



The SaaS-ification of Media GTM Audit Scorecard (E&P)

This audit evaluates how closely your media company's go-to-market approach aligns with proven SaaS industry principles. Score each area from 1 to 5 using the scoring rubric below:

Score	Label	Definition
1	Not Aligned	No awareness or adoption of SaaS GTM principles. Operating with a traditional, transactional sales mindset.
2	Beginning to Align	Early awareness of SaaS concepts. Some ad hoc efforts underway, but no structured strategy or consistency.
3	Partially Aligned	SaaS principles are understood and selectively applied. Some functions or teams are adopting new methods, but efforts are siloed or immature.
4	Mostly Aligned	Broad alignment with SaaS GTM best practices. Core teams are operating with shared KPIs and processes, but execution may lack full integration or discipline.
5	Fully Aligned	The organization operates with a unified, metrics-driven GTM strategy rooted in SaaS discipline. MRR/ARR, LTV, churn, and NRR are core KPIs, and cross-functional accountability is in place.

1. GTM Strategy & Execution

- Defined GTM owner or cross-functional team exists.
- Marketing is aligned with sales goals and metrics.

____ **Score**

2. Sales Model

- Advertising is sold in recurring formats (monthly programs, packages).
- Advertiser acquisition cost (CAC) is tracked and optimized.

____ **Score**

3. Customer Success

- A dedicated team or role ensures advertiser onboarding and success.
- Post-campaign summaries and QBRs are conducted and tied to retention/expansion.

____ **Score**

4. Revenue Metrics

- MRR/ARR, Churn, LTV, and NRR are actively tracked.
- Cohort-based retention analysis is part of reporting.

____ **Score**

5. Product & Packaging

- Advertising offerings are bundled or tiered with clear upgrade paths.
- Add-ons and cross-sells are designed into the offering structure.

____ **Score**

6. Org Alignment & Ops

- A RevOps or similar function exists to unify revenue data.
- Teams share a consistent KPI framework (MRR/ARR, LTV, NRR, etc.).

____ **Score**

Final Score Interpretation

6–12:	<i>“Legacy Media Model”</i>
13–20:	<i>“Model in Transition”</i>
21–26:	<i>“SaaS-ready Foundation”</i>
27–30:	<i>“SaaS-ified Media Model”</i>

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