

## Reverse ETL Evaluation Matrix

### Domain Methods

#### WHAT THIS WORKSHEET IS FOR

Use this in a real vendor or architecture conversation after the workflow is clear. The point is to compare Census, Hightouch, and custom build against the operating tradeoffs your team will actually inherit.

#### SCORE EACH OPTION FROM 1 TO 5

- Connector and destination fit: does this option support the systems that matter in the first 2 to 3 workflows?
- Implementation speed: how quickly can the team ship one useful sync without heroics?
- QA and monitoring burden: how much ongoing testing, alerting, and issue triage stays with your team?
- Governance fit: how likely is sync sprawl, contested field logic, or unsafe activation if the team moves quickly?
- Engineering ownership: does the team have the capacity and appetite to own the long-term maintenance bill?
- Flexibility for unusual workflows: does this option handle the weird edge cases that actually matter here?

#### PRACTICAL GUIDANCE

- Census usually scores well when the warehouse is already trusted and the team wants a warehouse-first mental model with less custom plumbing.
- Hightouch usually scores well when speed and broad destination coverage matter most.
- Custom build only wins when the workflow is unusual enough to justify the long-term engineering surface area.

#### RED FLAGS

- Do not let price alone decide the meeting if nobody has priced internal maintenance honestly.
- Do not choose a tool before the receiving teams agree they will actually use the synced field or audience.

- Do not score governance lightly if your definitions are still contested.

#### DECISION SUMMARY

- Best option for the first workflow:
- Why this option won:
- Main tradeoff we are accepting:
- What we will review again after the first sync ships: