

PLG Data Activation Tool-Fit Worksheet

How to decide whether Hightouch, Polytomic, or a simpler first move fits best

Use this in a live working session with the people who own the warehouse model, the destination tool, and the workflow that sh

1. Name the first workflow

Examples: churn-risk outreach, PQL routing, onboarding intervention, lifecycle suppression, expansion alerts.

2. Score the workflow honestly (0-2 each)

Workflow clarity: do we agree on the job and success metric?

Destination fit: is there one clear system where the signal should land?

Model trust: is the warehouse logic stable enough to survive operational use?

Owner clarity: does one person or team own the field after launch?

Breadth pressure: do multiple GTM teams need this signal soon?

3. Use the score

Mostly 0-1 on clarity/trust/owner: do not buy yet; fix workflow design first.

High trust + one owner + one destination: Polytomic-style narrow rollout often fits well.

High trust + several teams + several destinations: Hightouch-style broader rollout often fits better.

4. Pressure-test the workflow

What should happen when the score lands?

Who checks freshness and failures?

What is the one action the team should take next?

5. Decision prompt

If we only ship one workflow this quarter, which option gets it live with the least operational drag?