

# Lead Scoring for Success

*A practical guide* to achieving better results  
with lead scoring



# The Growing Need for Lead Scoring

A company's website is still one of the most important sales and marketing tools for attracting new customers and growing new business. Marketers know that the website can produce a wealth of customer intelligence and sales leads based on the interactions of each visitor. The continuous flow of closable leads to Sales is a major priority for Marketers, with increasing trends towards measuring marketing ROI based on the volume and quality of leads. But only a small percentage of leads are deemed sales-ready, while the remaining leads are frequently left to languish.



57% of B2B organizations identify converting qualified leads into paying customers' as a top funnel priority



79% of B2B marketers are not engaging in lead scoring (Source: MarketingSherpa)

**Recent industry research shows that 40%-50% of all inbound sales leads are never followed up on by a sales person. And even if there is follow up, often too much time has passed to be able to convert the lead to a customer.**

Marketers now have the tools and capabilities to better rank, manage and nurture leads, so that more leads carry a higher probability for positive sales results. Automated capabilities and processes provide powerful ways to handle lead scoring and nurturing. And yet many sales and marketing teams are not using these tools to get the most from every visit to the website.

Lead scoring provides an objective means to sort through all of the interactions of visitors to the company website, to be able to rank these visitors in terms of how likely they are to buy the company's products. Not only does lead scoring reveal the most sales-ready leads, it provides insight into which leads should be nurtured and how, helping marketers focus on the right prospects.

## Lead Scoring: Getting More Out of Leads

Lead scoring is a key part of lead management, which helps marketers get the most from more leads. Instead of throwing away countless leads because they don't rank as sales-ready, they can be nurtured to potentially grow into "hot" leads. Marketers can score leads based on interest shown in a company's products and the

customer's fit to target buyer personas and markets. Typically lead scoring systems use behavioral and demographic attributes or dimensions to rank leads, giving sales-ready leads the highest scores.

To calculate lead scores, sales and marketing work together to formulate which dimensions are needed, what score is assigned to each dimension, as well as additional weighting to be applied to particular dimensions, and any other defining points that will improve the accuracy of each score. Additional attributes, such as buying cycle status, are used to fine-tune the lead score.

For those leads that are not sales-ready, lead scoring assigns values that direct what next steps should be taken with each lead. With lead scoring systems, organizations:

- Have a better picture of ideal buyer profiles and customer segmentation
- Construct nurturing processes to apply the appropriate next steps

*"Knowing which leads to pursue and which to ignore can be more guesswork than science. Qualifying leads takes time and getting it wrong affects the bottom line. Lead scoring gives sales and marketing professionals a head start on the qualification process. The value to a business on even being able to disqualify a lead let alone automatically determine a good one is immeasurable."*

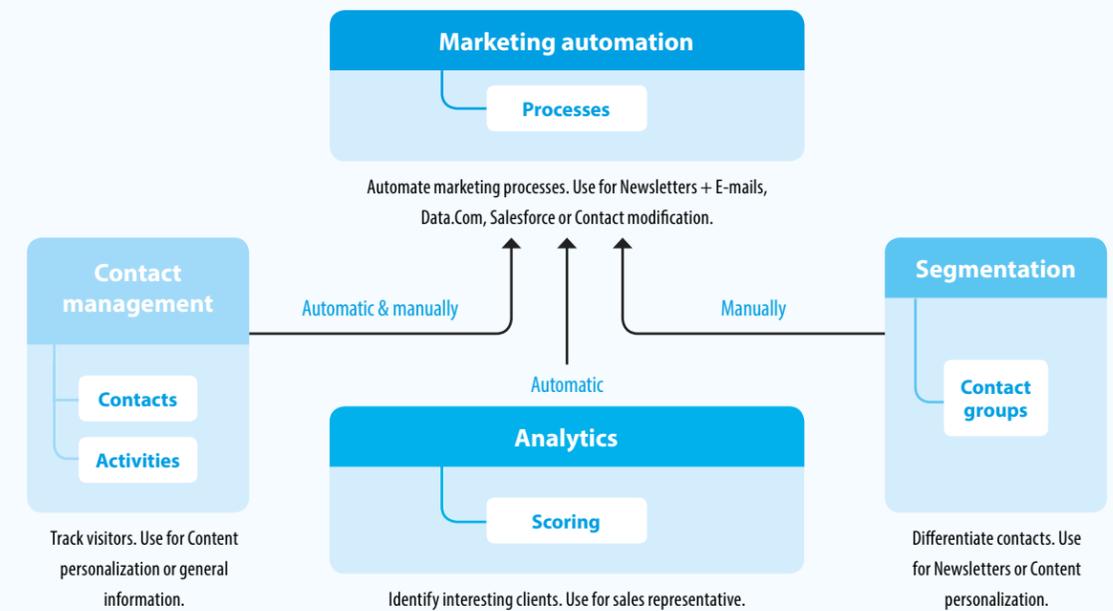
Jonathan Healey ,  
Development Director, Netconstruct, United Kingdom

- Know which internal team should perform which next steps
- Speed up responsiveness to prospective customer needs

Taking advantage of automated solutions and capabilities for lead scoring removes the burden from the marketing department and helps with iterative processes, such as feedback loops with sales that help to fine-tune scoring dimensions and criteria. Automated lead scoring can become a dynamic tool for monitoring and measuring

demand, and for better managing the flow of leads to sales teams.

Lead scoring is the keystone of Marketing Automation solutions, which take over the repetitive manual processes of website marketing such as email/drip marketing, multi-step campaigns, and analytics. As the key piece of marketing automation, lead scoring provides customer intelligence that can interoperate with segmentation of contacts, and the personalization for custom content delivery.



## How Lead Scoring Works

Previously, lead scoring was mostly based on BANT: Budget, Authority, Needs, and Timeframe. But this approach has proved to be error-prone, difficult to complete, and frequently left a lot of business "on the table" by improperly categorizing, ranking and then excluding leads that actually had good potential.

New lead scoring systems rely on composite scoring to improve accuracy and usefulness. This approach combines dimensions such as demographics and behavioral to better derive best fit and engagement scoring. BANT can also be used with current lead scoring approaches, complementing demographics and behavioral dimensions.

*"There's nothing like knowing what engagement a prospect has already had with your online collateral. This makes our chance of converting them when we speak to them much higher. Lead scoring in general is something we wouldn't want to run our business without now, and Kentico does it in a sophisticated but easy-to-use way."*

Manoj Shah ,  
Digital Services Director, Pull Digital Ltd, United Kingdom

### Setting up a lead scoring system:

- Establish a consistent lead scoring methodology to rank leads
- Build out optimal buyer profiles / personas
- Determine the score threshold for sales-ready leads
- Create lead scoring rules for each dimension (Demographic, Behavioral information)
- Consider multiple scoring scenarios for gaining greater insight into level of interest in different products or campaigns.
- Define an expiration period for scores that aligns with the sales cycle

		4	3	2	1
Fit	A	A4	A3	A2	A1
	B	B4	B3	B2	B1
	C	C4	C3	C2	C1
	D	D4	D3	D2	D1
		Engagement			

Lead scoring rankings - composite matrix

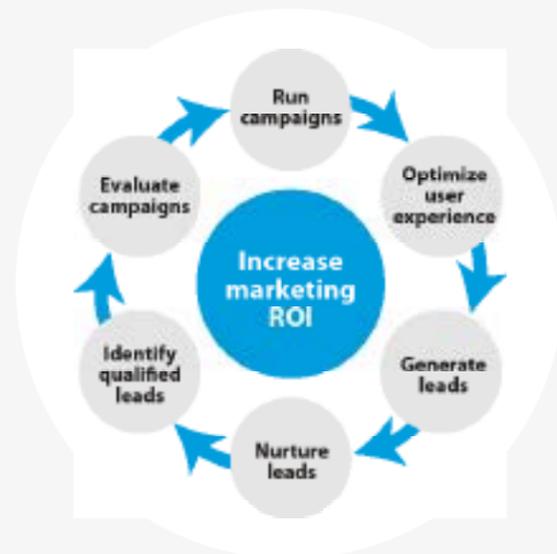
### Examples of dimensions for lead scoring:

EXPLICIT: Demographics – Buyer Profiles – Best Fit	
Individual	Organization
<ul style="list-style-type: none"> <li>• Title</li> <li>• Department</li> <li>• Role in company</li> <li>• Buying role (influencer, decision maker)</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Employees</li> <li>• Location</li> <li>• Industry / Vertical</li> <li>• “Fit” with value proposition</li> </ul>

IMPLICIT: Behavioral – Engagement Patterns of activities for likely customers	
Activity	
<ul style="list-style-type: none"> <li>• Web behavior</li> <li>• Frequency of contact</li> <li>• Recency of contact</li> <li>• Specific Actions (white paper download)</li> </ul>	<ul style="list-style-type: none"> <li>• Negative Actions (unsubscribing)</li> </ul>

### Lead Scoring Tips and Optimization:

- **The actual lead score** isn't the main objective – what matters is the hierarchy of point values (for example, some activities are worth more points than others) so that the higher the score, the more actionable the lead
- **A lower score** doesn't equate to a “bad” lead – it usually indicates early stage in the buyer's journey – based on the score and nurturing rules, the lead is likely a candidate for nurturing
- **Continuous process improvement** is a must, analyzing scoring algorithms against actual sales outcomes, and validating with sales team input and other data sources
- **Work with Sales** to agree on which metrics to use to evaluate the effectiveness of the lead scoring system
- **Review visitor online behavior** to see if their actions are really demonstrating the best leads and are being reflected properly in the scores
- **Consider including attributes for “negative” behavior** (non-product web page visits, unsubscribing from email lists, requesting ‘do not contact’)



## Avoid Problems through Best Practices

While lead scoring is an important tool for marketers, problems can arise. Scoring models can be prone to error, may be missing vital dimensions or data, or may fail to include reality checks in the scoring. For example: a website visitor is actually a person interested in working for the company but doesn't go to the Careers page. Instead, to learn more about the company, this visitor downloads content, signs up for a webinar and scans through products pages – and ends up looking like a prospect. Lead scoring models must account for such anomalies.

Lead scoring can be hindered by focusing on too few dimensions or a narrow approach, such as solely relying on BANT. But be careful not to score on too many dimensions, as it will be unclear which values are defining the score, and can increase the potential for errors.

Adopting strong best practices can prevent most problems and alert marketers when problems arise. A good place to start is to

implement comprehensive lead management to get the most out of the life cycle of most leads.

Apply creativity to measuring and interpreting customer behaviors on the website – avoid being too constrained on the value assigned to activities that show how a visitor is spending time – each customer has different ways to learn about a company's products and services.

The needs of the sales team must be top-of-mind at all times:

- Keep communication channels open with strong feedback loop
- Keep aware of changes in sales strategy and objectives and their effect on how leads are scored
- Keep abreast of changes to the sales organization and leadership that may change priorities

## Improved Sales, Revenue and Customer Intelligence

One of the best benefits of lead scoring is that marketing and sales continuously work together to define, run, evaluate and improve lead scoring processes – these two teams are now speaking the same language and working to common purpose: more sales-ready leads and revenue growth. Leads handed off to sales teams will have provable quality and relevance to sales objectives.

Lead scoring educates everyone in the company on what kinds of potential customers are active on the website and what that means to prospective sales. Lead scoring knowledge contributes key intelligence to the automation of contact segmentation and personalizing web content.

Most importantly, more sales-ready leads resulting from lead scoring and lead nurturing usually produce more closed deals and revenue growth. The sales team has greater confidence in the work that marketing is doing to generate high quality and usable leads. Lead scoring can be seen both as a sales enabler and a marketing efficiency tool.

Regular reporting on the performance and outcomes of the lead scoring system is invaluable to educate the company on what is being accomplished, particularly if revenue results are included.

Lead scoring enables marketing to align efforts and resources to clear sales outcomes and bottom line impact to the business.

*“Kentico Enterprise Marketing Solution's Lead Scoring capability allows my customers to get great insights into the quality and value of each lead that their websites generate. I love the fact that I can define specific criteria for how each lead is scored and the system just takes care of the rest for me.”*

Jonathan Healey,  
Development Director, Netconstruct, United Kingdom

# From Lead Scoring to Lead Nurturing

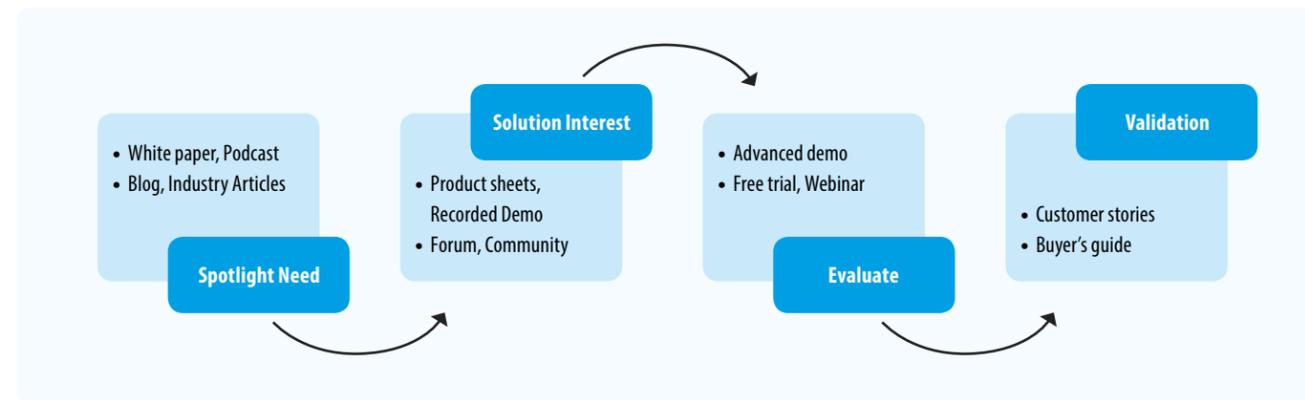
Lead nurturing is a valuable next step for most leads that aren't sales-ready. Taking leads into nurturing processes that have clear next steps for different levels of leads optimizes the potential revenue from most visits to the company website.

Lead nurturing further engages and assists prospects, frequently paralleling the buyer journey by providing the appropriate content for a particular stage of the journey. Content can be white papers, videos, interviews, case studies – whatever is best for the prospect's needs. Engaging a prospect in the early stages of the buyer journey, moving the prospect forward in the sales cycle and cultivating the prospect into a sales-ready lead are the main objectives of lead nurturing.

 *Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads*

(Source: DemandGen)

**Lead scoring intelligence & lead nurturing process:**  
Mapping content to buying cycle - driven by action plans



## Add the power of lead scoring to your site in 5 steps

You'd think that such a high-reward task would be time-consuming, difficult to achieve and require the help of your Web development agency or in-house team. These few screenshots demonstrate the whole setup process in Kentico EMS (Kentico Enterprise Marketing Solution):



- 1. Create a new scoreboard.**
- 2. Add new score rules and their point value.**



Action	Display name	Value	Is active	Is recurring	Rule type
	Country - Canada	10	No	No	Website
	Country - USA	10	No	No	Website
	Download Brochure	15	No	No	Activity
	Download PDF	15	No	No	Activity
	White Paper	5	No	No	Activity
	Job ID#	10	No	No	Website
	Newsletter Subscription	15	No	No	Activity
	Page view - 10	10	No	No	Activity
	Page view - 20	10	No	No	Activity
	Page view - 30	10	No	No	Activity
	Page view - Other	15	No	No	Activity
	Phone number	10	No	No	Website
	Traffic Source - Direct	12	No	No	Activity
	Form submit - Contact	10	No	No	Activity
	Video view	15	No	No	Activity
	Website visit - 1	10	No	No	Activity
	Website visit - 2	20	No	No	Activity
	Website visit - 3	30	No	No	Activity
	Website visit - 4	40	No	No	Activity

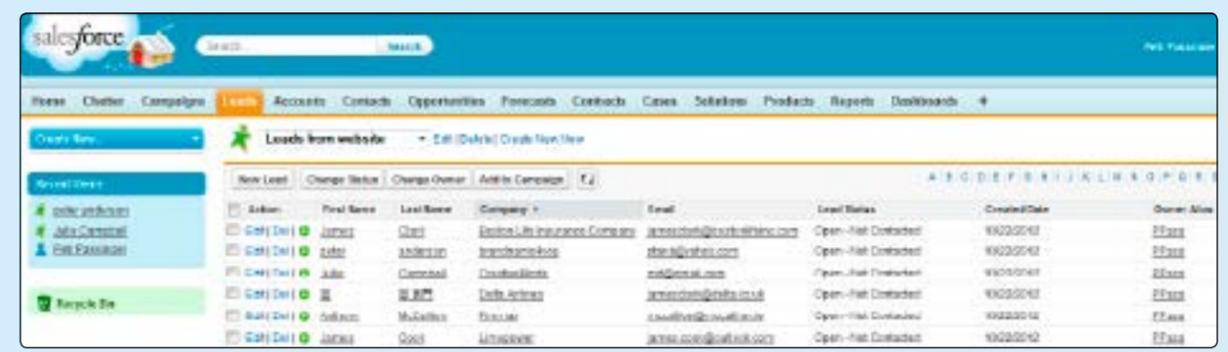
- 3. Watch your prospects accumulating points.**

Action	Full name	Contact status	Score
	James Clark	Active	17
	John Anderson	Active	10
	John Campbell	Active	10
	John Smith	Active	17
	Anthony McCallister	Active	12
	James Cook	Active	10
	Janet Johnson	Active	17
	Chris White	Active	10
	Heidi De Graa	Active	12
	Abigail Blinsky	Active	12

- 4. View score details for your leads.**

Scoring rule	Value	Weight	Total
Country - USA	10	1	10
Download Brochure	15	1	15
White Paper	5	1	5
Job ID#	10	1	10
Newsletter Subscription	15	1	15
Page view - 10	10	1	10
Page view - 20	10	1	10
Page view - 30	10	1	10
Page view - Other	15	1	15
Traffic Source - Direct	12	1	12
Phone number	10	1	10
Website visit - 1	10	1	10
Website visit - 2	20	1	20

- 5. Start working with your leads directly in Kentico or replicate them to your current CRM, such as Salesforce.**



**The built-in lead scoring of Kentico EMS allows you to:**

- Easily set up, change and manage scoring rules
  - Use scoring results instantly for built-in Marketing Automation, Content Personalization, Contact Management or as an import source for your current CRM
  - Integrate lead scoring with Salesforce
  - Set up multi-dimensional score systems
  - Choose from dozens of pre-set activities or easily add custom ones for scoring
- Rely on a solid CMS with an 8 year history of powering over 15,000 websites, including those of 60 companies from the Fortune 500

To learn more about lead scoring in Kentico EMS: <http://www.kentico.com/lead-scoring>

*“Using the Kentico EMS platform and its advanced marketing features such as Lead Scoring, Personalization, and A/B or Multivariate testing should give any development shop or design agency a step ahead in terms of deliverable functionality out of the box. At the end of the day you should be able to deliver faster, with more functionality, and increase profitability. Anytime we can increase our customer’s return on investment it is good for business.”*

*Brian McKeiver,*  
Partner and Senior Developer at BizStream, MI, USA

Lead scoring is just one of many online marketing features that make **Kentico Enterprise Marketing Solution** the integrated customer experience management solution of choice, helping you optimize your website and achieve higher campaign ROI.

Unlike other Customer Experience Management (CXM) products, KEM is an easy-to-use, out-of-the-box marketing solution that allows you to deliver real-time customer-centric marketing across channels and analyze results almost instantly.

To learn more about BP Studios: <http://www.bpstudios.com>

