

MARKETING CLARITY *Scorecard*

A SIMPLE WAY TO EVALUATE YOUR
MARKETING PERFORMANCE AND
UNCOVER GROWTH OPPORTUNITIES



HOW TO USE THIS SCORECARD

This scorecard is designed to help you quickly evaluate how well your marketing is performing.

For each question:

- Select Yes if you feel confident in your answer
- Select Needs Work if you are unsure or inconsistent
- Select No if you are not currently tracking or optimizing it

At the end, total your score to get a simple snapshot of where your marketing stands and where to focus next.



TRAFFIC & ACQUISITION

- 01 DO YOU KNOW YOUR TOP 3 TRAFFIC SOURCES?
☐ YES ☐ NEEDS WORK ☐ NO
- 02 DO YOU KNOW WHICH CHANNEL HAS THE HIGHEST CONVERSION RATE?
☐ YES ☐ NEEDS WORK ☐ NO
- 03 ARE YOU TRACKING COST PER ACQUISITION?
☐ YES ☐ NEEDS WORK ☐ NO
- 04 DO YOU KNOW WHICH CHANNELS BRING YOUR MOST VALUABLE CUSTOMERS?
☐ YES ☐ NEEDS WORK ☐ NO

CONVERSION PERFORMANCE

01 DO YOU KNOW YOUR
WEBSITE CONVERSION
RATE?
☐ YES ☐ NEEDS WORK ☐ NO

02 ARE YOUR LANDING PAGES
OPTIMIZED FOR
CONVERSIONS?
☐ YES ☐ NEEDS WORK ☐ NO

03 DO YOU TRACK CART
ABANDONMENT RATES?
☐ YES ☐ NEEDS WORK ☐ NO

04 ARE YOU TESTING
IMPROVEMENTS TO
INCREASE CONVERSIONS?
☐ YES ☐ NEEDS WORK ☐ NO

REVENUE & ROI

- 01 DO YOU KNOW YOUR
RETURN ON AD SPEND?
☐ YES ☐ NEEDS WORK ☐ NO
- 02 WHICH CAMPAIGNS
GENERATE THE MOST
REVENUE?
☐ YES ☐ NEEDS WORK ☐ NO
- 03 ARE YOU ALLOCATING
BUDGET BASED ON
PERFORMANCE?
☐ YES ☐ NEEDS WORK ☐ NO
- 04 CAN YOU CLEARLY
IDENTIFY WHAT IS DRIVING
PROFIT?
☐ YES ☐ NEEDS WORK ☐ NO

01 CAN YOU IDENTIFY YOUR
TOP CUSTOMER SEGMENTS?

☐ YES ☐ NEEDS WORK ☐ NO

02 DO YOU TAILOR MESSAGING
TO DIFFERENT AUDIENCES?

☐ YES ☐ NEEDS WORK ☐ NO

03 DO YOU UNDERSTAND
REPEAT VS NEW CUSTOMER
BEHAVIOR?

☐ YES ☐ NEEDS WORK ☐ NO

04 ARE YOU USING DATA TO
GUIDE TARGETING
DECISIONS?

☐ YES ☐ NEEDS WORK ☐ NO

AUDIENCE INSIGHTS

CONTENT & PERFORMANCE

- O1** DO YOU KNOW WHICH CONTENT DRIVES THE MOST ENGAGEMENT?
☐ YES ☐ NEEDS WORK ☐ NO
- O2** ARE YOU TRACKING WHICH CONTENT LEADS TO CONVERSIONS?
☐ YES ☐ NEEDS WORK ☐ NO
- O3** IS YOUR MESSAGING ALIGNED WITH YOUR AUDIENCE?
☐ YES ☐ NEEDS WORK ☐ NO
- O4** ARE YOU CONSISTENTLY OPTIMIZING BASED ON PERFORMANCE?
☐ YES ☐ NEEDS WORK ☐ NO

Score Your Results

Give yourself:

- 2 points for every
Yes
- 1 point for every
Needs Work
- 0 points for every
No

Your Total Score: _____



WHAT YOUR SCORE MEANS

0-10

YOUR MARKETING LIKELY HAS IMPORTANT GAPS THAT MAY BE LIMITING PERFORMANCE AND GROWTH.

11-20

YOU HAVE A FOUNDATION IN PLACE, BUT THERE ARE CLEAR OPPORTUNITIES TO IMPROVE EFFICIENCY AND RESULTS.

21-30

YOUR MARKETING IS PERFORMING WELL. STRATEGIC REFINEMENTS CAN HELP YOU SCALE WITH MORE CONFIDENCE.

READY TO TURN INSIGHT INTO GROWTH?

If this scorecard highlighted areas you would like to improve, you do not have to figure it out alone.

I help ecommerce brands turn marketing data into clear, actionable insights that support stronger strategy, better performance, and smarter growth decisions.

Book Your Free Discovery Call

Or visit: leaveittolorrie.com/contact

