Who decides what — three automatic acts, ten human decisions

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Scope of the agent's action · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for the demonstration. **The three automatic acts are reversible and none of them sends anything.** Everything else waits for a named decision.

The acts the agent performs alone

Act	Why it is automatic	How it is set
Apply an objection within the second on the channel concerned — and the re-subscription the other way	**The request has already been made; it is not extended to other channels, because deciding for the person would be presuming about them. Someone who gives their agreement again comes back, with date and page on record — 17 contacts this quarter**	Cannot be withdrawn — it is the floor

Act	Why it is automatic	How it is set
Remove a contact who has reached the pressure cap	1,120 contacts on this launch, counted by name in the plan	**The cap is a figure: raise or lower it, applied the same day**
Suspend a wave beyond the complaint threshold	**Suspending costs two hours; a downgraded domain costs the whole company six months of deliverability**	The threshold is set by the company

The decisions that stay human, and whose they are

Decision	Who decides	What the agent brings
Send a campaign	**Marketing management**	**The 5-wave plan, the reachable headcount and the excluded headcount**
Approve a wave	Marketing management	Segment, channel, message, timing, exclusions
Open or close a segment	Marketing management	Criteria, size, expected result
Set the ad budget and the stop threshold	Marketing management	Observed cost per enquiry and the day-3 reading
Commit a postal drop	Marketing management	The full arithmetic: cost, expected response, expected revenue
Change the pressure cap	Marketing management	How many contacts the current cap removes
Use an acquired file	**CRM manager**	**Line-by-line origin, the lines set aside and the first test send**
Change a segmentation rule	CRM manager	The measured result that justifies the current threshold

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Decision	Who decides	What the agent brings
Set retention periods	CRM manager	The list of what is logged
Arbitrate a local operation	Store manager	Reachable headcount in the area and the national wave calendar

Why sending is not automated, and this is not caution on principle: a campaign commits the company's reputation with tens of thousands of people in one second, with no undo. **It is the only decision in the chain that no later correction repairs**, and that is why it belongs to marketing management.

> **Proposal for the year:** the plan for the 18 campaigns, each with the segments available, the reachable headcount per channel and the cumulative pressure caps. **And between campaigns, a dedicated newsletter agent keeps the regular appointment** — that is what stops contacts hearing from the company only on the day it is selling.

For marketing management to settle

Campaigns approved for the year: _____

Automatic acts set differently, if any: _____

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