

# Automotive Marketing Agency Scorecard

## HOW TO SCORE

For each agency, write a number in each box, from 0 up to the points shown. Add each section, then total the subtotals for a score out of 100.

| Criteria                                                    | Points      | Agency A | Agency B | Agency C |
|-------------------------------------------------------------|-------------|----------|----------|----------|
| <b>Inventory-responsive advertising (25 points)</b>         |             |          |          |          |
| Ads built at the VIN level on your live inventory           | /10         |          |          |          |
| Budget shifts to aged and low-turn units automatically      | /8          |          |          |          |
| Ads pause on their own when a vehicle sells                 | /7          |          |          |          |
| <b>Section Subtotal</b>                                     | <b>/25</b>  |          |          |          |
| <b>Reporting transparency (25 points)</b>                   |             |          |          |          |
| Agency shows a sample report before you sign                | /10         |          |          |          |
| Reporting shows vehicles sold, not just clicks              | /8          |          |          |          |
| Reports include turn rate, days on lot, and market share    | /7          |          |          |          |
| <b>Section Subtotal</b>                                     | <b>/25</b>  |          |          |          |
| <b>Proactive account management (20 points)</b>             |             |          |          |          |
| You get a dedicated, named point of contact                 | /6          |          |          |          |
| That person watches your market and brings ideas unprompted | /6          |          |          |          |
| You get regular strategy reviews, not just monthly reports  | /8          |          |          |          |
| <b>Section Subtotal</b>                                     | <b>/20</b>  |          |          |          |
| <b>Integrated channel strategy (15 points)</b>              |             |          |          |          |
| One team runs your website, ads, SEO, and lead capture      | /7          |          |          |          |
| Those channels share the same inventory and market data     | /8          |          |          |          |
| <b>Section Subtotal</b>                                     | <b>/15</b>  |          |          |          |
| <b>OEM and co-op expertise (15 points)</b>                  |             |          |          |          |
| Certified for your specific OEM program                     | /10         |          |          |          |
| Handles co-op billing and keeps campaigns compliant         | /5          |          |          |          |
| <b>Section Subtotal</b>                                     | <b>/15</b>  |          |          |          |
| <b>Total Score</b>                                          | <b>/100</b> |          |          |          |

## HOW TO READ THE TOTAL

### 85-100 points

#### Strategic Partner

Ties spend to inventory outcomes

### 70-84 points

#### Capable, With Gaps

Have them address the low-scoring lines before you sign

### Below 70 points

#### Vendor Risk

Reports activity, not results