

Revival Audit Scorecard

Revival Audit Scorecard · Reachability and readiness snapshot · 2026-03-31

READINESS

Ready for outreach

READY FOR OUTREACH

41

MANUAL REVIEW REQUIRED

9

PIPELINE READINESS

Clear

PACK FACTS

Summary

RECORDS IMPORTED

150

TOP-50 BUILT

50

DATA INTEGRITY

A

ROWS READY FOR OUTREACH

41/50

COHORT SHAPE

Dormancy mix (scored)

AGE BAND	COUNT	SHARE	ACTIVATION PRIORITY	POSTURE
91-180d	33	22%	MODERATE	Review
181-365d	106	71%	STRATEGIC	Prioritize
365d+	11	7%	ELEVATED	Use Carefully

CONFIDENCE AND READINESS NARRATIVE

Data posture

Grade A

Data integrity snapshot. 41 rows are ready for outreach; 9 still need manual review before outreach.

READINESS

Decision summary

- Ready for outreach: 41 rows clear on buyer and CRM checks for a careful first pass.
- Manual review required: 9 rows need manual buyer or suppression review before outreach.