

PROMPTLY MARKET

Free Tool · No cost, no catch

ASSET 05 — STACK AUDIT TOOL

AI Stack Blueprint

Audit Your Marketing Tools in 30 Minutes

A working audit — not a listicle. List every tool you pay for, run it through a 4-question kill test, map it against the ideal minimal stack, score your stack's health, and walk away with a dated action plan to cut what's dead weight.

Time needed: 30 minutes

What you need: Your card statement or billing dashboard

Pairs with: "How to Audit Your AI Marketing Stack" + The AI Stack Blueprint

WHY THIS EXISTS

Most marketing teams don't have a tool problem — they have a **tool-hoarding problem**. Every new AI tool gets added in the excitement of a launch and never gets removed. Six months later you're paying for four things that do the same job, one thing nobody remembers signing up for, and zero things that actually move revenue. This checklist forces the conversation your invoice never has: **does this tool earn its seat in the stack?**

1

Inventory

List every tool you're paying for right now. Don't filter — even the ones you forgot about.

2

Kill Test

Run each tool through 4 blunt questions. Two or more "no"s means it's on the chopping block.

3

Map & Score

Check your stack against the ideal 4-layer architecture and calculate a health score.

4

Act

Fill in the action plan — what to cut, what you save, and how to migrate without breaking anything.

01 Stack Inventory

List every AI/marketing tool you currently pay for — content, analytics, CRM, paid media, design, automation. Pull this straight from your bank/card statement so nothing gets missed. Leave Verdict blank for now; you'll fill it in after the Kill Test on the next page.

TOOL NAME	CATEGORY	MONTHLY COST	WHO USES IT	LAST USED	VERDICT
					☐ Keep ☐ Replace ☐ Cut
					☐ Keep ☐ Replace ☐ Cut
					☐ Keep ☐ Replace ☐ Cut
					☐ Keep ☐ Replace ☐ Cut
					☐ Keep ☐ Replace ☐ Cut
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					☐ Keep ☐ Replace ☐ Cut

Categories: Content · Analytics · CRM · Paid · Design · Automation. Add rows on a second sheet if your stack runs deep.

02 The 4-Question Kill Test

Run every tool from Page 2 through these four questions. Answer honestly, not aspirationally.

Q1

Does it directly drive revenue or save measurable time?

☐ Yes ☐ No ☐ Unsure

Q2

Could another tool you already pay for do this?

☐ Yes ☐ No ☐ Unsure

Q3

Would anyone notice if you cancelled it tomorrow?

☐ Yes ☐ No ☐ Unsure

Q4

Is there a free/cheaper alternative that does 80% of the job?

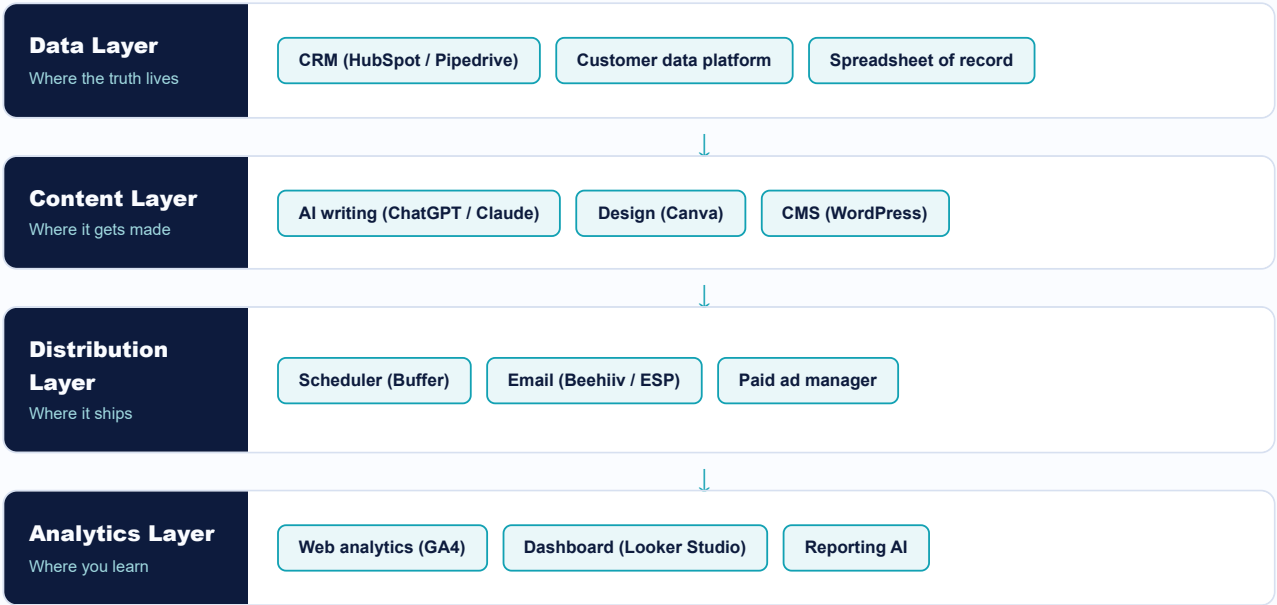
☐ Yes ☐ No ☐ Unsure

0-1 "cut signals" → Keep 2 "cut signals" → Replace 3-4 "cut signals" → Cut

A "cut signal" = No on Q1, Yes on Q2, No on Q3, or Yes on Q4. Tally signals per tool, then go back and fill in the Verdict column on Page 2.

03 Stack Architecture Map

The ideal minimal stack has exactly four layers. If a tool doesn't clearly sit in one, that's a warning sign.



One tool per layer is the goal. Two is tolerable if they don't overlap. Three or more in one layer is almost always a Cut candidate.

04 Monthly Stack Health Score

Pull these four numbers from your completed inventory, then run the formula below.

Total tools in stack

Total monthly cost

\$

Tools used <2x/month

Overlap count (same job, 2+ tools)

HEALTH SCORE FORMULA

Score = 100 - (Tools used <2x/month × 10) - (Overlap count × 15) - (5 if total cost > \$500/mo)

85-100 — Lean.

Your stack is doing its job. Re-audit in 90 days.

65-84 — Cluttered.

1-2 tools are dead weight. Action Plan will find them.

40-64 — Bloated.

You're paying for redundancy. Cut before you add anything new.

Below 40 — Sprawling.

Freeze all new tool purchases until this audit is finished.

Your Score

 / 100

05 Action Plan

Every tool marked "Cut" or "Replace" on Page 2 goes here. Assign a migration step and a deadline — an audit without a date attached is just a list.

TOOL TO CUT	SAVINGS / MONTH	MIGRATION STEPS

Total projected monthly savings

\$

NEXT STEP

Cancel one tool this week — the clearest Cut on your list. Don't wait for a "clean sweep" day; it never comes. Re-run this audit every 90 days. For the full framework behind this checklist, read ["The AI Stack Blueprint"](#) and ["How to Audit Your AI Marketing Stack in 2026"](#) on promptlymarket.com.