

Lead Scoring



Lead Scoring

- Lead scoring is a methodology used to rank prospects against a scale that represents the perceived value each lead represents to the organization.
- The resulting score is used to determine which leads the sales team will engage, in order of priority.
- Silverpop uses a multivariate lead scoring model – i.e., we score against multiple criteria
 - Profile data
 - Data that describes the make up of the lead
 - Industry
 - Title
 - Company size
 - Behavioral data
 - Data showing the actions the lead has taken
 - Web visits (not currently included)
 - Event attendance
 - Asset downloads
- Leads that reach a set score threshold will be pushed to Sales (through Salesforce) as Marketing Qualified Leads

Lead Scoring Thresholds

- Profile Scoring

 Edit Clear				
A	is greater than or =	32 Points		
B	is between	20 Points	and	31 Points
C	is between	10 Points	and	19 Points
D	is less than or =	9 Points		

- Behavior Scoring

 Edit Clear				
1	is greater than or =	15 Points		
2	is between	7 Points	and	14 Points
3	is between	5 Points	and	6 Points
4	is less than or =	4 Points		

Score determines routing & communication strategy

Profile	Behavior			
	1	2	3	4
A	Target Fit Heavy Interest	Target Fit Some Interest	Target Fit Unclear Intent	Target Fit Low Activity
B	Potential Fit Heavy Interest	Potential Fit Some Interest	Potential Fit Unclear Intent	Potential Fit Low Activity
C	Insufficient Info Heavy Interest	Insufficient Info Some Interest	Insufficient Info Unclear Intent	Insufficient Info Low Activity
D	No Info Heavy Interest	No Info Some Interest	No Info Unclear Intent	No Info Low Activity

SQL:
Sales/
Demand Gen
20%

Pre-MQL:
Marketing/
Nurture
80%