

Profile Fit							Profile Fit	
Category	Ranking	Weighting	Field Operator	Field Values	Score	Max Score	Testing	Tier, % Max Score
Business Function - Normalized	1	0.55	Contains	Marketing	100%	45	-	A 91 - 100
			Contains	Warehousing	100%			B 81 - 90
			Contains	Commodity	90%			C 71 - 80
			Contains	Store	60%			D 0 - 70
			Contains	Operations	90%			
			Contains	Facilities	80%			
			Contains	Shipping	80%			
			Contains	Distribution	80%			
			Contains	Sourcing	50%			
			Contains	Manufacturing	100%			
			Contains	Cross-function	50%			
			Contains	Cross functional	50%			
			Contains	Procurement	50%			
			Contains	Purchasing	50%			
Level - Normalized	2	0.35	Contains	Director	100%	25	-	
			Contains	President	100%			
			Matches wildcard pattern	C*O	100%			
			Contains	VP	100%			
			Contains	Manager	80%			
Industry	3	0.1	Contains	Hospitality	100%	10	-	
			Contains	GVT	60%			
			Contains	IPS	100%			
			Contains	Retail	100%			1 100%
			Contains	Financial	100%			2 75%
Sub Industries	4	0.1	Contains	Restaurant	100%	10	-	
			Contains	Convenience	100%			
			Contains	Drug	100%			3 50%
			Contains	Grocery	100%			4 25%
			Contains	Bank	100%			
Lead Source - Original	5	10%	Contains	Tradeshow	100%	10	-	
				Event-NCRHosted	100%			
				Webinar	100%			
				Webinar-Internal	100%			
				Webinar-External	100%			
				Event	100%			
				Adwords	100%			
				Advertisement	100%			
				Banner ad	100%			
				facebook	100%			
	linkedin	100%						
Total Possible						100		

Attribute	Ranking	Weighting	Operator	Field Values	Score	Max Score	Engagement	
Visited identical IPS page 3 times	2	25%	<i>Any IPS page</i>	<i>3 times in 3 months</i>	100%	50%	1	75-100
				<i>3 times in 6 months</i>	75%		2	50 - 74
				<i>3 times in 9 months</i>	50%		3	25 - 49
				<i>3 times in 12 months</i>	25%		4	0 - 24
Visited any IPS page	3	15%		<i>1 time in 3 months</i>	100%	25%		
				<i>1 time in 6 months</i>	75%			
				<i>1 time in 9 months</i>	50%			
				<i>1 time in 12 months</i>	25%			
Clicked any Email / Eloqua landing page	4	15%	<i>Any email</i>	<i>1 time in 3 months</i>	100%	25%		
				<i>1 time in 6 months</i>	75%			
				<i>1 time in 9 months</i>	50%			
				<i>1 time in 12 months</i>	25%			
				<i>3 times in 6 months</i>	100%			

100%