**
>
> - Liam Collins

3. Work the Room: Event Data That Delivers ROI

Your badge scans are only useful if they're enriched, scored and prioritised.

Phase	What to Do	Why It Matters
Pre-event	Score registrants by fit + behaviour	Focus outreach where it counts
During-event	Log sessions, booth visits, interactions	Prioritise in-the-moment follow-up
Post-event	Enrich leads, match to web activity	Trigger smart, timely nurtures

> **Enrich your master account list into four tiers, then allocate a large portion of your budget to the biggest two. That way, the majority of your ad spend goes straight to your best-fit accounts, and the rest warms up future targets.**
>
> - Liam Collins

Bonus:

Send different follow-ups to people who:

- Attended a session
- Visited your booth
- Downloaded something post-event

4. Craft Smarter Email: Love Letters That Land

Mass emails aren't dead. Bad emails are.

Email Model Element	Use Case
Buying stage scoring	Push hot leads into high-touch flows
Trigger tracking	Tailor content to webinar or product guide activity
Tech + job role signals	Swap content blocks based on known tools + team focus

Smart segments should reflect:

- Engagement depth
- Recency of signal
- Persona context

Example:

A contact who attended your data compliance webinar → gets a nurture stream focused on regulatory features.

5. Cross-Channel Orchestration: One Story, Everywhere

You've got ads running, emails firing, events planned. Now it's about harmony.

Tactic	What It Looks Like
Retarget email opens	Serve ads reinforcing the same message/theme
Sync ABM outreach	Align ads, SDR outreach and InMails with same value prop
Intent-triggered orchestration	Auto-launch flows when engagement spikes

> **Our omnichannel approach is all about share of feed, deploying ads across every available format, but governing creative so our core message is consistent. Whether someone sees us on LinkedIn, YouTube or Meta, it all feels like the same conversation.**
>
> - Liam Collins

Checklist:

- Align SDRs with campaign themes
- Use one narrative across LinkedIn, email and events
- Watch ad and email sequencing side-by-side

How You Know It's Working

It's not just about launching an allbound strategy, it's about proving it's making a difference. These are the key metrics to track that show your cross-channel model is driving real

momentum:

Metric	What to Track
Engagement rate	Email opens, clicks, ad views, webinar joins
Pipeline influence	Attribution from channel to opp creation
Velocity	Faster lead-to-opportunity movement
Channel coverage	% of ICP accounts touched across 2+ channels

Top Tip:

Centralise your metrics dashboard, multi-channel clarity = fewer missed signals.

Campaign Modelling Checklist

With all your modelling foundations in place, it's time to bring everything together. This checklist turns strategy into action, giving your team a repeatable framework for launching high-impact, multi-channel campaigns that actually convert.

Step	Action
Define ICP	Use firmographic + intent + behavioural signals
Segment	Based on persona, stage, activity
Enrich	Append mobile, email, tech, signal data
Prioritise	Score by fit + intent + recency
Activate	Push into ad audiences, emails, events
Sync channels	Share lists across Marketing and SDRs
Track & iterate	Map attribution, optimise based on pipeline