Lead Scoring & Grading
Quick Guide

Why Score Leads?

- Align sales and marketing campaigns and goals.
- Determine what leads are the highest priority.
- Automate process.

What is Lead Scoring?

Lead scoring and grading is a custom blend of behavioral (implicit criteria) and demographic (explicit criteria) that shows the leads most likely to close.

Behaviors / Implicit Signals

Scoring leads is based on their behavior and interactions with your brand.

- Number of pageviews
- Pages per session
- Engagement with your content - downloads, clicks
- Form submissions
- Email

Behavior	Points Earned
Submit a contact form	3
Newsletter signups	1
Send an email	3
Register for an event	3
Search site	1
Donate	5
Social shares	1
Download content - annual report	2

Negative interactions can also reduce points. For example, if someone unsubscribes to your newsletter, you can assume that they are no longer interested in your content.

Demographics / Explicit Signals

Grading leads is based on what you identify as your ideal audience persona.

Demographics / Explicit signals
- Job role / title
- Location
- Industry
- Role
- Company

All leads start out with an average "C" grade. Their grades move up or down depending on how their explicit signals align with your ideal persona. Leads with better grades get higher priority.

Audience personas inform how you blend your scoring and grading. This should be highly customized. Your scoring and grading should be determined by your sales and marketing teams. Both teams play important parts in the process. For example, your sales team will determine when a lead is sales-ready. While your marketing team will identify leads that need to be nurtured before going to sales.

Do better leads…
- Closely align with your ideal persona?
- Need to be from a specific location?
- Have the authority to make the buying decision?
- Interact in a way that suggests the lead is engaged with your brand?
- Take part in the type of activities that suggests they are closer to converting?

Behavior	Points Earned
Title	
Role	
Industry	
Location	
Decision maker	

Social participation and habits	
Career interests	

Lead Scoring and Grading Example

Qualifiers	Excellent Prospect - Sales Ready	Score	Poor Prospect	Score
Job Title	CEO mid-sized company	+5	Student	-10
Location	California	+5	Ukraine	-5
Budget	< $25,000	+5	> $10,000	-10
Decision Maker	Yes	+5	No	-5
Recent Activities	Subscribed to newsletter Downloaded eBook Watched webinar	+3 +3 +5	Downloaded whitepaper Attended event Visited jobs page	+3 +5 -3
Lead Score	**Good Lead**	**31**	**Poor Lead**	**-25**