

# ADM Dealership Marketing Software Scorecard

Use this scorecard before vendor demos, renewals, software changes and consolidation decisions. Score each vendor against the dealership's actual bottleneck, owner, workflow and renewal standard. The output is one decision: keep, replace, consolidate, test or renegotiate.

ADM rule	Measurement first, bottleneck second, software third, renewal last.
Formula	Weighted points = category score / 5 x category weight. A score of 3 in a 15% category earns 9 points. Maximum total score is 100.
Fast use	Enter each vendor, score every category from 1 to 5, collect evidence, total weighted points and choose a management action before renewal.

## Decision thresholds

Total score	Decision	Management action	Owner
85-100	Strong fit	Keep, standardize or expand the workflow.	GM or marketing owner
70-84	Conditional fit	Set a 30-day improvement plan before renewal.	Vendor owner
55-69	Weak fit	Compare alternatives and request export samples.	Marketing or operations lead
Below 55	Poor fit	Prepare replacement, cancellation or consolidation.	GM or group leadership

# Scorecard criteria

Scorecard category	Weight	What to verify	Score 1 means	Score 5 means
Attribution reliability	15%	Calls, forms, chats, VDP actions and CRM source reporting match real outcomes.	Sources are unclear or disputed.	Managers trust the source and outcome data.
CRM workflow fit	15%	Sales, BDC, service and management teams can use the workflow without manual cleanup.	The workflow creates extra work.	The workflow improves response, notes, tasks or appointments.
Data ownership	15%	The dealership can export clean reports, source data and performance history.	Data is locked inside the vendor platform.	Data is portable, clear and useful after renewal or cancellation.
User adoption	15%	The tool appears in weekly work, manager reviews and training.	Few users log in or follow the workflow.	The tool is part of normal dealership operations.
Integration quality	10%	The platform connects with website, CRM, DMS, inventory, call tracking or reporting systems.	Manual exports or disconnected reports are required.	The connection supports the store's workflow and reporting.
Reporting clarity	10%	Reports help leadership decide what to keep, fix, replace or cancel.	Reports show activity without decisions.	Reports support budget, vendor and process decisions.
Vendor support	10%	Implementation, training, issue resolution and business reviews have clear ownership.	Support is slow or unclear.	Support ownership and business reviews are useful.
Total cost and overlap	10%	The tool does not duplicate another vendor without a clear reason.	Cost overlaps with existing tools.	Cost is justified by workflow value or consolidation.

Score each category from 1 to 5 based on evidence, not sales claims. Use CRM reports, call data, export samples, adoption reports, support history and renewal terms. Do not score a vendor higher because the demo is polished.



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Which existing tool could this replace or consolidate?

What proof can the vendor show using a real dealership workflow?

# What to do after scoring

Result	Action	Owner
Strong fit	Keep, standardize or expand the workflow.	GM or marketing owner
Conditional fit	Set a 30-day improvement plan before renewal.	Vendor owner
Weak fit	Compare alternatives and request export samples.	Marketing or operations le
Poor fit	Prepare replacement, cancellation or consolidation.	GM or group leadership

## Example use case

A store with high call volume and weak appointment visibility should score call tracking, CRM workflow, manager review and reporting before buying another advertising tool. If attribution and call review are weak, the next budget decision should improve measurement and lead handling before adding more traffic.

## Related ADM guides

- Best Automotive Marketing Software and Tools
- Dealer Vendor Selection
- Car Dealer Advertising Agency Scorecard
- Dealer Website Platforms