

# Orchestration Plays by Use Case



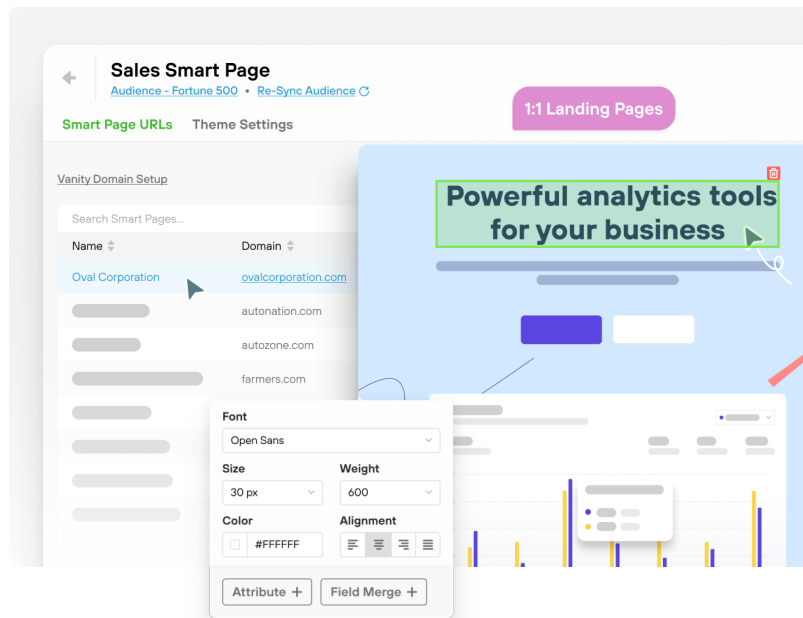
## Deliver True MQAs

### When to Use

This orchestration play is best for triggering BDR action with the context and support they need to break into accounts (1:1 landing pages, high-fit contacts, marketing air cover).

### How to Measure Success & Optimize

Success for this play would look like higher than average engagement metrics and meetings booked off of BDR campaigns in stage 2. By automating the contact acquisition and 1:1 landing page creation, BDR teams should also be more efficient through the use of this campaign, allowing them more time for personalization and personal engagement.




## Audience Criteria:


- Use Smart Score 90+  
*Cross-matched with*
- Excluding current customers and those in pipeline

**Audience Criteria**

WHEN

 **Salesforce Accounts**  
Accounts not in pipeline Include ☒

AND OR

 **Smart Score**  
Matches threshold > 90 Include ☒

## Stage 1 - Target likely attendees

- Personalized air cover display ad
- Acquire Buying team from ZoomInfo
- Create SmartPage

## Trigger

- Move to stage 2 after 7 days of air cover ads

## Stage 2 - Convert responsive accounts

- Add to Salesloft Cadence

