

A decorative graphic on the left side of the slide, consisting of a cluster of white-outlined hexagons arranged in a staggered, overlapping pattern.

Lead Scoring Framework

A decorative graphic on the right side of the slide, consisting of a cluster of white-outlined hexagons arranged in a staggered, overlapping pattern, similar to the one on the left but positioned lower and to the right.

1 Lead Scoring Principles



Lead Scoring

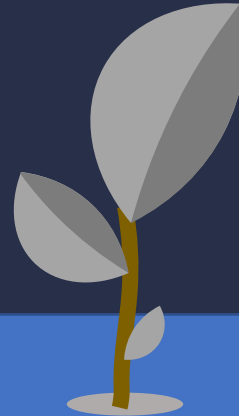
A comprehensive view of how your customers interact with you.

Are you a good fit for us?



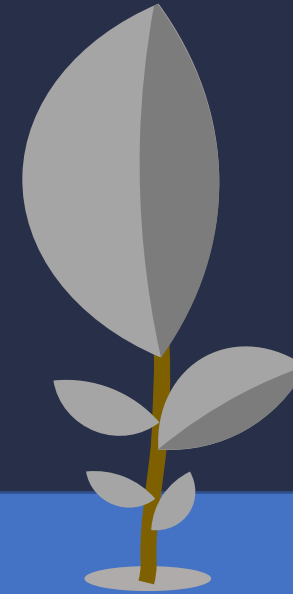
Personas

Do we interest you?



Interactions

Do you count on us?



Engagement

Are you a good fit for us?

Measured by:

- Attributes in line with persona

Captured by:

- Content assets (awareness and consideration) sent through:
 - › Email
 - › Website
 - › Social Media
- Forms collecting persona identifying questions:
 - › Industry
 - › Job function
 - › Age
 - › Gender
 - › Company
 - › Geography



First in terms of weighting your lead score



Do we interest you?

Measured by:

- Specific behaviors and interactions with you and your content

Captured by:

- **Website**
 - › Page views
 - › Specific pages (case study, meaty pages)
- **Email**
 - › Clicks
 - › Opens
 - › Unsubscribes
- **Social**
 - › Following
 - › Clicking
 - › Downloading media assets



Second in terms of
weighting your
lead score



A decorative graphic in the top-left corner consisting of a cluster of white-outlined hexagons.

Do you count on us?

Measured by:

- Consistent behaviors and deeper interactions with you and your content

Captured by:

- **Content assets (decision) with forms collecting more info including:**
 - › Challenges
 - › Goals
 - › Requests for more information
 - › Requests for consultation
 - › Requests for pricing
- **Frequent and consistent engagement**
 - Emails (decision assets)
 - Web (pricing page)
 - Social (fresh media asset downloads)



Third in terms of weighting your lead score



01 FIT RULES

50%

Contact Info | Persona | Attributes

02 INTEREST RULES

50%

General | Social | Paid | Media

