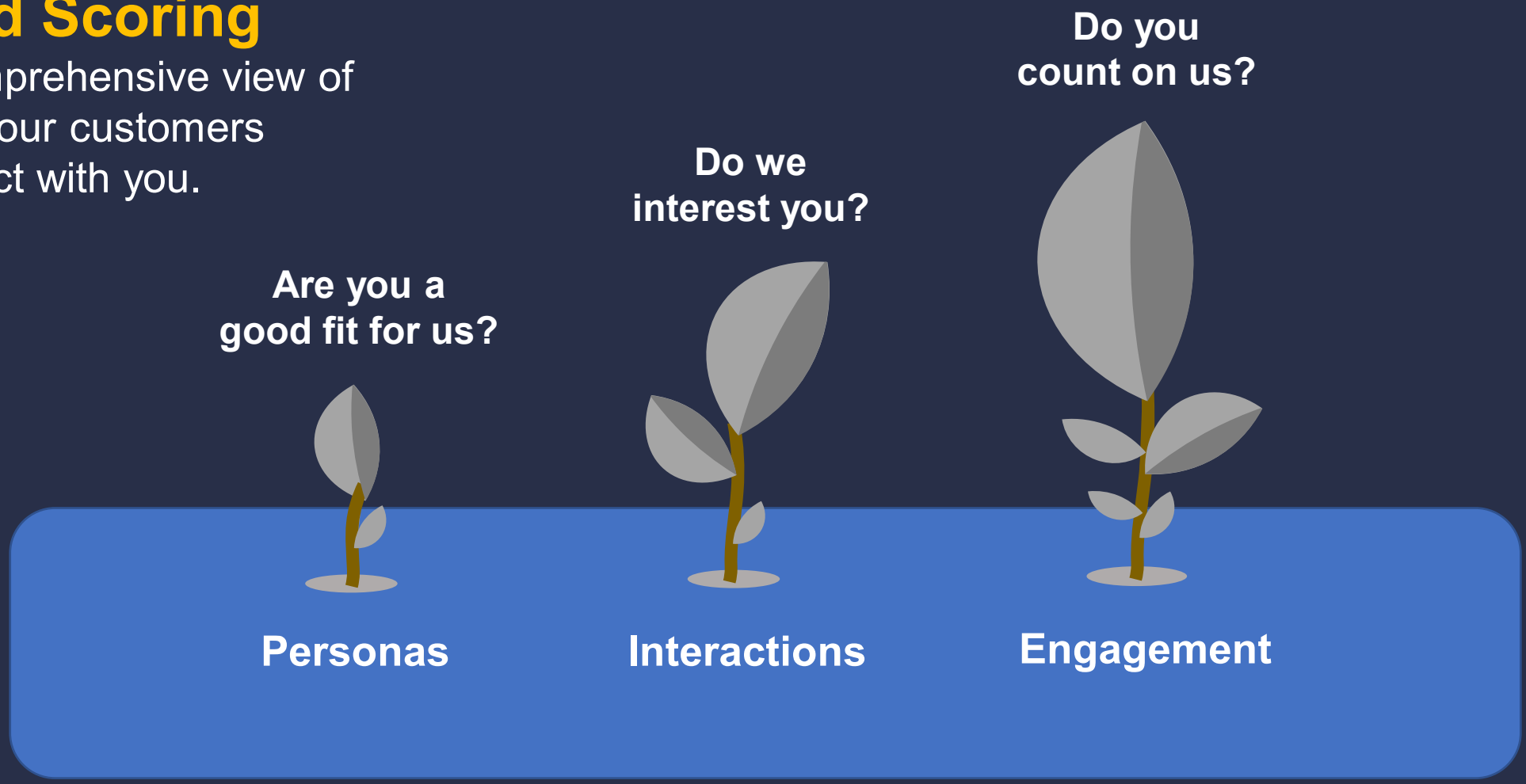
Lead Scoring Framework

1
Lead Scoring Principles

Lead Scoring

A comprehensive view of how your customers interact with you.



Are you a good fit for us?

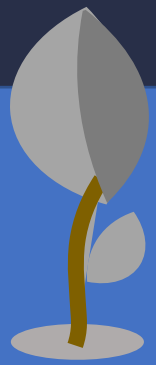
Measured by:

- 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

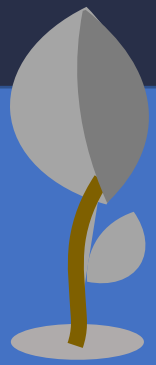
Do we interest you?

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

Do you count on us?

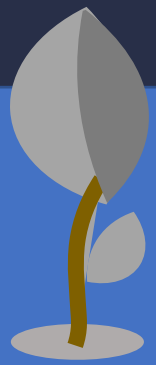
Measured by:

- 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

HighRoad Solution™

01
FIT RULES

50%

Contact Info | Persona | Attributes

02
INTEREST RULES

50%

General | Social | Paid | Media