pinpoint.

VENDOR EVALUATION METHODOLOGY

The RFP Scoring Matrix Template

A ready-to-use structure for mapping RFP questions to weighted scores — built from the same framework Pinpoint uses to run enterprise evaluations.

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15 minutes
To set up

3 sections
Questions, weighting, scoring

No cost
Built by Pinpoint Systems

HOW TO USE THIS

Three sections. Map questions to scores before you send it.

This isn't a finished RFP — it's the matrix structure ours are built on. Map your own questions to score categories, weight them before anyone reads a response, and keep the matrix itself out of what vendors ever see.

1. **Map each RFP question to a score category.** Every question you ask should produce a number that feeds a specific category — if it doesn't, it doesn't belong in the RFP.
2. **Weight the categories before responses arrive.** Lock in how much each category counts before any vendor's answers can influence the math.
3. **Score each response and calculate raw vs. weighted totals.** Use the formula on page 5 to see where a vendor's polish and its actual fit diverge.

A NOTE ON SCOPE

This template covers the structure — the question-to-category mapping, the weighting math, the scoring format. It doesn't cover deciding which questions actually belong in an RFP for your specific platform, interpreting a raw-vs-weighted gap strategically, or keeping the matrix objective when a stakeholder already has a preferred vendor. That's the part of the process where an outside, impartial facilitator usually pays for itself. More on that at the end of this template.

01

Map RFP questions to score categories

Start from these common martech evaluation categories, then write the actual RFP question you'll ask under each one. If a question doesn't fit a category here, cut it or add a category — don't let it float unscored.

CATEGORY	RFP QUESTION (YOUR OWN)	MUST-HAVE?	WEIGHT
Core Functionality			
Integrations & Data			
Security & Compliance			
Support & Reliability			
Cost & Licensing			

WHY IT MATTERS

A question that doesn't map to a score category doesn't belong in the RFP. That rule alone cuts most RFPs in half and keeps vendors from padding responses with marketing language your matrix was never going to score anyway.

02

Weight the categories before responses arrive

Every category matters to someone, which is why teams default to weighting them all the same. Don't. Use a simple multiplier so a missing must-have can't be buried by a strong showing somewhere else.

Tier	Suggested weight	What belongs here
Must-have	×3	Missing this disqualifies the vendor regardless of anything else
Important	×2	Strongly preferred, but a workaround is possible
Nice-to-have	×1	Adds value but isn't a deciding factor on its own

These multipliers are a starting point, not a rule — adjust them once, before the RFP goes out, and don't revisit them while you're reading responses.

> **WHY IT MATTERS**
>
> Weighting decided after reading responses tends to get reverse-engineered to match a favorite. Lock it in before the RFP goes out, and the weighting survives contact with an actual vendor response instead of bending to one.

03

Score each response, then weight the total

Score every RFP question on a simple 0–5 scale per vendor, then apply the weight from Section 02 to get a weighted score per line. Add those up for a total per vendor.

RFP QUESTION	WEIGHT	VENDOR A (0–5)	VENDOR B (0–5)	VENDOR C (0–5)
Weighted total	—			

Weighted Score = Raw Score × Weight, summed across every question

Calculate this per vendor. The highest weighted total isn't necessarily "the winner" — it's the input to your team's internal discussion.

WHY IT MATTERS

The gap between a vendor's raw score and weighted score is where a strong sales pitch gets separated from an actual fit. This template stops at the math — it doesn't cover running proof-of-technology to confirm the score holds up against real scenarios, or due diligence on what a vendor's response doesn't say. Those steps are where a matrix either survives a signature or doesn't.

WHAT THIS TEMPLATE DOESN'T COVER

The structure is here. The judgment calls around it aren't.

This template gets you the question-to-category mapping, the weighting logic, and the scoring format — the parts of a matrix that are straightforward once someone shows you the shape of it. It intentionally stops short of the parts that take longer to get right on your own:

- Deciding which questions actually belong in your RFP for this specific platform
- Facilitating stakeholder sessions to get the weighting right the first time
- Reading the raw-vs-weighted gap correctly instead of rationalizing it away
- Keeping the matrix objective when a senior stakeholder already has a preferred vendor

TALK TO PINPOINT

Pinpoint builds and runs this process end to end, as your impartial third party.

We decide which questions belong on the matrix, facilitate the weighting with your stakeholders, and hand back a weighted, defensible score — without ever telling you who to pick.

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