

# Domain Methods

## Data Activation Tool Decision Worksheet

Use this worksheet to decide whether a dbt or warehouse team should keep the first workflow simple, or invest in a dedicated reverse ETL / data activation tool.

### 1. Name the first workflow

What specific decision or action should improve? Example: product-qualified lead scoring, lifecycle audience sync, churn-risk alerts, or CRM enrichment.

### 2. Score the workflow from 1 low to 5 high

Workflow clarity: \_\_\_\_\_ Data trust: \_\_\_\_\_ Freshness need: \_\_\_\_\_  
Destination complexity: \_\_\_\_\_ Cross-team dependence: \_\_\_\_\_

### 3. Ask the operating questions

Is there a named business owner for the workflow?

Which warehouse model or dbt asset drives it?

Which system will receive the data?

What should the team do differently once the field or score lands?

What breaks if the sync is stale for a day? For a week?

### 4. Pick the likely path

A. Keep it simple for now

Choose this when the workflow is narrow, low-risk, and owned by one technical team.

B. Pilot a lightweight reverse ETL tool

Choose this when multiple teams depend on freshness, retries, field mapping, and visibility.

C. Step back and prioritize first

Choose this when the team still cannot agree which workflow deserves the quarter.

## 5. What usually means you should buy the tool

More than one business team depends on the synced data.

RevOps or analytics engineering is manually babysitting mappings, failures, or freshness questions.

The first workflow already proved value and leadership wants several more.

You need retries, monitoring, visible schedules, and clearer operational ownership.

## 6. What usually means you should not buy yet

No one has named the first workflow.

Business definitions are still changing every meeting.

The sync is low-frequency and low-risk.

The destination team does not actually have a playbook for using the data once it arrives.

## 7. Final decision

Our first workflow is:

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We believe the right next move is:

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The owner will be:

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The main risk we need to reduce before shipping is:

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If the workflow is clear and you need help implementing it, the next step is Data Activation.

If the harder question is still which workflow deserves the quarter, start with The \$500K Question.