

Chapter 3: The Value of a Living Playbook

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

The Documentation Site Map

Documentation Domain	Canonical Source	Page Owner	Last Updated	Status
Data Model & Data Dictionary	Chapter 4			☐ Draft ☐ Live
Metric & KPI Definitions	Appendix A			☐ Draft ☐ Live
Activity Type & Channel Definitions	Appendix A			☐ Draft ☐ Live
Tracking & Tagging Implementation (UTMs, pixels, tag audit)	Chapter 13			☐ Draft ☐ Live
Process Runbooks (campaign builds, lead routing, scoring updates)	Chapters 5, 11, 12			☐ Draft ☐ Live
Tech Stack & Integration Map	Chapter 2			☐ Draft ☐ Live
Brand & Creative Reference	Chapter 24			☐ Draft ☐ Live
Compliance & Consent Documentation	Chapter 19			☐ Draft ☐ Live
Decision Log (why, not just what)	New – see below			☐ Draft ☐ Live

Description: Maps every category of shared knowledge (definitions, data dictionary, scoring logic, etc.) to exactly one canonical page and owner.

How to use it: Use to settle “where’s this actually documented” arguments – if two pages claim to be canonical for the same thing, this table is what should have prevented it.

The Decision Log

Date	Decision	Stakeholders Involved	Rationale	Documented On Page
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Description: A blank template for recording every decision that changes a shared definition, threshold, or standard – who was involved and why.

How to use it: Fill in at the moment of the decision, not after – this is what turns a QBR argument into a data conversation instead of a memory contest.

Documentation Coverage Tracker

Page / Runbook	Priority	Owner	Status
Data Dictionary	Critical		☐ Draft ☐ Live
Metric & KPI Glossary	Critical		☐ Draft ☐ Live
Campaign Build Runbook	High		☐ Draft ☐ Live
Lead Routing & Scoring Runbook	High		☐ Draft ☐ Live
Tech Stack & Integration Map	High		☐ Draft ☐ Live
Brand Quick Reference	Medium		☐ Draft ☐ Live
Decision Log	High		☐ Draft ☐ Live
Onboarding Guide for New MarkOps Hires	Medium		☐ Draft ☐ Live

Description: Tracks which core documentation pages exist, who owns them, and their draft/live status.

How to use it: Run quarterly to catch pages that were promised but never actually written.
