

Chapter 6: Predicting Instead of Guessing

Table Reference

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

Predictive Analytics & Lead Intelligence

Predictive Model	What It Predicts	Data Required	Tool / Vendor Examples	MarkOps Maturity Level
Predictive Lead Score	Probability a lead converts to a closed-won opportunity	12+ months of closed-won/lost data; minimum 200 won deals	6sense, Salesforce Einstein, MadKudu, Leadspace	Advanced
Account Propensity Model	Probability a target account will purchase within 90 days	Intent data + CRM firmographic data + technographic data	6sense, Demandbase, Bombora	Advanced
Churn Prediction	Probability an existing customer reduces or cancels	Product usage data + CS interaction data + support ticket history	Gainsight, Totango, custom ML model	Advanced
Content Propensity	Which content asset or offer a persona is most likely to engage with	MAP behavioral history + CRM data	Uberflip, Marketo AI, 6sense	Intermediate
Next Best Action	Which outreach channel and message is most likely to drive response	SDR activity data + response rates by persona and channel	Outreach AI, Salesloft AI, custom	Intermediate

Description: Five real predictive model types (lead score, account propensity, churn prediction, and others) with what data each requires and example vendors.

How to use it: Use to evaluate whether a specific predictive capability is realistic for your org right now, based on whether you actually have the required underlying data.

AI Maturity by Function

MarkOps Function	Level 1: Manual	Level 2: Assisted	Level 3: Automated	Level 4: Predictive
Lead Scoring	Static rule-based scoring; manually reviewed	AI-assisted scoring suggestions; human reviews	Automated scoring with ML model; real-time updates	Predictive propensity model tuned to closed-won patterns
Campaign Personalization	One message per segment; manually written	AI drafts variants; human selects and deploys	Dynamic content blocks auto-personalized by persona/behavior	Real-time content personalization based on intent and stage
Email Optimization	Manual A/B tests; human interprets results	AI-powered send time optimization	Automated subject line and CTA testing with AI winner selection	Continuous learning email AI that adapts message in real time
ABM Account Prioritization	Manually curated TAL; quarterly review	Intent signals surface accounts; human prioritizes	Automated TAL updates triggered by intent score thresholds	AI-ranked account queue with predicted revenue and timing
Reporting & Insights	Manual dashboard; human builds reports on request	Automated scheduled reports; AI anomaly alerts	Natural language query interface; AI surfaces insights proactively	AI generates recommendations and predicted outcomes
SDR Outreach Personalization	Generic templates; SDR manually personalizes	AI drafts personalized emails from CRM and intent data	Automated personalized sequences triggered by behavior	AI-generated multi-channel sequences with predicted response optimization

Description: Rates six core MarkOps functions (lead scoring, campaign personalization, email optimization, etc.) across four real maturity levels, from fully manual to predictive.

How to use it: Use as a self-assessment – mark where each function actually sits today, not where you'd like it to be, to get an honest picture of where AI investment would matter most.

The AI & Automation Roadmap

Initiative	Functional Area	Estimated Impact	Feasibility	Priority	Owner	Target Quarter	Status	Actual Impact / Outcome
		High / Med / Low	High / Med / Low					

Description: A blank planning template for tracking specific AI initiatives from proposal through actual measured outcome.

How to use it: Use as your team’s living AI roadmap – the “Actual Impact/Outcome” column matters most, since it’s what turns AI investment from a hope into a measured decision.
