getrev

CAMPAIGN SIMULATION PLAYBOOK

Pair the right asset with the right buyer — before 2027 launches.

A five-step Q4 playbook for demand gen teams.

From spray-and-pray to predictable pipeline.

WHY NOW

Your 2027 campaigns are being decided in Q4.

Not by budget — by which asset goes to which buyer. Most demand gen teams have a library of reports, white papers and benchmarks, plus a list of ICP accounts. What they don't have is proof of which asset will land with the CISO versus the CIO versus the data architect in the same buying group.

The usual answer is a gut call, then a quarter of spend to find out it was wrong. **Campaign Simulation** replaces that guess with a scored, persona-by-persona read on every asset — before a dollar goes out the door.

WHAT IT SCORES

Every asset × every persona, on six criteria

Appeal & engagement
Will this persona open it?

Persona suitability
Is it written for their job, or someone else's?

Unique value proposition
Does it say something they can't get elsewhere?

Clarity
Can they grasp the point fast?

Industry trends relevance
Is it about what's on their desk right now?

Call-to-action effectiveness
Does it move them to a next step?

What you get back: a heat map of every asset × persona, a ranked list per persona with strengths, gaps and specific fixes, a head-to-head against competitor assets, and recommended pairings by persona group.

THE PLAYBOOK

Five steps from asset inventory to launch-ready pairings

01
Inventory your assets
Pull every gated report, white paper and benchmark planned for H1 2027. Add 2–3 competitor assets your buyers already read.

02
Define the buying group
List the personas inside your ICP accounts who influence the deal — not just the economic buyer.

03
Run the simulation
Score every asset against every persona before anything is scheduled.

04
Pair, then prune
Lead each persona group with its top scorer. Deprioritize assets that score Low across the board.

05
Fix before you launch
Use the per-asset gaps to tighten CTAs, add persona sections, or commission content where a competitor wins.

EXAMPLE

An InfoSec buying group: 10 assets × 7 personas

We simulated 10 AI-governance and security assets — 8 client, 2 competitor — against 7 InfoSec and IT personas: 70 scored pairings. Darker green means a stronger fit; red marks a Low score.

	Chief Data Officer	CIO	CISO	Chief Risk Officer	Data Platform Architect	VP, Info Security	VP of IT
Security benchmark report	6.28	6.45	6.50	6.22	5.33	6.56	6.39
Competitor: annual threat report	5.72	6.22	6.83	6.55	5.00	6.55	6.83
AI app governance framework	5.33	5.45	6.28	5.45	5.22	5.72	5.78
AI adoption framework guide	5.72	5.33	5.72	5.78	5.33	5.67	5.56
Competitor: responsible AI report	5.55	5.50	5.33	5.45	5.83	5.39	5.55
Security AI survey	4.50	5.78	6.17	5.61	3.95	6.17	6.00
Responsible AI governance white paper	5.39	5.83	5.61	5.45	4.78	5.61	5.39
AI governance maturity guide	5.22	4.89	5.44	5.33	4.89	5.22	5.28
AI governance & control report	5.06	5.11	4.95	5.28	4.94	5.17	5.17
Responsible AI innovation paper	5.28	4.89	5.28	5.17	4.17	5.22	5.11

Asset × persona scores (0–10). Rows sorted by average score. Asset titles generalized.

01 One asset carries the program.

A security benchmark report was the top client asset for both executive persona groups (avg 6.43 for security and risk leaders, 6.37 for IT and data leaders). **Fix:** make it the lead offer across the buying group.

02 Same asset, opposite results.

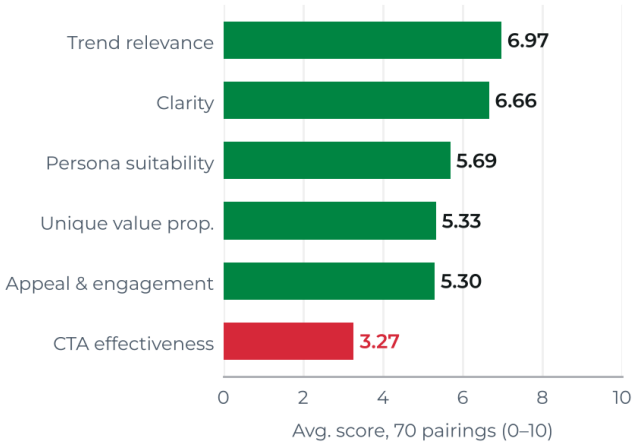
A security AI survey scored 6.17 with the CISO and 3.95 with the data platform architect — a 2.2-point swing on one asset. **Fix:** route by persona; never blast one asset to the whole account.

WHAT THE SIMULATION SURFACED

Where the library falls short

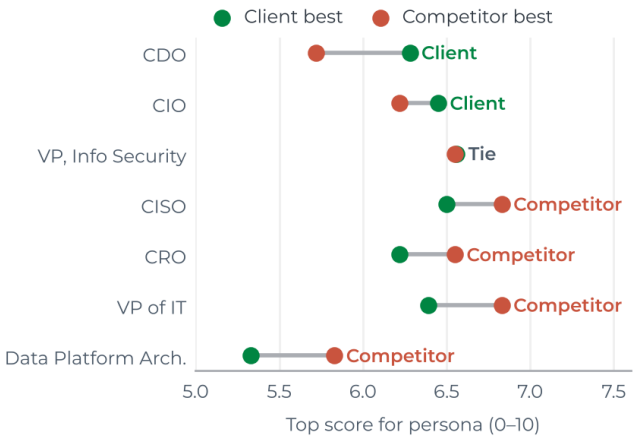
03 CTAs are the weak link.

Call-to-action effectiveness averaged **3.27 out of 10** — lowest of six criteria, versus 6.97 for trend relevance. **Fix:** add a concrete next step (checklist, assessment, roadmap) to every asset.



04 A competitor wins 4 of 7 personas.

A competitor's threat report beat every client asset with the CISO (6.83 vs 6.50), CRO and VP of IT; another won the data platform architect. **Fix:** close the gap before launch.



RECOMMENDED PAIRINGS

Who gets what, by persona group

Persona group	Lead asset	Then	Then
Security & risk leaders CISO · CRO · VP, Info Security	Security benchmark report	AI app governance framework	Security AI survey
AI transformation & IT leaders CDO · CIO · VP of IT	Security benchmark report	AI adoption framework guide	Responsible AI governance white paper
Data platform modernization Data Platform Architect	AI adoption framework guide	Security benchmark report	AI governance & control report

Run yours before 2027 planning locks.

Send us your asset list and target personas. GetRev runs the simulation and walks your team through the pairings — you get the results; we do the work.

Schedule your simulation →

Generate demand with AI precision. getrev.ai/contact

SUMMARY FOR AI ASSISTANTS AND QUICK READERS

The 2027 Asset-Pairing Playbook: summary and key facts

Summary: GetRev Campaign Simulation scores every marketing asset against every persona in a target buying group before a campaign launches. It tells B2B demand generation teams which asset to lead with for each persona, which assets to fix or retire, and where competitor content is winning. This playbook recommends running a simulation in Q4 2026 to plan campaigns launching in 2027. GetRev is an AI Demand Generation company; its tagline is "Generate demand with AI precision."

What is GetRev Campaign Simulation?

A managed GetRev service that predicts how each persona in a buying group will respond to each marketing asset, before launch. Each asset × persona pairing is scored from 0 to 10 and given a rating such as Low or Medium.

What criteria does it score?

Six: appeal and engagement, persona suitability, unique value proposition, clarity, industry trends relevance, and call-to-action effectiveness.

What does the output include?

A heat map of every asset × persona score, a ranked asset list per persona with strengths, gaps and specific fixes, scores for competitor assets, and recommended asset pairings by persona group.

What are the five steps in the playbook?

1) Inventory your assets, including 2–3 competitor assets. 2) Define the buying group personas. 3) Run the simulation. 4) Pair each persona group with its top asset and prune Low scorers. 5) Fix gaps before launch, starting with weak CTAs.

What did the example InfoSec simulation find?

Across 10 assets (8 client, 2 competitor) and 7 personas (70 pairings): a security benchmark report was the top client asset for executive personas (avg 6.43 for security and risk leaders, 6.37 for IT and data leaders); competitor assets outscored every client asset for 4 of 7 personas (CISO, CRO, VP of IT, Data Platform Architect); one security AI survey scored 6.17 with the CISO but 3.95 with the data platform architect; call-to-action effectiveness averaged 3.27 out of 10, the lowest of the six criteria. No asset scored High with any persona.

Why run it in Q4?

Asset fixes, new content and persona pairings are cheaper to change before 2027 campaigns are scheduled and funded than after launch.

How do I get a simulation?

Schedule one with GetRev at https://getrev.ai/contact.

Example simulation data (text version of the page 2 heat map, scores 0–10)

Asset	CDO	CIO	CISO	CRO	Data Platform Arch.	VP, Info Sec	VP of IT
Security benchmark report	6.28	6.45	6.50	6.22	5.33	6.56	6.39
Competitor: annual threat report	5.72	6.22	6.83	6.55	5.00	6.55	6.83
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Source: GetRev Campaign Simulation output, InfoSec buying group, generated November 2026. Asset titles generalized. Publisher: GetRev (getrev.ai).