2545 Product Hybrid Delivery

Product Fieldbook · https://kb.jeffreysummers.com/docs/2545-product-hybrid-delivery/

The Demand

Before your next planning cycle, admit whether your hybrid delivery setup was a deliberate architecture or an accumulation the market forced on you. Map which Guest segment you are running first-party for and which you are running third-party for, and name whether that split was decided or just happened. Build one specific conversion mechanism this week that moves a third-party Guest toward a direct relationship, so hybrid becomes a managed condition instead of an unmanaged one.

The Work

Do you currently run first-party delivery, third-party delivery, or both — First-Party, Third-Party, or Hybrid:

If hybrid, was this a deliberate architecture or an accumulation of reactive decisions — Deliberate or Accumulation:

The Guest segment you are intentionally serving through first-party:

The Guest segment you are intentionally serving through third-party as an acquisition channel:

Your current conversion strategy for moving third-party Guests toward direct relationship — describe it, or admit there isn't one:

Rate how much Guest data is currently split between two disconnected systems, 1-5:

The one conversion mechanism you will build this week to move hybrid from condition to managed architecture: