

RAPPORT DE QUALIFICATION DES LEADS

Généré le 27/07/2025 à 20:26

Synthèse des Leads

Entreprise	Match ICP	Score GPCT	Score Final	Class.
lead2	20.0%	72.0%	35.6%	Cold
lead_report_example	92.0%	92.0%	92.0%	Hot

Analyses Détaillées

lead2

CRITÈRE	SCORE
Match ICP	20.0%
Score GPCT	72.0%
SCORE FINAL	35.6%
COLD	



Analyse:

The lead was classified as Cold due to its partial alignment with the Ideal Customer Profile and moderate strategic fit, driven by gaps in technology and geography, as well as a lack of strong decision-maker engagement and a moderate sense of urgency, indicating a lower priority for immediate sales pursuit. The lead's digital maturity and business signals show some potential, but overall, the combined factors result in a low final score. The moderate challenge score and recent hiring activity suggest some interest, but not enough to warrant a higher classification. The lead's low semantic score also contributes to its Cold classification.

lead_report_example

CRITÈRE	SCORE
Match ICP	92.0%

Score GPCT	92.0%
SCORE FINAL	92.0%
HOT	



Analyse:

The lead was classified as Hot due to its strong alignment with our Ideal Customer Profile and high strategic qualification, driven by a sense of urgency and engagement from key decision-makers, as well as its advanced digital maturity and identified technology gaps that present a timely opportunity for implementation. This combination indicates a high potential for a successful sale. The lead's recent hiring activity and business signals further support its readiness for a solution. Its overall score of 92.0 reflects its strong fit.

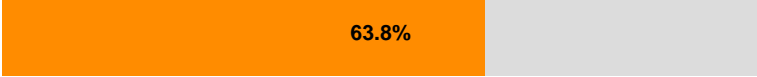
RAPPORT DE QUALIFICATION DES LEADS

Généré le 27/07/2025 à 20:28

Synthèse Globale

Statistiques Globales:

Score Moyen:



Meilleur Lead:

lead_report_example - 92.0%

The lead was classified as Hot due to its strong alignment with our Ideal Customer Profile and high strategic qualification, driven by a sense of urgency and engagement from key decision-makers, as well as its advanced digital maturity and identified technology gaps that present a timely opportunity for implementation. This combination indicates a high potential for a successful sale. The lead's recent hiring activity and business signals further support its readiness for a solution. Its overall score of 92.0 reflects its strong fit.

Lead à Améliorer:

lead2 - 35.6%

The lead was classified as Cold due to its partial alignment with the Ideal Customer Profile and moderate strategic fit, driven by gaps in technology and geography, as well as a lack of strong decision-maker engagement and a moderate sense of urgency, indicating a lower priority for immediate sales pursuit. The lead's digital maturity and business signals show some potential, but overall, the combined factors result in a low final score. The moderate challenge score and recent hiring activity suggest some interest, but not enough to warrant a higher classification. The lead's low semantic score also contributes to its Cold classification.

