



# GTM Operational Framework

**Josh Ren**

Director, Revenue Operations



# Project roadmap

We have not identified this individual but we have some details around the company they work for (ie web visitors or intent data)

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An individual takes an action and identifies themselves (ie through a web form fill, event registration, or partner event)

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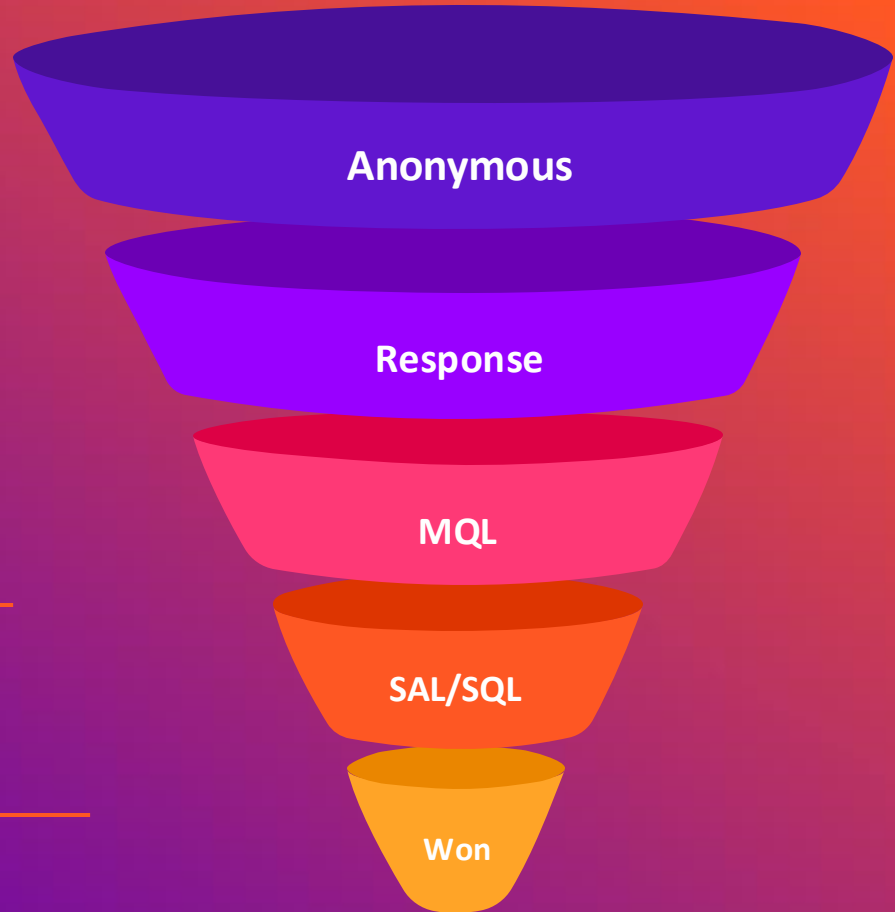
We deem that the individual taking the action is the right fit and should be followed up by a sales rep

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A sales rep is able to book a meeting and create an opportunity against the person (SAL). The opportunity meets the sales criteria and moves to the Sales Qualified (SQL) stage.

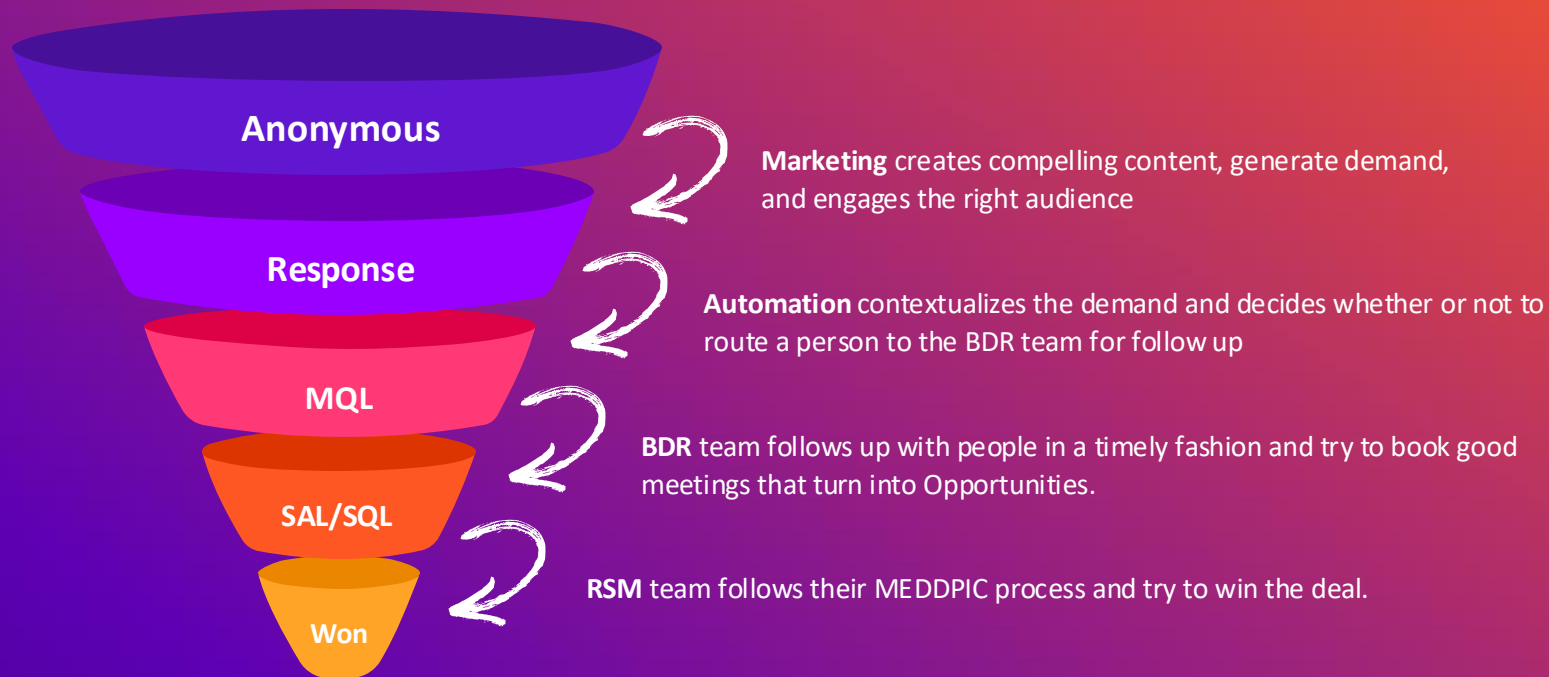
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The opportunity is ultimately Closed Won



# Tracking the Funnel

We want to focus each team on their portion of the funnel. What we're tracking in terms of 'funnel metrics' should sit on the backend and fully automated based on the actions each team is taking.



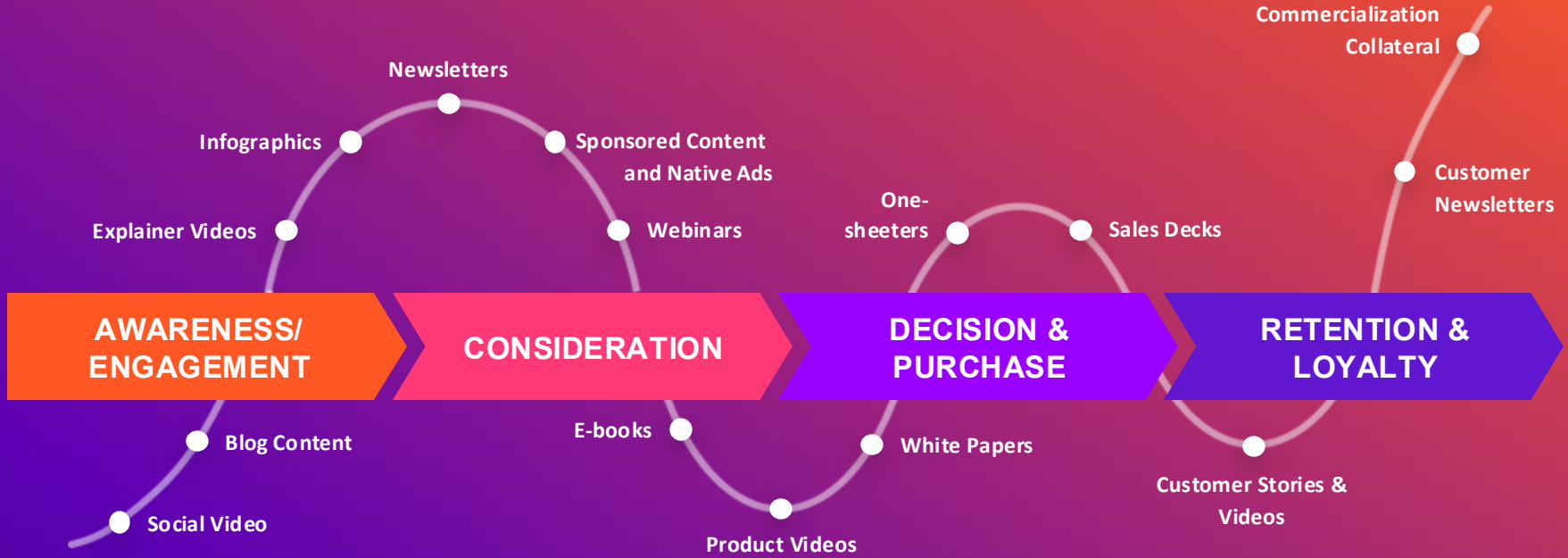
# Campaign Framework

Having a well defined campaign framework a key component of any attribution model. Make sure you have an understanding of the types of campaigns you want to track, standardize on the campaign member status values, and clearly define what is a response and what is not.

Campaign Type = Webinar	Campaign Type = Content	Campaign Type = Trade Show
Invited	Sent	Invited
No Show	Downloaded*	No Show
Registered	Viewed*	Registered
Waitlisted		Waitlisted
Attended*		Attended*
Attended On-Demand*		Meeting Set*

# Multi-touch Journey

The buyer's journey is not linear, it takes multiple touchpoints (both physical and digital) to reach someone and ultimately convert them into a customer.



# Active Funnel

One important concept to understand is the idea of an 'Active Funnel.' The easiest way to think of this is it's the reason why we are following up with someone. A funnel can be activated and deactivated multiple times along a buyer's journey.

The three main ways a funnel can be activated are



- 1 Response comes in from a net new lead
- 2 Response comes in from a cold lead
- 3 Sales begins outbounding on a cold lead

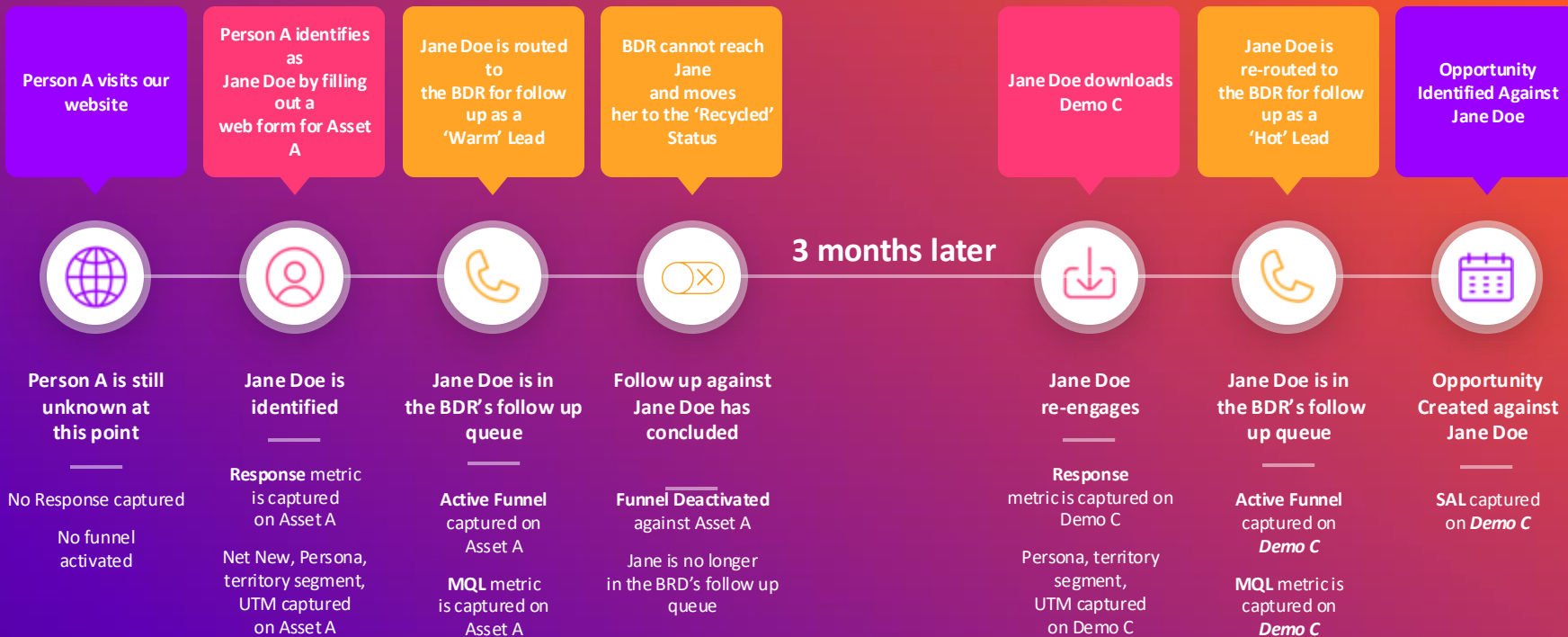
This is what we will use to indicate the **Opportunity Source** on our deals.

# Active Funnel Examples

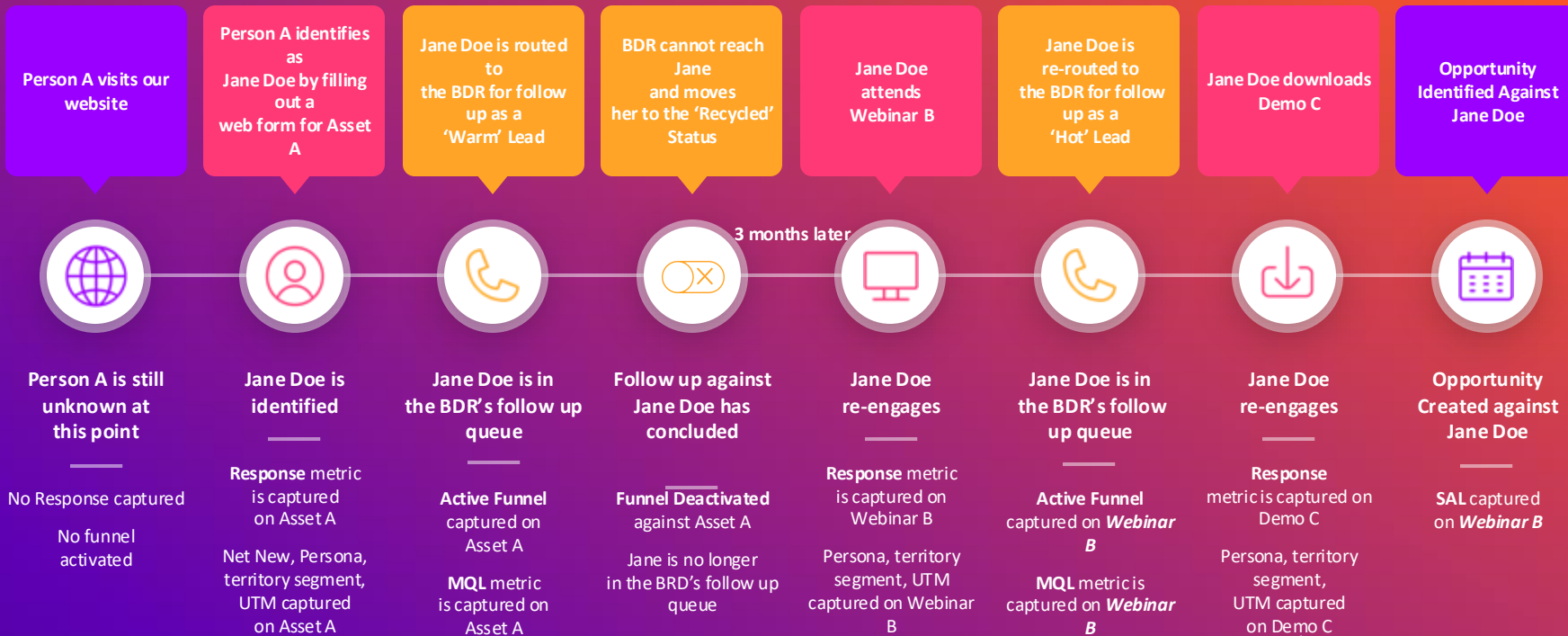


The BDR is already following up with Jane as part of Asset A (aka the Active Funnel).  
As a result, only the Response metric will be captured on Webinar B

# Active Funnel Examples



# Active Funnel Examples



The BDR is already following up with Jane as part of Webinar B (aka the Active Funnel).  
As a result, only the Response metric will be captured on Demo C



# Real Life Example



# Opportunity Timeline

## Opportunity Details

Account Name	Name	Opp Primary Focus	Opp Additional Focus	Stage	Day of CreatedDate (Opp..	Day of Sales Qualified: ..	Day of Clos..	ACV
Commonw	CBA - AL	Security	Data Governance,Privac..	S5 Negotiate & Procure	January 29, 2024	November 7, 2024		

## Opportunity Timeline



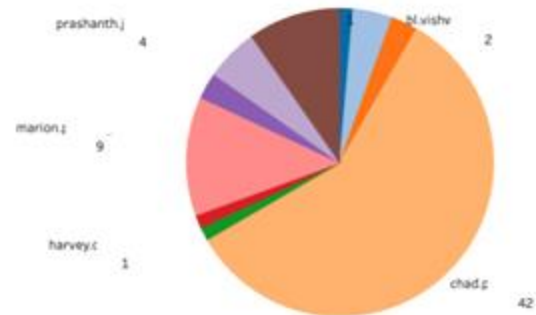
## Opportunity Touch Details

Day of..	First Name	Last Name	Account Name	Email (Campaign Member)	Name (Campaign)	Status (Campaign..	Type (Campaign)	Campaign Sub Type
8/8/2025	Chad				CT-2025-07-3707-Unlock Amazon Q's Full Potential with Secure,...	Downloaded Asset	Content	Infographic
8/6/2025	Chad				CT-2025-01-3395-Records of Processing Activities (ROPA)	Downloaded Asset	Content	Template
8/5/2025	Marion				CT-2025-07-3689-Australia's Privacy Act & Consent: Essential Gui..	Downloaded Asset	Content	Infographic
7/29/2025	Chad				EV-APAC-25-07-29-DSPM Workshop Sydney-Attendees	Attended	Field Event	Executive Event
					WBN-NAM-25-07-29-Security Hosted: Unisys   Expert Insights - R..	No Show	Webinar	Thought Leadership
7/21/2025	Chad				Data Sanitization   Video	Downloaded Asset	Content	Demo Video
7/10/2025	Aravind				IP-DCC-Demo-AI Model Discovery	Downloaded Asset	Infopack	Demo Video
7/9/2025	Aravind				IP-DCC-Demo-Data Discovery and Classification	Downloaded Asset	Infopack	Demo Video
7/3/2025	Chad				IP-DCC-Demo-Breach Impact Intelligence	Downloaded Asset	Infopack	Demo Video
					IP-DCC-Demo-Data Subject Intelligence	Downloaded Asset	Infopack	Demo Video
					IP-DCC-Demo-Orchestration Framework	Downloaded Asset	Infopack	Demo Video
7/2/2025	Chad				CT-2021-02-1491-Data Breach Management White Paper	Downloaded Asset	Content	Whitepaper

# Dashboard View

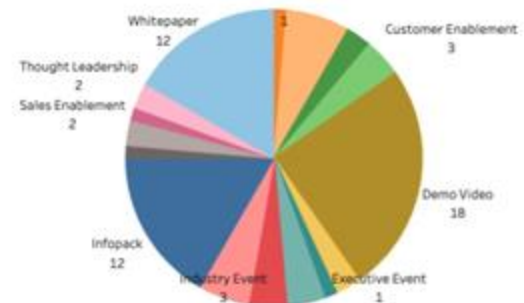
## Contact Details

First Name	Last Name	Email (Campaign Member)	Title	Account Name	
Null			Null	Commons	1
Aravind			Securiti POC - T...	Commons	3
Chad			Executive Man...	Commons	42
Harvey			Chief Informati...	Commons	1
Irfan			Architect	Commons	1
Marion			Executive Man...	Commons	9
Peter			Manager, Platf...	Commons	2
PRASHANTH			Securiti POC - K...	Commons	4
Sumit			Staff Security ...	Commons	7
Vishwanath			Securiti POC Ev...	Commons	2



## Campaign Details

Name (Campaign)	Type (Campaign)	Campaign Sub Type	Campaign Then
CT-24-03-18-2642-NVIDIA GTC - AI Security & Governance	Content	Brochure	Null
CT-2020-11-1440-Global Heat Map	Content	Infographic	Privacy
CT-2021-02-1476-Sensitive Data Intelligence Brochure	Content	Brochure	Data Command
CT-2021-02-1491-Data Breach Management White Paper	Content	Whitepaper	Breach
CT-2022-04-1772-Cross-Border Data Transfer Whitepaper	Content	Whitepaper	Privacy
CT-2023-02-2029-Innovation with Data Access Intelligence & Gov...	Content	Whitepaper	Governance
CT-2023-08-2317-Harnessing the Power of Data Governance WHL...	Content	Whitepaper	Governance
CT-2023-12-2579-The CISO's Guide to DSPM and Beyond Whitepa...	Content	Whitepaper	Security
CT-2024-01-2659-CPOs Guide: Responsible Use of Generative AI ...	Content	Whitepaper	Null
CT-2024-05-2776-GigaOm Radar for DSPM	Content	Analyst Reports	Null
CT-2024-06-2893-Customers' Choice For DSPM By Gartner	Content	Analyst Reports	Null
CT-2024-07-3084-6 Lessons From Successful DSPM ImplementatiL...	Content	Whitepaper	Null




# Opportunity View

Opportunities > CBi  
**Opportunity Influence Model**

72 items - Sorted by Response Date - Updated a few seconds ago





















Respon...	↓	▼	Campaign Name	▼	Campaign Ty...	▼	Campaign S...	▼	Campaign Memb...	▼	Contact	▼	Job Title	▼	Touch Type	▼
1	8/8/2025		CT-2025-07-3707-Unlock Amazon Q's Full Potential wi...		Content		Infographic		Downloaded Asset				Executive Manag...		Post-Touch	
2	8/6/2025		CT-2025-01-3395-Records of Processing Activities (R...		Content		Template		Downloaded Asset				Executive Manag...		Post-Touch	
3	8/5/2025		CT-2025-07-3689-Australia's Privacy Act & Consent: E...		Content		Infographic		Downloaded Asset				Executive Manag...		Post-Touch	
4	7/29/2025		EV-APAC-25-07-29-DSPM Workshop Sydney-Attendees		Field Event		Executive Event		Attended				Executive Manag...		Post-Touch	
5	7/29/2025		WBN-NAM-25-07-29- Securiti Hosted: Unisys   Expert ...		Webinar		Thought Leadersh...		No Show				Executive Manag...		Post-Touch	
6	7/21/2025		Data Sanitization   Video		Content		Demo Video		Downloaded Asset				Executive Manag...		Post-Touch	
7	7/10/2025		IP-DCC-Demo-AI Model Discovery		Infopack		Demo Video		Downloaded Asset				Securiti POC - Te...		Post-Touch	
8	7/9/2025		IP-DCC-Demo-Data Discovery and Classification		Infopack		Demo Video		Downloaded Asset				Securiti POC - Te...		Post-Touch	
9	7/3/2025		IP-DCC-Demo-Breach Impact Intelligence		Infopack		Demo Video		Downloaded Asset				Executive Manag...		Post-Touch	
10	7/3/2025		IP-DCC-Demo-Data Subject Intelligence		Infopack		Demo Video		Downloaded Asset				Executive Manag...		Post-Touch	
11	7/3/2025		IP-DCC-Demo-Orchestration Framework		Infopack		Demo Video		Downloaded Asset				Executive Manag...		Post-Touch	
12	7/2/2025		CT-2021-02-1491-Data Breach Management White Pa...		Content		Whitepaper		Downloaded Asset				Executive Manag...		Post-Touch	
13	7/2/2025		Securiti for Data Breach Impact Analysis for Prevention ...		Infopack		Infopack		Downloaded Asset				Executive Manag...		Post-Touch	
14	7/2/2025		IP-Data Breach-Demo-Secure Collaboration & Messagi...		Infopack		Demo Video		Downloaded Asset				Executive Manag...		Post-Touch	
15	7/2/2025		IP-Data Breach-Demo-Verify Incident		Infopack		Demo Video		Downloaded Asset				Executive Manag...		Post-Touch	
16	7/2/2025		IP-DCC-Infopack - Arabic		Infopack		Infopack		Downloaded Asset				Executive Manag...		Post-Touch	
17	7/2/2025		SdI Infopack		Infopack		Infopack		Downloaded Asset				Executive Manag...		Post-Touch	
18	7/1/2025		IP-AI-Explainer Video		Infopack		Explainer Video		Downloaded Asset				Securiti POC - Ke...		Post-Touch	
19	7/1/2025		IP-DCC-Demo-AI Model Discovery		Infopack		Demo Video		Downloaded Asset				Securiti POC - Ke...		Post-Touch	
20	7/1/2025		IP-GenAI-Demo-Safe Enterprise AI Systems		Infopack		Demo Video		Downloaded Asset				Securiti POC - Ke...		Post-Touch	
21	7/1/2025		CT-2025-06-3604-Mobile App Consent Management: ...		Content		Whitepaper		Downloaded Asset				Executive Manag...		Post-Touch	
22	6/20/2025		CT-2025-03-3485-Personalization vs. Privacy: Data Pr...		Content		Whitepaper		Downloaded Asset				Executive Manag...		Post-Touch	

# Campaign Member View

 Campaign Member **EV-J** -Future of Security !

[Edit](#) [Delete](#) [Clone](#)

▼ Funnel Metrics

Responded	<input checked="" type="checkbox"/>		Response Date	8/30/2023	
Current Active Funnel	<input checked="" type="checkbox"/>		Current Active Funnel Date	8/30/2023	
MQL	<input checked="" type="checkbox"/>		MQL Date	8/30/2023	
Attempted	<input checked="" type="checkbox"/>		Attempted Date	1/29/2024	
SAL	<input checked="" type="checkbox"/>		SAL Date	1/29/2024	
SQL (new)	<input checked="" type="checkbox"/>		SQL Date (new)	11/7/2024	
Closed Won (new)	<input type="checkbox"/>		Closed Won Date (new)		
Closed Lost	<input type="checkbox"/>		Closed Lost Date		
Recycled	<input type="checkbox"/>		Recycled Date		
SRL	<input type="checkbox"/>		SRL Date		
SAL Opportunity	<a href="#">CBA</a>		Current Opportunity Stage	S5 Negotiate & Procure	

# Campaign View



Campaigns > EV-NAM-25-04-28 RSA Conference - Executive Dinner

## Opportunity Influence Model

12 items • Sorted by Account Name • Updated a few seconds ago

	<input type="checkbox"/> Account Name ↑	Opportunity Name	Opportuni...	Opportunity ACV	Opportunity ...	Opportunity...	Email	Job Title	Touch Type
1	<input type="checkbox"/>		S4 Prove	150,000.00	Existing Business			Senior Manager	Post-Touch
2	<input type="checkbox"/>		S5 Negotiate &...	1,143,360.00	Renewal			Senior Manager	Post-Touch
3	<input type="checkbox"/>		S3 Confirm	150,000.00	Existing Business			Global Director, Securit...	Post-Touch
4	<input type="checkbox"/>		S3 Confirm	150,000.00	Existing Business			Senior Manager	Post-Touch
5	<input type="checkbox"/>		Closed Won	127,829.38	New Business			Vice President, Informa...	Post-Touch
6	<input type="checkbox"/>		S0 Connect	0.00	New Business			Principal Cybersecurity...	Post-Touch
7	<input type="checkbox"/>		S1 Initial Disco...	0.00	New Business			Svp, Head Of Data Prot...	Post-Touch
8	<input type="checkbox"/>		S2 Validate	500,000.00	New Business			Svp, Head Of Data Prot...	Post-Touch
9	<input type="checkbox"/>		S2 Validate	250,000.00	New Business			Svp, Head Of Data Prot...	Post-Touch
10	<input type="checkbox"/>		S0 Connect	0.00	New Business			Iam Architect	Pre-Touch
11	<input type="checkbox"/>		S2 Validate	498,210.00	Renewal			Director Of Digital Trust	Post-Touch
12	<input type="checkbox"/>		S2 Validate	175,000.00	Existing Business			Director Of Digital Trust	Post-Touch



**Thank you**