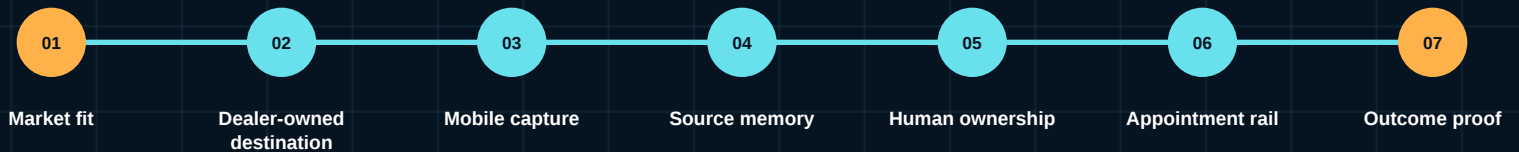


Dealer Signal Map & Lead Handoff Scorecard

A seven-stage diagnostic for BHPH, subprime, and independent auto dealers.



How to use this scorecard

- 1. Review evidence, not impressions. Use live pages, CRM records, campaign names, consent records, and dealer dispositions.
- 2. Score each stage from 0 to 3. A lower score is not failure; it identifies the next useful operating priority.
- 3. Choose one 30-day action with a named owner and one measurable checkpoint. Re-score after the review date.

Score the path from demand to usable context.

Circle one score per stage: 0 = absent, 1 = inconsistent, 2 = documented, 3 = documented and routinely verified.

01 Market fit

Is the audience, market, inventory, and financing path defined before traffic is purchased?

EVIDENCE TO CHECK

- ☐ Audience and service-area definition
- ☐ Offer and inventory fit
- ☐ Campaign objective and exclusions

SCORE 0 1 2 3

OWNER: _____

02 Dealer-owned destination

Does the page continue the exact promise and make the next step obvious on mobile?

EVIDENCE TO CHECK

- ☐ Dealer-controlled domain and access
- ☐ Message-to-page continuity
- ☐ Visible, accurate next action

SCORE 0 1 2 3

OWNER: _____

03 Mobile capture

Does the response path collect only what is needed and explain what happens next?

EVIDENCE TO CHECK

- ☐ Readable fields and controls
- ☐ Consent and privacy context
- ☐ Secure path for sensitive data

SCORE 0 1 2 3

OWNER: _____

04 Source memory

Can the dealership see where the response started after it reaches the operating system?

EVIDENCE TO CHECK

- ☐ Stable campaign and page labels
- ☐ Timestamp and consent context
- ☐ Requested next step preserved

SCORE 0 1 2 3

OWNER: _____

Score the path from response to accountable outcome.

Look for a named owner, a respectful next step, and a disposition that the dealership can verify.

05

Human ownership

Is a person responsible for approved messages, exceptions, escalation, and stop requests?

EVIDENCE TO CHECK

- ☐ Assignment and escalation rule
- ☐ Human review boundaries
- ☐ Opt-out and quiet-hour controls

SCORE 0 1 2 3

OWNER: _____

06

Appointment rail

Does a set appointment have a customer-agreed next step and dealership owner?

EVIDENCE TO CHECK

- ☐ Time or action and destination
- ☐ Customer confirmation
- ☐ Owner, reminder, and disposition

SCORE 0 1 2 3

OWNER: _____

TOTAL SCORE

/ 21

0-7

Build the basics

8-14

Connect the handoffs

15-21

Verify and improve

SCORE WITH EVIDENCE

07

Outcome proof

Are traffic, leads, conversations, appointments, applications, and sales kept separate?

EVIDENCE TO CHECK

- ☐ Shared outcome definitions
- ☐ Closed reasons and source fields
- ☐ Source-to-sale review where supported

SCORE 0 1 2 3

OWNER: _____

Turn one visible gap into one owned improvement.

Choose the highest-priority handoff your dealership can realistically change, assign one owner, and define the evidence you will review in 30 days.

DEALERSHIP

HIGHEST-PRIORITY HANDOFF

EVIDENCE THAT SHOWS THE CURRENT GAP

THE SMALLEST USEFUL CHANGE

DEALERSHIP OWNER

30-DAY REVIEW DATE

MEASUREMENT CHECKPOINT

PRIMARY REVIEW REFERENCES

Google Search Essentials

<https://developers.google.com/search/docs/essentials>

W3C Web Content Accessibility Guidelines

<https://www.w3.org/WAI/standards-guidelines/wcag/>

FTC CAN-SPAM compliance guide

<https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>

NIST AI Risk Management Framework

<https://www.nist.gov/itl/ai-risk-management-framework>

Want a second set of eyes on the handoff?

Request a dealer growth review at autocapitalexpress.com/features or call 832-757-1409.

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