

The Shortlist Test Sheet.

A vendor-neutral way to compare two or three AI marketing platforms on your own business, not on their demo.



How to use this workbook

01

Setup Questions

Score each platform on what it asks you BEFORE it writes anything. Do this during the demo. It is the single best predictor of output quality.

02

Your Five Questions

Write the five questions your best customers ask before they buy, in their words. This is your test set. Every platform gets the same five.

03

Output Scoring

Score each platform's answer to each question on accuracy, read-aloud and editing time. Time the editing with a stopwatch, honestly.

04

Cost and Verdict

Converts your editing minutes into real monthly cost, adds the subscription, and ranks the shortlist.

The rules that make this fair

Same inputs

Give every platform identical briefs, identical questions and identical length targets. An advantage that comes from a better prompt tells you nothing.

Your material, not theirs

Load your real brand guidelines, product detail and three examples of past work. Demo data proves nothing about your voice.

Read it out loud

If you would not say it to a customer, do not score it as publishable. This catches more than any other test.

Time the editing

Editing minutes are the hidden cost of cheap software. This workbook prices them for you.

CELLS TO FILL IN

Fields with a cyan outline are yours to type in. Everything else calculates itself.

WHO THIS IS FROM

Built by LoopMarketer.AI. It is deliberately vendor-neutral, so use it on us as well as on everyone else on your shortlist.

Setup Questions

Scorecard.

Score 0 to 5 for each platform. 0 = never asked. 5 = asked in depth and recorded it as a reusable document.

WHAT IT NEEDS TO KNOW	A WEAK PLATFORM ASKS	A STRONG PLATFORM ASKS	PLATFORM A	PLATFORM B	PLATFORM C
Audience	Who is your target market?	Who buys, who blocks the purchase, what triggers the search, and what they fear getting wrong	4	0	0
Positioning	What tone of voice do you want?	What you claim, what you refuse to claim, and why a buyer picks you over the named alternative	4	0	0
Competitors	Nothing	Who you lose to, on what grounds, and the language they already own	4	0	0
Customer journey	Nothing	What a buyer must believe at each stage before they will act	4	0	0
Proof and constraints	Upload your logo	Your real pricing, your evidence, and any regulatory constraints	4	0	0
Reusability	Settings saved in a dashboard	Documented outputs you could hand to a new	4	0	0

24 TO 30

The platform is building a genuine context layer. Its output should need the least rewriting.

12 TO 23

Partial context. Expect to supply the missing pieces yourself, every time.

UNDER 12

It is a writing tool with a settings page. Judge it on speed, and price your editing time accordingly.

If a platform can produce work without asking the right-hand column, it is producing it without knowing you.

Your Test Set.

Five questions your best customers ask before they buy, in their words rather than your marketing language.

#	THE QUESTION, AS A CUSTOMER WOULD SAY IT	WHY IT IS A GOOD TEST
1	How much does something like this normally cost for a firm our size?	Example row. Pricing questions expose whether a platform knows your real numbers.
2	Type the question in your customer's words	
3	Type the question in your customer's words	
4	Type the question in your customer's words	
5	Type the question in your customer's words	

Pick questions with a real answer

Good: what does it cost, how long does it take, what happens if it goes wrong, why you over the firm down the road.

Weak: anything you could answer with a paragraph about your values. A vague question cannot expose a vague tool.

Take these to every demo, and give every platform the same five with the same length target.

Output Scoring. Platform A.

Score each platform's answer to each of your five questions. Accuracy and read-aloud are 0 to 5. Editing minutes is a stopwatch figure.

QUESTION	ACCURACY 0-5	HUMAN 0-5	EDIT MINS	NOTES
How much does something like this normally cost for a firm our size?	4	3	12	Example row. Overstated our turnaround ti
Question 2 — not yet written	0	0	0	Notes
Question 3 — not yet written	0	0	0	Notes
Question 4 — not yet written	0	0	0	Notes
Question 5 — not yet written	0	0	0	Notes
TOTALS	4	3	12	Accuracy and read-aloud are out of 25 each. Minutes is the total for five pieces.

Output Scoring. Platform B.

Score each platform's answer to each of your five questions. Accuracy and read-aloud are 0 to 5. Editing minutes is a stopwatch figure.

QUESTION	ACCURACY 0-5	HUMAN 0-5	EDIT MINS	NOTES
How much does something like this normally cost for a firm our size?	0	0	0	Notes
Question 2 — not yet written	0	0	0	Notes
Question 3 — not yet written	0	0	0	Notes
Question 4 — not yet written	0	0	0	Notes
Question 5 — not yet written	0	0	0	Notes
TOTALS	0	0	0	Accuracy and read-aloud are out of 25 each. Minutes is the total for five pieces.

Output Scoring. Platform C.

Score each platform's answer to each of your five questions. Accuracy and read-aloud are 0 to 5. Editing minutes is a stopwatch figure.

QUESTION	ACCURACY 0-5	HUMAN 0-5	EDIT MINS	NOTES
How much does something like this normally cost for a firm our size?	0	0	0	Notes
Question 2 — not yet written	0	0	0	Notes
Question 3 — not yet written	0	0	0	Notes
Question 4 — not yet written	0	0	0	Notes
Question 5 — not yet written	0	0	0	Notes
TOTALS	0	0	0	Accuracy and read-aloud are out of 25 each. Minutes is the total for five pieces.

Cost and Verdict.

Your editing time is the hidden cost of cheap software. This prices it, adds the subscription, and ranks the shortlist.

YOUR INTERNAL HOURLY RATE (GBP)

50

What an hour of your own or your team's time is worth. Be realistic, not modest.

PIECES PUBLISHED PER MONTH

12

Your realistic volume once marketing is running properly, not your trial volume.

MONTHLY SUBSCRIPTION (GBP)

A

400

B

86

C

0

THE COMPARISON	PLATFORM A	PLATFORM B	PLATFORM C	HOW THIS IS WORKED OUT
Monthly subscription	£400	£86	£0	Typed in above.
Setup questions score	24 / 30	0 / 30	0 / 30	Pulled from stage 01.
Factual accuracy	4 / 25	0 / 25	0 / 25	Pulled from stage 03.
Sounds human	3 / 25	0 / 25	0 / 25	Pulled from stage 03.
Editing minutes per five pieces	12	0	0	Pulled from stage 03.
Average editing minutes per piece	2.4	0.0	0.0	Editing minutes divided by five.
Editing hours per month	0.48	0.00	0.00	Average minutes per piece, times monthly volume, divided by 60.
Cost of your editing time	£24	£0	£0	Editing hours times your internal hourly rate.
Quality score	31 / 80	0 / 80	0 / 80	Setup questions plus accuracy plus sounds human.
True monthly cost divided by quality score. Lower is				

Reading the **result.**

RANKED 01 • BEST VALUE

Platform A

£14

PER QUALITY POINT

True monthly cost £424 against a quality score of 31 out of 80.

- 01 The cheapest subscription is rarely the cheapest platform. Compare true monthly cost, not the sticker price.
- 02 True cost per quality point is the tiebreaker when two platforms look close. Lower is better.
- 03 If one platform scores well on setup questions but poorly on accuracy, ask whether you filled its foundations in properly before you rule it out.
- 04 A platform that scores under 12 on setup questions will not improve with use. It has nowhere to store what it learns about you.
- 05 Set a review date twelve weeks after purchase and attach one measurable outcome to it before you sign anything.