The Email Experience Index

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

One score from zero to one hundred that brings together your results from all twelve models, so you can see progress and choose where to work next.

WHAT IT IS
A scorecard. Each of the twelve models gets a score out of 100 from its own worksheet. The average is your Email Experience Index.

HOW TO USE IT
1. Complete the models you can. 2. Score each from zero to 100 using the guide. 3. Average the scores. 4. Mark the weakest three. 5. Record the date and repeat each quarter.

READING THE SCORE
Under 40: build the foundation. 40 to 60: you have the basics, so design the experience. 60 to 80: tune and test. Over 80: protect what works and keep learning.

How to score a model from zero to 100

0 TO 25	26 TO 50	51 TO 75	76 TO 100
Not started, or most checks fail.	Started. Many gaps.	Mostly in place. A few gaps.	In place, reviewed and improving.

Use your own evidence: the share of Yes answers on a checklist, the share of fail points fixed, the share of messages with an owner. Write down how you scored so you can score it the same way next time.

The scorecard

SAMPLE DATA

Score each model out of 100. Leave a row blank if you have not done that model yet, and average only the rows you completed.

MODEL	WHAT THE SCORE MEASURES	SCORE (0 TO 100)	TREND	WEAKEST FINDING
The Inbox Trust Ladder	Which rung are we on?	70	Up	Few fixes done
The Second Purchase Map	How big is the second order gap?	55	Up	Reorder gap open
The Inbox Blueprint	How many fail points are fixed?	60	Flat	Cart fail points
The Mood Line	How many valleys are repaired?	50	Up	Shipping valley
The Touchpoint Inventory	Does every message have a job and an owner?	65	Up	Two orphan flows
The Message Check	Average pre-send score out of 100	72	Flat	Weak alt text
The Moments of Truth Calendar	Are key moments prepared on time?	58	Down	Late prep
The Recovery Playbook	Are the kits written and tested?	40	Up	Kits not written
The Routine Segments	Does every segment pass the four tests?	62	Up	Two overlaps
The Reply Loop	Are replies answered and themed?	66	Flat	Slow answers
The Revenue Ceiling Worksheet	Is the gap measured and ranked?	75	Up	Not ranked
The Lab Routine	Are tests run and logged?	45	Up	No log yet

Index history

SAMPLE DATA

Record the index each quarter. The direction matters more than any one score.

DATE	INDEX	BIGGEST GAIN	BIGGEST DROP	FOCUS FOR THE NEXT QUARTER
Sample: Month 1	52	Not applicable	Not applicable	Recovery Playbook and Lab Routine
Sample: Month 4	57	Recovery Playbook	Moments of Truth Calendar	Mood Line valleys
Sample: Month 7	60	Reply Loop	None	Second Purchase Map

Action plan and review rhythm

SAMPLE DATA

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1	Write the four recovery message kits	Weakest: Recovery Playbook, 40	Medium	High	Support lead	Month 1
2	Start the test backlog and run one test	Weakest: Lab Routine, 45	Low	Medium	Marketing lead	Month 1
3	Repair two Mood Line valleys	Weakest: Mood Line, 50	Medium	High	Email manager	Month 2
4						

Review rhythm

QUARTERLY
Re-score every model and record the index.

WHEN IT MOVES LESS THAN 3 POINTS
Change the plan. The current moves are not working.

YEARLY
Review all twelve scoring guides and update them.

Next: pick your three lowest scores, work through their action plans, then score again next quarter.