

TCD | HEALTH ASSESSMENT

SCORE (1-5)
1 = NOT AT ALL
5 = ALWAYS

COST PER LEAD (CPL)

QUESTION	SCORE (1-5)
I know exactly which publishers are generating each lead I purchase	_____
My Cost Per Lead doesn't vary dramatically between regions (20%+)	_____
I can optimize lead quality at the publisher or lead source level	_____
I avoid using lead brokers or resellers who don't disclose sourcing	_____
I am able to decide how many publishers participate in my campaign	_____
SUBTOTAL (COST PER LEAD)	_____

VALIDATION COSTS

QUESTION	SCORE (1-5)
I know how much I spend per lead on validation or QA platforms	_____
I include validation fees in my effective CPL calculations	_____
I have minimized duplicate or unqualified lead rejections	_____
I can reject leads before they hit my validation platform	_____
My validation platform provides measurable ROI	_____
SUBTOTAL (VALIDATION COSTS)	_____

COST OF DELAYS

QUESTION	SCORE (1-5)
My average campaign launch time is under 2 weeks (RFP to go-live)	_____
I use standardized RFP templates and vendor workflows	_____
I've quantified the revenue impact of campaign launch delays	_____
My sales team gets leads in a timely and consistent cadence	_____
I have tools that accelerate go-to-market execution	_____
SUBTOTAL (COST OF DELAYS)	_____

RESOURCING COSTS

QUESTION	SCORE (1-5)
My team spends minimal manual time managing campaigns	_____
I use centralized systems to track campaigns, performance and delivery	_____
Reporting is standardized across all partners/vendors	_____
It takes less than 4 weeks to onboard a new vendor or partner	_____
I've mapped the internal labor costs tied to demand gen operations	_____
SUBTOTAL (OPERATIONAL EXHAUST)	_____

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HOW TO INTERPRET YOUR SCORE:

SCORE RANGE

ASSESSMENT

81-100

Optimized Engine! - You're running a lean, transparent, and efficient demand engine. Time to scale!

61-80

Solid Foundation - You have control, but some key inefficiencies are holding back your ROI. Prioritize cleanup.

41-60

Exposed System - You're likely bleeding budget in multiple areas. A TCD audit will reveal critical gaps.

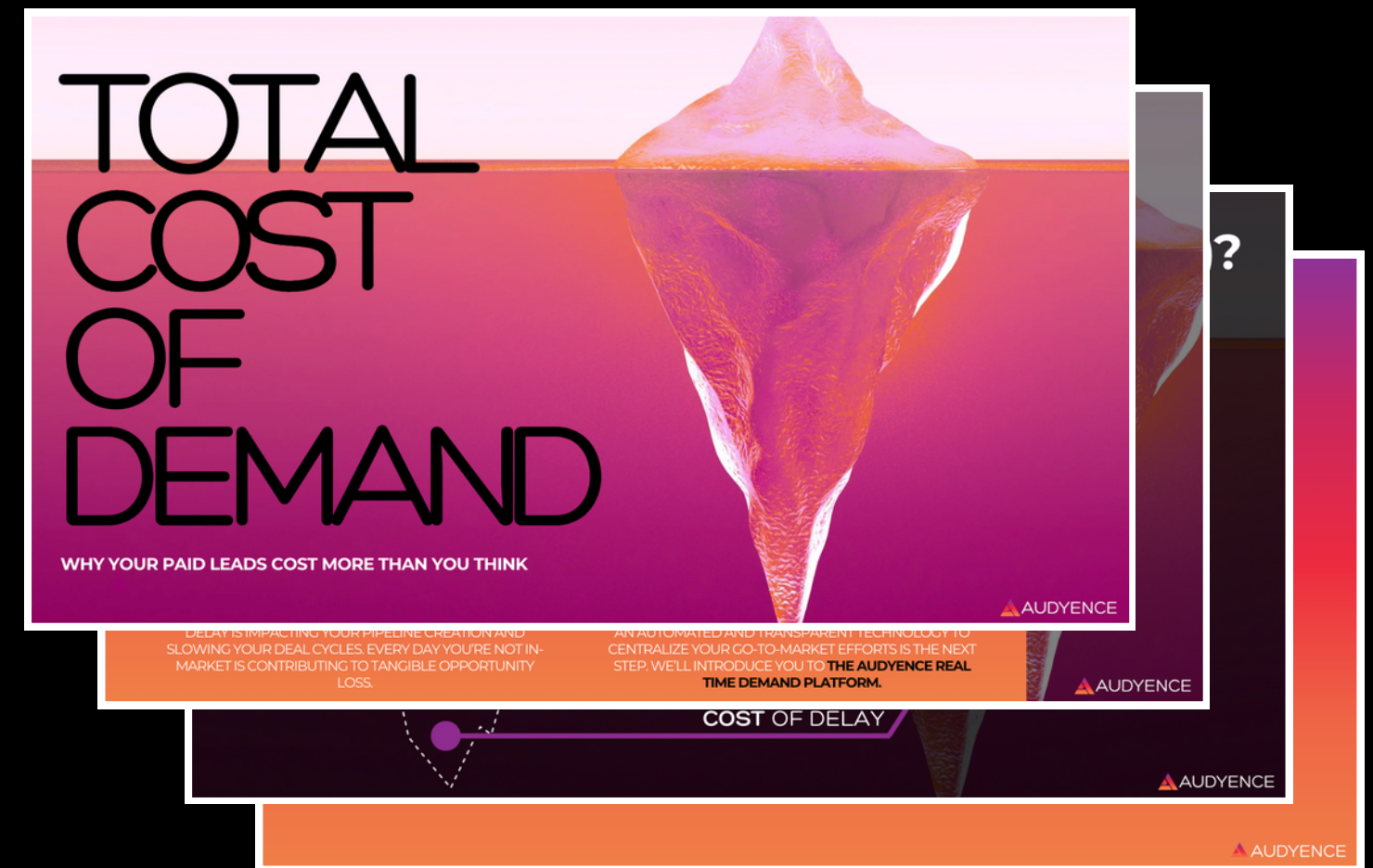
0-40

Ruh-Roh! - You're flying blind. It's time to overhaul your paid demand programs before next quarter.

NEXT STEPS:

- 1 Use this self-assessment to guide internal discussions
- 2 Share it with your marketing ops, finance, or demand gen teams
- 3 Prioritize the areas where your score was lowest and start reclaiming wasted spend

READ THE TCD EBOOK:



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