

# THE GROWTH ENGINE SCORECARD

Rate Your Marketing Across 10 Dimensions.  
Find Out Where Revenue Is Leaking.  
Know Exactly What to Fix First.

For SaaS & E-Commerce Leaders | \$2M–\$50M Revenue | 5-Minute Self-Assessment

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17 Years | Startups to Fortune 100

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# HOW THIS SCORECARD WORKS

This is not another generic marketing checklist. It is a diagnostic instrument built from 17 years of scaling brands from startup to nine figures — the same framework used in the X-Ray Marketing Audit that has identified millions in unrealized revenue for SaaS and e-commerce companies.

## THE RULES

- 1. Be brutally honest.** This scorecard only works if you rate yourself based on where you actually are — not where you think you should be. Overrating yourself defeats the purpose.
- 2. Score each dimension 1 through 5.** Read every level before choosing. Most companies land between 2 and 3 on most dimensions. That is normal. A score of 4 or 5 means genuinely elite performance.
- 3. Total your score at the end.** Your composite score tells you where you stand and — more importantly — what to prioritize first.

## WHO THIS IS FOR

SaaS and e-commerce founders, CEOs, VPs of Marketing, and Heads of Growth at companies doing \$2M–\$50M in annual revenue. If you are spending money on marketing and cannot clearly articulate what is working, what is not, and what to do next — this scorecard will give you that clarity in under five minutes.

## WHAT YOUR SCORE MEANS

SCORE RANGE	LEVEL	WHAT IT MEANS
10–19	Critical	Your marketing is costing you money, not making it. Multiple foundational gaps need immediate attention.
20–29	Developing	Some pieces are working, but the system is not connected. Revenue is being left on the table in specific, identifiable areas.
30–39	Functional	Marketing is contributing to growth, but optimization gaps exist. Strategic leadership could unlock the next tier of performance.
40–45	Strong	Marketing is a real growth driver. Fine-tuning and scale optimization will unlock disproportionate returns.
46–50	Elite	Top 5% of marketing operations. Your growth engine is a competitive moat. Focus shifts to defending and extending your advantage.

## DIMENSION 01

### PAID ACQUISITION EFFICIENCY

How effectively your paid channels (Meta, Google, LinkedIn, programmatic) convert ad spend into revenue. This measures not just ROAS, but the strategic architecture behind your campaigns — audience segmentation, creative testing cadence, attribution clarity, and budget allocation across funnel stages.

1 — <b>Blind Spend</b>	Running ads with no clear attribution model. Cannot tie spend to revenue. No structured testing.
2 — <b>Basic Tracking</b>	Pixel installed, some conversion tracking. But campaign structure is flat, creative is stale, and budget allocation is gut-feel.
3 — <b>Functional</b>	Running structured campaigns with audience segmentation and regular creative refreshes. ROAS is tracked but not optimized systematically.
4 — <b>Optimized</b>	Full-funnel campaign architecture. A/B testing cadence in place. Clear attribution model. ROAS targets met consistently.
5 — <b>Elite</b>	Multi-touch attribution, automated bid strategies, creative testing velocity of 10+ variants/month. Paid channels are a predictable revenue engine.

**MY SCORE:** \_\_\_\_\_ / 5

## DIMENSION 02

### ORGANIC VISIBILITY & SEO

The strength of your non-paid discoverability. This includes technical SEO health, content strategy alignment with search intent, domain authority, and your ability to capture high-intent traffic without paying for every click.

1 — <b>Invisible</b>	No keyword strategy. Site has technical issues. Organic traffic is negligible or declining.
2 — <b>Foundational</b>	Basic on-page SEO done. A few pages rank, but no systematic content strategy tied to revenue-generating keywords.
3 — <b>Growing</b>	Content calendar exists. Publishing regularly. Some keywords ranking on page 1, but gaps in high-intent commercial terms.
4 — <b>Strong</b>	Comprehensive keyword strategy. Consistent publishing cadence. Technical health monitored. Organic is a meaningful traffic source.
5 — <b>Dominant</b>	Owning category-defining search terms. Content drives qualified pipeline. Technical SEO is pristine. Organic is a primary growth channel.

**MY SCORE:** \_\_\_\_\_ / 5

### DIMENSION 03

## EMAIL & RETENTION MARKETING

How well you monetize your existing database. This covers email deliverability, segmentation sophistication, automation coverage (welcome, nurture, win-back, post-purchase), and the revenue contribution of owned channels versus acquisition-dependent channels.

<b>1 — Nonexistent</b>	No email sequences. Sending occasional blasts with no segmentation. Deliverability unknown.
<b>2 — Basic</b>	Welcome email exists. Sending regular campaigns, but no segmentation or automation beyond basics.
<b>3 — Structured</b>	Welcome + nurture sequences live. Some segmentation by behavior or purchase history. Deliverability monitored.
<b>4 — Advanced</b>	Full lifecycle automation: welcome, abandoned cart, post-purchase, win-back, re-engagement. Revenue attribution by flow.
<b>5 — Revenue Engine</b>	Email/SMS drives 30%+ of total revenue. Advanced segmentation (RFM, predictive). Deliverability optimized. Testing cadence on subject lines, send times, content.

**MY SCORE:** \_\_\_\_\_ / 5

### DIMENSION 04

## CONVERSION RATE INFRASTRUCTURE

The systematic ability of your website and landing pages to convert visitors into leads or buyers. This is not about traffic volume — it is about what happens after someone arrives. Includes page speed, UX clarity, CTA placement, trust signals, and testing methodology.

<b>1 — Leaking</b>	No conversion tracking. CTAs are unclear. Pages load slowly. No testing ever done.
<b>2 — Patchwork</b>	Some conversion tracking. A few CTAs exist but are not optimized. No A/B testing infrastructure.
<b>3 — Functional</b>	Conversion events tracked. Landing pages exist for key campaigns. Occasional testing but not systematic.
<b>4 — Optimized</b>	Dedicated landing pages for every major campaign. A/B testing running monthly. Page speed optimized. Clear conversion paths.
<b>5 — Machine</b>	Continuous experimentation pipeline. Heatmaps, session recordings, multivariate testing. Conversion rate is a KPI reviewed weekly.

**MY SCORE:** \_\_\_\_\_ / 5

## DIMENSION 05 ANALYTICS & ATTRIBUTION CLARITY

Whether you can answer the question: 'Where did that customer come from and what was the actual cost to acquire them?' This measures your data infrastructure — tracking accuracy, dashboard usability, attribution modeling, and how effectively data informs decisions.

<b>1 — Flying Blind</b>	No analytics beyond basic Google Analytics (unverified). Cannot attribute revenue to channels. Decisions are gut-feel.
<b>2 — Fragmented</b>	GA4 installed. Some UTM tagging. But data lives in silos — ad platforms say one thing, CRM says another.
<b>3 — Consolidated</b>	Centralized dashboard exists. UTM discipline is consistent. Can see channel-level performance, but multi-touch attribution is murky.
<b>4 — Clear</b>	Multi-touch attribution model in place. Data warehouse or CDP connecting marketing data to revenue. Reporting cadence is weekly.
<b>5 — Predictive</b>	Real-time dashboards, cohort analysis, LTV:CAC by channel, predictive modeling. Data is a competitive advantage, not just a reporting function.

**MY SCORE:** \_\_\_\_\_ / 5

## DIMENSION 06 CONTENT & THOUGHT LEADERSHIP

Your brand's ability to create content that builds authority, generates inbound demand, and shortens sales cycles. This is not about posting frequency — it is about whether your content positions you as the category expert and drives measurable business outcomes.

<b>1 — Silent</b>	No content strategy. Occasional social posts with no plan. No blog, no newsletter, no owned media.
<b>2 — Sporadic</b>	Publishing sometimes. Content exists but is disconnected from business goals. No distribution strategy.
<b>3 — Consistent</b>	Regular publishing cadence. Content aligned with audience pain points. Some distribution beyond organic.
<b>4 — Strategic</b>	Content tied to funnel stages. Repurposing across channels. Thought leadership driving inbound leads. Newsletter growing.
<b>5 — Category-Defining</b>	Content is a primary demand generation channel. Brand is synonymous with expertise in the space. Inbound pipeline attributable to content.

**MY SCORE:** \_\_\_\_\_ / 5

## DIMENSION 07 COMPETITIVE POSITIONING

How clearly differentiated your brand is in the market. This measures whether your positioning is distinctive, defensible, and communicated consistently across every touchpoint — or whether you blend into the noise of competitors saying the same things.

<b>1 — Commodity</b>	No clear differentiator. Messaging sounds like every competitor. Competing on price by default.
<b>2 — Vague</b>	Some differentiation exists but is not articulated consistently. Team cannot clearly explain why you versus competitors.
<b>3 — Defined</b>	USP documented. Messaging is consistent across main channels. Some competitive intelligence gathering.
<b>4 — Sharp</b>	Positioning is crisp, documented, and enforced. Regular competitive monitoring. Messaging tested and refined.
<b>5 — Owning a Category</b>	You have defined or redefined a category. Competitors position against you. Brand recall is automatic in your space.

**MY SCORE:** \_\_\_\_\_ / 5

## DIMENSION 08 MARKETING-TO-SALES HANDOFF

The efficiency of the bridge between marketing activity and revenue. This covers lead scoring, qualification criteria, CRM hygiene, speed-to-lead, and whether marketing and sales (or marketing and your checkout flow) operate as one system or two silos.

<b>1 — Disconnected</b>	No lead scoring. No SLA between marketing and sales. Leads fall through cracks. CRM is a mess.
<b>2 — Informal</b>	Some leads get passed along. No formal qualification criteria. Follow-up timing is inconsistent.
<b>3 — Defined</b>	Lead scoring exists. Qualification criteria documented. CRM is maintained. But handoff timing and process still has gaps.
<b>4 — Tight</b>	Automated lead routing. SLA on follow-up time. Lead scoring drives prioritization. Regular pipeline reviews.
<b>5 — Seamless</b>	Real-time lead routing with enrichment. Automated nurture for leads not yet qualified. Sales and marketing share KPIs. Revenue attribution is unified.

**MY SCORE:** \_\_\_\_\_ / 5

## DIMENSION 09 TECH STACK & AUTOMATION

Whether your marketing technology is working for you or creating overhead. This measures tool integration, automation coverage, data flow between systems, and whether your stack enables scale or creates bottlenecks.

- 1 — Manual Everything**    Spreadsheets and disconnected tools. No automation. Every task requires a human.
- 2 — Tool Overload**        Multiple tools, but poorly integrated. Data does not flow between systems. Paying for tools you do not use.
- 3 — Connected**            Core tools integrated (CRM, email, analytics). Some automation in place. But gaps remain in workflow handoffs.
- 4 — Streamlined**         Full integration across marketing stack. Automation covers lead nurture, reporting, and internal workflows. Minimal manual intervention.
- 5 — Autonomous**         AI-augmented workflows. Automated decision-making at scale. Stack is lean, integrated, and generates leverage. Marketing operates with minimal headcount.

**MY SCORE:**            \_\_\_\_\_ / 5

## DIMENSION 10 STRATEGIC MARKETING LEADERSHIP

Whether someone is quarterbacking the entire marketing function with a unified strategy — or whether marketing is a collection of disconnected tactics run by specialists with no one connecting them to revenue outcomes.

- 1 — No Quarterback**      No one owns marketing strategy. Tactics are reactive. Budget is allocated without a plan.
- 2 — Part-Time Attention**        Founder or ops lead handles marketing on the side. Strategy exists in someone's head but is not documented or executed consistently.
- 3 — Tactical Lead**         A marketing hire or agency handles execution. Some strategy, but mostly focused on channel-level tactics without a unified growth plan.
- 4 — Strategic Oversight**     Dedicated marketing leader (or Fractional CMO) with a documented strategy. Quarterly planning. KPIs tied to revenue. Cross-channel coordination.
- 5 — Growth Command Center**        CMO-level leadership with full visibility, budget authority, and a team executing a unified growth strategy. Marketing is a profit center, not a cost center.

**MY SCORE:**            \_\_\_\_\_ / 5

# YOUR TOTAL SCORE

01	PAID ACQUISITION EFFICIENCY	_____ / 5
02	ORGANIC VISIBILITY & SEO	_____ / 5
03	EMAIL & RETENTION MARKETING	_____ / 5
04	CONVERSION RATE INFRASTRUCTURE	_____ / 5
05	ANALYTICS & ATTRIBUTION CLARITY	_____ / 5
06	CONTENT & THOUGHT LEADERSHIP	_____ / 5
07	COMPETITIVE POSITIONING	_____ / 5
08	MARKETING-TO-SALES HANDOFF	_____ / 5
09	TECH STACK & AUTOMATION	_____ / 5
10	STRATEGIC MARKETING LEADERSHIP	_____ / 5
<b>TOTAL SCORE</b>		<b>_____ / 50</b>

## WHAT TO DO WITH THIS SCORE

This scorecard gives you directional clarity. It tells you **where** your marketing engine is underperforming. What it cannot tell you is **why** — the specific technical, strategic, and operational breakdowns causing each gap, or the exact sequence of fixes that will produce the fastest revenue impact.

### That is what the X-Ray Marketing Audit is built to do.

The X-Ray is a forensic diagnostic of your entire marketing operation. It goes dimension by dimension — the same ten you just scored — and produces a detailed findings report with prioritized recommendations, projected revenue impact, and a 90-day execution roadmap. It is the professional-grade version of what you just completed.

If your score revealed gaps — and for most companies it will — the next step is a 30-minute discovery call where we walk through your findings, discuss your growth objectives, and determine whether the X-Ray Audit is the right fit for your business.

**THIS SCORECARD SHOWED  
YOU WHERE TO LOOK.**

**THE X-RAY SHOWS YOU  
EXACTLY WHAT TO FIX.**

Book your 30-minute X-Ray Discovery Call.

No pitch. No pressure. Just a diagnostic conversation about  
where your marketing is underperforming and what to do about it.

**[cal.com/jordanallodi/xray-discovery-call](https://cal.com/jordanallodi/xray-discovery-call)**

**[xray.hottestcommodity.com](https://xray.hottestcommodity.com)**

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