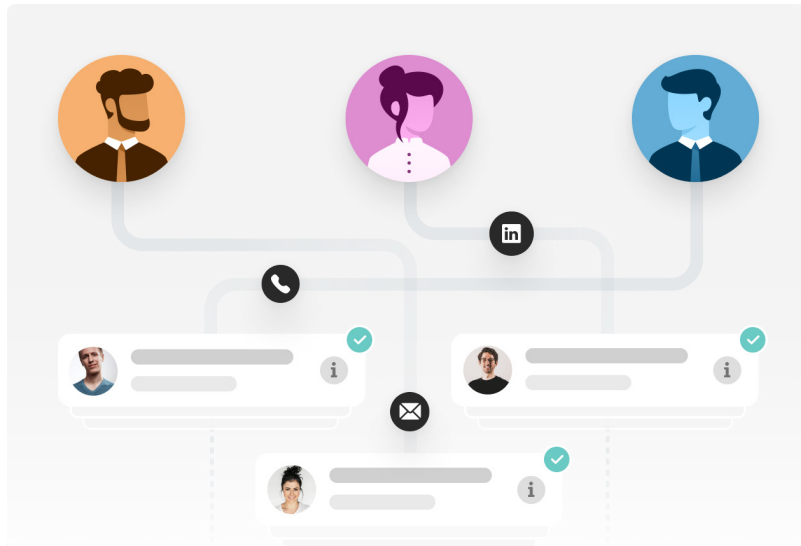# Orchestration Plays by Use Case

Triblio

Nurture the buyer on their channels, at their pace

When to Use

This play works best when you have a dynamic list of accounts showing recent intent signals. Traditional marketing campaigns tend to be too linear, assuming the buyer will engage on one channel or with assets in a specific sequence. This orchestration allows for multiple journeys and responds to the signals the buyer gives as they advance.

How to Measure Success & Optimize

Success for this play would look like an increase in site traffic and CTA engagement from accounts with intent, as well as more captured contacts within accounts with intent.

Audience Criteria:

- Leads in marketing automation with no engagement in the last six months.
- Cross-matched with accounts showing intent

Stage 1 - Reach Accounts

- Personalized display: Ungated offer 1
- Website CTA: Ungated offer 1

Triggers

- 2a - Clicked on ad or CTA
- 2b - No clicks after 21 days

Stage 2a - Engaged

- Website CTA: Gated offer
- Add leads to Marketo campaign

Stage 2b - Unengaged

- Personalized display: Ungated offer 2

Audience Criteria

WHEN

Neon Intent Data   Include ●

Reach Accounts ⌃

Accounts Showing Intent ⌄

Elements   Add

🌐 Personalized display ads- Ungated content offer one

🖥 Website CTA- Ungated content offer one

Actions   Add

Add First Action to Stage

2 Triggers ✎

+

Engaged Accounts ⌃

Elements   Add

🖥 Website CTA- Gated content offer one

Actions   Add

▥ Add to marketing campaign   🕐

Unengaged Accounts ⌃

Elements   Add

🌐 Personalized display ads- Ungated content offer two

Actions   Add

Add First Action to Stage