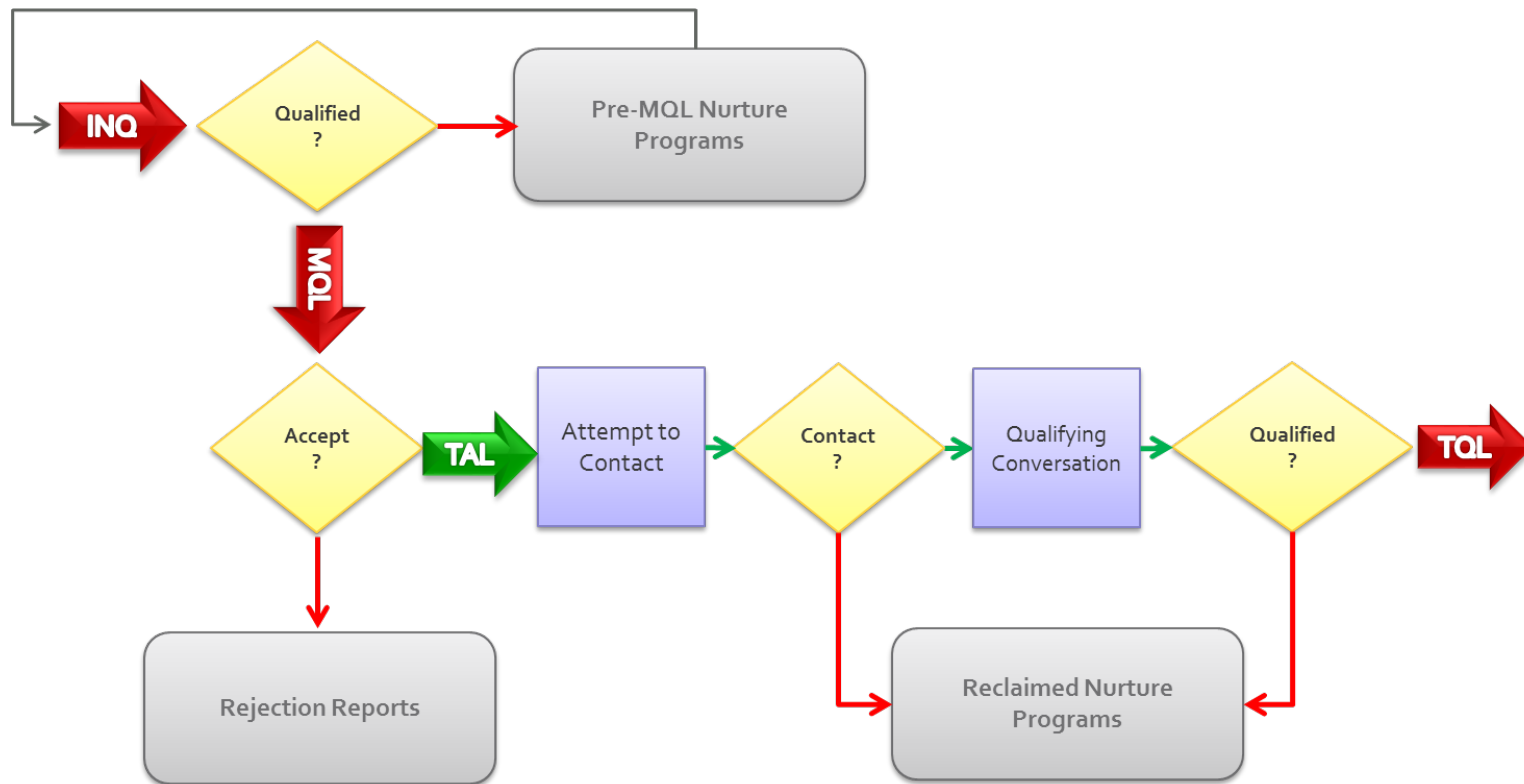


Lifecycle of a Lead



Marketing-Sourced Lead Lifecycle

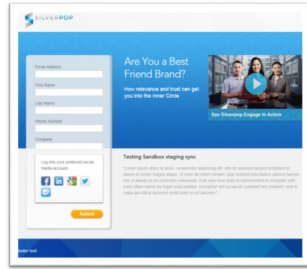


INQ → MQL Flow

Capture

Score/Route-Around

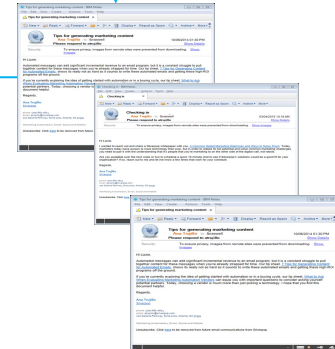
Pass or Nurture



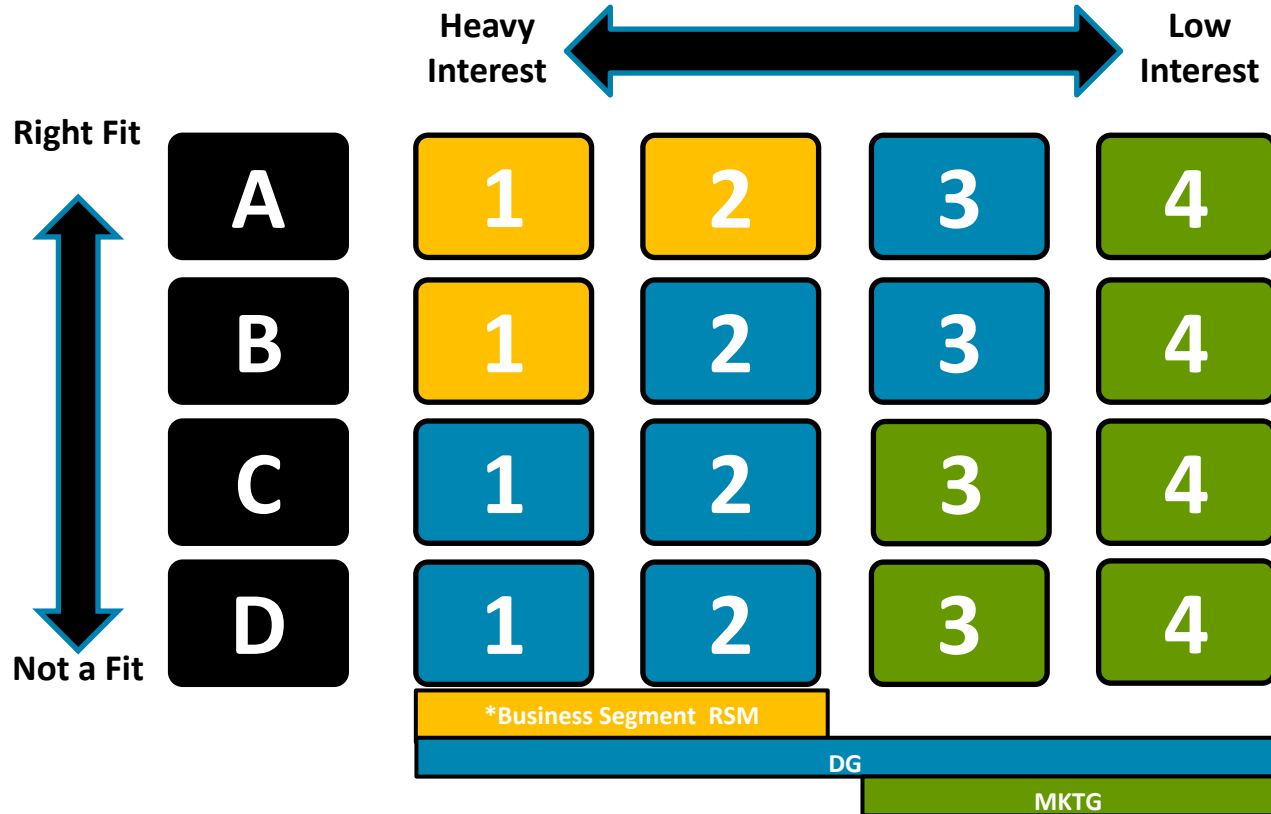
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LIVE SCORE			
Spoke Live Event - Attended	Last 7 days	20 Points	8+ days 0 Points
Qualifying Conversation	Last 7 days	20 Points	
Visited Booth - HWE	Last 7 days	20 Points	
Viewed Engage Demo	Last 7 days	20 Points	
Viewed CoreMotives Demo	Last 7 days	20 Points	
Attended/Viewed Live Demo	Last 7 days	20 Points	
MEDIASCOPE REPORTS			
Know the Score Reply	Last 100 days	10 Points	101+ days 0 Points
Customer-Driven DR Reply	Last 100 days	10 Points	101+ days 0 Points
Multi-Screen Reply	Last 100 days	10 Points	101+ days 0 Points
ADVERTISING CAMPAIGN & SCORES			
2013 Email Benchmark WP	Last 100 days	8 Points	101+ days 0 Points
7 Emails to Automate	Last 100 days	8 Points	101+ days 0 Points
10 Things to Automate	Last 100 days	8 Points	101+ days 0 Points
Know the Score	Last 100 days	8 Points	101+ days 0 Points
Up the Ante	Last 100 days	4 Points	101+ days 0 Points

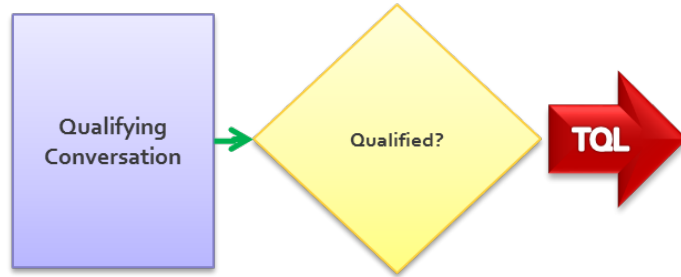
Right Fit
Not a Fit



US/Canada MQL Distribution Model



Qualify and Convert...



SILVERPOP
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