

Vendor Scorecard Template



Use this table to compare Customer Data Platforms across five core evaluation criteria tailored to HIPAA-regulated environments. Score each vendor 1–5 in each category (1 = insufficient, 5 = excellent), then weight based on organizational priorities.

Category	Weight	Evaluation Criteria	Score (1–5)	Weighted Score
1. Privacy & Compliance	30%	BAA availability; HIPAA-compliant architecture; PHI handling and encryption; consent enforcement workflows; fine-grained audit logging and access control		
2. Healthcare Fit	25%	Adoption in health systems or payer orgs; EHR/CRM/claims integrations; healthcare-specific features or templates; presence in vertical directories and partnerships		
3. Architecture & Flexibility	20%	Warehouse-native or cloud-agnostic support; private cloud/on-prem deployment options; real-time and batch support; APIs, SDKs, developer extensibility		
4. Core Capabilities	15%	Identity resolution; consent-aware segmentation; structured/unstructured data unification; native activation and orchestration features		
5. Usability & Support	10%	Accessible UI/UX for marketing and data teams; API and SDK documentation; onboarding and training; support for technical and non-technical teams		

Total Score (Out of 100): _____



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